

3 Key Elements **of** **Successful Internet** **Marketing**

2009 edition

Critical Success Elements
for Online Business Exposure

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Introduction

The concept of internet business marketing is growing rapidly and is heading to being the most important commercial marketing exposure for any business, if it is not already. There's simply no other market place with the capacity of reaching such a wide spread audience. Whether or not it's a small, medium or a large concerns, all companies or individuals who eventually take a position to market in this manner can secure significant global awareness from possibly millions of potential purchasers all around the planet.

In fact, it could be identified that any absence of an internet element in an entity's online marketing development is a slight on their business capability. Such is the magnitude of the audience participation, the relative simplicity of web 2.0 leverage, and the relative cost effectiveness, it would be madness not to have some presence in some form even if no more than just a blog site.

And as much as we would encourage greater participation across a spectrum of web facilities, it is not a place to apply with a slap happy attitude. Although there are success stories where some strike the jackpot easily, this is not the norm, and like the "off-line" world there are elements that are crucial to every success story, no matter what time frame they take to bear fruit.

This report is to identify and elaborate on 3 key areas that are absolutely crucial to the success of any internet marketing campaign. If these 3 elements were 3 corners of a triangle base, then each one forms the solid foundation needed to set up for online results. They can not be underestimated, or under managed, as accurate application is definitely the minimum for productive outcomes. Every online marketer has discovered this in one form or another.

The foundation of a campaign must contain carefully researched and studiously constructed functions in these 3 key areas;

- 1) Identification of **Niche or Market** segment.
- 2) Selection of appropriate **Keywords** that maximize traffic attraction.
- 3) Put effective **Copy** into your web presence

It may seem that these elements are obvious. But in many cases marketers give these areas various levels of attention. Some of the worst offenders are major global companies. And at the end of the day it is marketing basics.

This report will focus on these 3 areas and elaborate on what is required to create a successful and productive marketing campaign, no matter what market you are in, or the size of your organization.

1. Accurately Identify Your Market or Niche

Many marketers understand the significance of profiting from web marketing, but go about it in the many different ways. However the ones who really succeed are people who realize the power and significance of targeting their efforts on a particular tight niche (smaller market segment).

In effect this requires that the marketer focuses their advertising efforts on a particular area of interest, enabling them to have a more centered approach to their selling efforts to reach their consumer base. Finding the right target niche, is about researching a niche segment that is relevant to a sizable audience but at the same time isn't excessively saturated. The simple reason for this is that you may very well be attempting to enter an already tough market and one which could have so much competition that profit and market share are tough to come by.

Finding the right niche(s) is critical to the whole of your marketing campaign.

Niche location has developed into a fine science. Lets define "niche" a touch more and explain how to find an engaging niche market for your targeted site which will make plenty of money!

In the area of online marketing, a "niche market" is a market that is highly specialized and explicit, has many searches for information on, yet has only a few search results through the search engines. Its "supply and demand" in the virtual world. As an example, if you type "Golf" into your a search engine, you may find more than 340 million pages(Google) of contributing information. This means the topic is broad, and with a little probing, it would be discovered that this topic is not tight and is highly competitive. However, if you enter "Golf clubs for left-handed teen girls" into your Google browser, you'll get a return of only 1190 results. This is possibly a niche but the results would tend to suggest its is too fine.

Want we need to know now is how many people are looking for a product or information site on "Golf clubs for left-handed teen girls". According to Google(keyword search), about 4 searches every day are on the lookout for this related term ; about 120 each month. Not the best niche product market, but not necessarily the worst, either. And further investigation would be needed to determine true demand. Because from a general knowledge perspective, we know golf is growing sport, teenage girls are playing it, and at least 10-20% of them are likely to be left handed.

How do we go about finding a lucrative niche market?

The best starting place is to work on material that you as an individual may be interested in, or involved in already. This is because it is far easier to research a niche that a) you have an interest in and b) you have some knowledge of. The critical step is to find the subset of your topic, that conforms with the definition above.

The danger here is to blatantly select the subset that suits, rather than the subset that will be sought by your market customers. So as a left handed teenage golfer, there may be a tendency to like that market because of involvement in it, whereas that niche could be too low with demand. Teenage female golfers may be able to utilize womens left handed clubs as teenage and adult women tend to be much the same in physical stature.

Some more careful research might uncover that lefthanded woods(drivers) for women are limited in style, weight, and grip mold, and there is constant searching for alternatives and information. So

we arrive at a defining niche element.

The Niche Must Have a Problem That Needs Solving!

If you are not solving a problem, the chances are that you will not get a response from your niche. So it is therefore important to match demand and competition with a clear identification of a problem, whether existing or created. Naturally its better for a problem to exist in the first instance, and a careful research will uncover what the niche is looking for. Careful keyword research will assist with this, and clever marketers learn what to look for.

So much so that that they learn to operate in high competition niches. They become practiced in what to search for and are able to locate the under-supplied "problem" of the niche. This is an exceptional skill and allows for clever marketing where the demand is higher also. For a speculator to enter inside these sorts of market, they might need a really creative technique in offering something of high standard or worth to gain a share of the market.

On the other hand if a slot can be discovered which isn't already saturated and has space for new marketers who know the way to market to their audience, you'll have a market that is always worth exploring. In this situation you can find an audience of potential hungry buyers awaiting quality products or services to be supplied. The smart business person will realize what's wanted to unlock and secure this potential.

When you can do this with topics that are consistent with your own passions, interests, or current business offering, there is an extremely high probability for success. This reason for this is that your own zeal will be a driver for your offering. You are much more likely to take possession of the products you want to bring to market if you have got an enthusiasm for them. You may pride yourself over the quality and price of product you need to bring to market, due to the knowledge and experience you can communicate on your clients.

The proven fact that you care about your service or product will translate into your clients who will feed off your own enthusiasm and keenness and reward you with sales and faithfulness. This is the ideal for niche development. With a firmly targeted niche you know your audience and paths to publicize to it. The audience responds to you in way that they would respond to a trusted expert.

The more centered you can become in outlining what you do and in describing the group who wants what you do, the greater your perceived expertise and the better your selling becomes. Qualifying away all those prospects who don't fit your niche, audience, or ideal customer profile will leave you with a significantly better qualified pool of possible clients.

7 Steps To Getting To The "Right" Niche Market

Here are 7 key questions that will assist you to expose your niche and describe your target market :

1. What do you offer to the world?

For individual and companies; What is it that you do better than anybody else in the world? What's your purpose -- for what reason were you put in this world/ does your company exist? What causes people to find you regularly? For what are you desiring to become called the "go-to" entity? What activity engages you so totally that time seems to slip away unnoticed? It's the answers to these question that may help you're employed out what you like and makes you unique.

In some cases, you may actually come up with many divergent answers, but it is important to work

through one at a time. Working on multiple concepts to be several things to several markets causes confusion. If you select one and it turns out to be a dead path market wise, drop it and pick up with the next one. It may take a number of attempts over a period of time. Persevere until you pick up the right one. Over time this will become easier as experience builds.

2. Who wants what you offer?

Out of all the people in all the world, what are the qualities of the people that need your gift? What sex are they? Where do they live? How old are they? What quantity of money do they make? What do they do for a living? Use as many adjectives as you can brainstorm to elucidate them. Using our golf example: Middle to upper socio-economic, well-educated ambitious female teenager amateur golf players, playing with and needing quality left handed golf clubs, where cost is not an issue, and well earning baby-boomer parents will go to any lengths to give their child the edge. If you can actually visualize this set of folk in your head (and personally know people who fit this outline), then you've a correct portrait of your audience.

3. With whom are you needing to work?

When you have worked out what you do and who will be seeking what you offer, the following step is to then narrow the vision more to work out the qualities of your ideal purchaser. What are their beliefs? What values do they hold dear? What industries are they in? What are the features and qualities of great associates / bosses / chums that made them pleasant to work with or be around? Are there foundational issues that need to be in place before someone is prepared to work with you? For example.....

4. Are they workable as a group?

Is it worthwhile to focus on this group of people? Is there a stock of them, like in a civic group, pro organization, or support group? Are they part of a selected industry or profession? Are there enough of them to make them worthwhile to target? Are they in enough pain that they are prepared to pay you to unravel their problem? Do they make enough cash so they can simply afford to pay you? If you are unable to find groups of people who fit your outline, then you would like to return to the drawing board till you come up with an outline of folks who you can reach out and touch -- whether or not that's in real-time or on the web.

5. What do they need?

Now that you have an outline prepared go through your contact database and find prospects who meet your outline and request to talk to them about their challenges .You can set up 30-minute interviews over coffee or over the phone with people who fit your dream consumer profile and ask them a chain of questions about things you must know more about which will give you understanding of their regular lives. Or, join in and take part in their web consultation lists, forums. Or blogs and research the classes of questions being posted. Find someone else who offers a different offering to the same target market and ask to send out a short survey to that person's contacts and to find out more about them as a group. Based on what you have learned, work out how your effectively your offerings will help them resolve their best wishes, and make adjustments moderately.

6. Where do you find them?

When you have described you ideal buyer (a mixture of your outline of who wants your service and with whom you want to work), now you would like to work out how they congregate together on or off-line. Where do they hang out in real-time -- at church, the local refectory, the ironmonger's, civic groups or pro organization meetings? What about online in groups, blogs, forums, online networking sites? Are you able to open the yellow pages of your yellow pages and find many lists that would encompass your dream client? Are you ready to find groups or associations to which they'd belong? What do they read? Where do they network? With whom do they do business on a consistent basis? You're looking for all places where you can reach them cheaply and in enormous numbers.

7. How do I reach out to them?

Now you have found them, start to reach out to them. Offer to speak at their meetings. Write an article for their publication. Post flyer's about your business at "natural referral partners", or other firms who minister to the same target market but offer a different service. Become a guru on their site.

Answer questions in their dialogue forums. Attend their networking functions. Offer an event that is appealing and helpful to them. Take out display or classified ads in publications that they read. Each profit-making business person has become successful as she is worked out what talent she offers to the world and discerned who's positioned to pay for that talent. Surrender your shotgun approach to promoting and start targeting your work. You'll be rewarded with additional qualified prospects that are a great fit for your business.

Tools to Aid in the Niche Research

There is enough data and content on the net to get answers and get them quickly. In most cases it should be possible to locate the content necessary to give many options for niche identification.

There are several spy applications on the internet that can be utilized for this work in its initial stages, but one I can recommend is Spyfu.com. Its free and simple to use and will produce quite a lot of useful information. The following are some screen shots of Spyfu for your reference.

This is the Spyfu home page with a relevant web page selected to source data from. The URL that we have entered was selected from a standard Google search for womens left handed golf clubs.

SPY ON YOUR ONLINE COMPETITORS
DOWNLOAD COMPETITORS KEYWORDS AND ADWORDS

ENTER A DOMAIN OR KEYWORD BELOW:

SEARCH

e. g. velocityscape.com , Web Scraping , or Velocityscape

BROWSE BY: [Categories](#) | [Industries](#) | [Advanced Search](#) **OTHER REGIONS:** [UK](#)

SEO Top 100
[google.com](#), [amazon.com](#), [yahoo.com](#), [wikipedia.org](#), [blogspot.com](#), [about.com](#), [ebay.com](#), [msn.com](#), [view all >>](#)

Top 100 SEM Spenders
[ebay.com](#), [expedia.com](#), [geico.com](#), [target.com](#), [aol.com](#), [progressive.com](#), [tdameritrade.com](#), [view all >>](#)

Keywords with Highest Cost Per Click
[loan consolidation](#) [student loans](#), [online life assurance quotes](#), [accident no win no fee](#), [view all >>](#)

SHOW ALL TOP 100 LISTS

Last Data Update: 7/1/2009
Currently indexing 331,904,647 results on 5,998,145 keywords across 16,935,283 domains

On selecting “search” the following results were obtained.....

Stats For: fitgolfforwomen.com [view site >>](#) + ADD TO MY DOMAINS

Daily Ad Budget: \$0.00 - \$0.00	Avg. Ad Position: N/A
Total Clicks/Day: 0.00 - 0.00	Avg. Ad Competitors: N/A
Avg. Cost/Click: \$0.00 - \$0.00	Avg. Ad Percentile: N/A
Avg. Clicks/Day: 0.00 - 0.00	

Organic Keywords (415)

1	cobra ladies
1	plus size golf apparel
2	cobra ladies golf clubs
2	golf sandles
2	ladies cobra golf clubs
3	appealing sandals
3	cobra ladies golf
3	golf for women
3	golf woman
3	ladies cobra golf clubs

Paid Keywords (6)

12	ladies golf	(Sep-08)
14	golfing tips	(Sep-08)
3	golf tips for women	(Jun-06)
11	golf schools for women	(Jun-06)
25	callaway golf clubs f...	(Jun-06)
35	square two ladies gol...	(Jun-06)

SpyFu Sponsors

New! Kombat

expedia.com **VS.** travelocity.com

FIGHT!

Sub Domains (2)

[www.fitgolfforwomen.com \(415\)](#)
[fitgolfforwomen.com](#)

Organic Keywords (415)

1	cobra ladies
1	plus size golf apparel
2	cobra ladies golf clubs
2	golf sandles
2	ladies cobra golf clubs
3	appealing sandals
3	cobra ladies golf
3	golf for women
3	golf woman
3	ladies cobra golf clubs

Paid Keywords (6)

12	ladies golf	(Sep-08)
14	golfing tips	(Sep-08)
3	golf tips for women	(Jun-06)
11	golf schools for women	(Jun-06)
25	callaway golf clubs f...	(Jun-06)
35	square two ladies gol...	(Jun-06)

The search reveals a series of organic keywords, and some keywords that are being used for paid marketing. Although this search does not reveal some very useful words overall, the principle is to see how you can leverage competitor sites to work forward on a niche of your own. The brand “Cobra” is strong here and is likely to be a very sought after brand. The one keyword that stands out is the second one “plus size golf apparel”. Although it is not specific to left handed womens clubs, it does point to a possible unexploited niche. “sandies” and “sandals” also stick out but only because they appear to be unusual organic key words.



The bottom half of the Spyfu results produces a set of organic competitors, which could also be used to perform the same exercise, particularly if the keywords are not as useful as they could have been. And the absence of paying advertisers is a useful indicator that there is some space to operate without serious competition. Again further testing of these results would be necessary to form a picture.

In event that it is possible to come up with a niche or a handful of niches, then it would pay to investigate furtherusing GoogleNicheFinder.com. It will be necessary to work out some useful keyword groupings so there are alternative reasons for using GoogleNicheFinder. But it will be critical for refining the effectiveness of the niche by identifying volume of demand and level of competition relative to numerical identifiers. Much of this will be obtained through GoogleNicheFinder.

And GoogleNicheFinder is going to assist with keyword development. If you're selling anything online you'll have to think about the significance of keywords, a particularly basic tool. In all forms of internet selling content - articles, blogs, videos and pay-per-click (ppc) advertising - the employment of keywords is intensely vital.

You must know also that keywords might or might not be a single word but in truth could be a transient phrase. These phrases are employed by net users to search for their desired product. Using the right keyword is thus necessary to get the web users to find your product. For instance if you're selling Long hitting clubs a typical keyword a user might use word "driver" or "wood." As well as being utilized by web users, keywords are utilized by the search engines to rank net content. The proper placement of keywords in your promotion content and overall content is elemental to getting a good ranking of your article, blog, or video on the search engine.

2. Select Appropriate Keywords that Maximize Traffic Attraction.

Niche marketing is targeting your business attempts to a target audience, or a slot in the market. Tied into this the management of the most productive paths to promote your products.

If you're going to put forth the time, effort, and resources to market online, make it worthwhile and market as productively as possible. Naturally, everybody wants to do that and few folks are actually aware of a way to make their part of the niche stand out above the rest. Luckily, there are a few tips that may help you with your niche selling and getting your page to stand out above the rest.

Keywords Are the Solution to Correct Traffic Acquisition.

To correctly plug your product, you must know the keywords that apply to your niche and what keywords folks are using when they are looking for your product and service. This is truly not hard or costly to discover ; however it'll make a massive difference in how you market and who you reach.

First, brainstorm all of the possible keywords and combinations of keywords that pertain to your niche while employing a lexicon.

Engage online resources which will generate the keywords for you as well as search for what keywords and keyword phrases are most well liked and have been most lately searched for concerning your niche. This info is like gold when you're making an attempt to market and the online facilities takes the bulk of effort out of your hands.

As mentioned already the Google tool – GoogleNicheFinder – is exceptional for not only assisting with finding a niche but will provide the necessary keywords as well. At this stage you have probably twigged to the fact that niche and keyword are hand in hand. So it makes sense that you would combine the tools like Spyfu and GoogleNicheFinder to accurately research your topic and its keywords. The 2 most typically used search engines are Yahoo and Google. And so it makes sense to use a Google tool also

With the right key phrases in your website, your results should always move you in an upward curve where your traffic results are concerned. That is why it is imperative that you know what the best key phrases are. This is where keyword analysis comes in.

Understanding the Types of Keywords

There are essentially 3 kinds of search keywords. These are research, shopping, and money keywords. Here is the break down of each of these terms:

Research Keywords.

These are the keywords used when scholars do their research. These are the ones used when doing college papers, case displays, and the likes. The people using these types of keywords are searching for information, they don't seem to be going to buy anything.

Shopping Keywords.

Folks who are using shopping keywords are on the lookout for information that may help them decide in making a purchase. They have an idea of what they need to buy and they need to see the features of something or read on reviews about a certain item or product. They research for the name, price, and other content related to the item. It might be that they are going to arrive at a call to buy an item straight away, or wait some more months.

Money Keywords.

Keywords related to cash are what most net marketers and e-commerce sellers are really looking for. Money keywords are the ones used when you need to buy a particular product. There's a high chance of making a sale to folks using cash keywords. For net marketers, the focus here would be the shopping and money keywords. For resellers or e-commerce, they focus more about the money keywords since those are customarily the words utilized by consumers who are looking for the products that they desire. You should not deprecate the power of the shopping keywords since these also have high potential of making a sale to these kind of folks.

The difference between a shopping keyword and a money keyword is the shopping keyword is more general, while the second is express. Let us say somebody is purchasing golf clubs. That person is going to search for "golf clubs." After being in a position to read more and knowing more about gold clubs, they obtain the information necessary to make a decision to purchase Cobra brand golf clubs. So he can type in "Ladies Left hand Cobra Clubs." That one is an example of money keywords.

How to Determine Your Keywords Correctly

Shortly we are going to look at GoogleNicheFinder keyword search. It is important to work through a selection process for keywords. Do not rely on the words that you brainstormed to provide the right keywords for your niche. The reason for this is because we are naturally biased to the terms that trigger our own thoughts regarding that niche or topic. We like the terms and can relate to them, but as you have already seen the terms that "work" may be completely unknown to us, and are terms that we struggle to give credibility to.

The reason for this is fundamental. Try to go back to the concept of "solving a problem". Most searches on the internet are specific to finding information to solve a problem or suit a need. Therefore your prospect is on a mission and has predetermined the words they will use to search for their solution based on the terms they have in their mind. Often these are completely at odds from what you think as the provider of the information.

It is vital to to research the Keywords without Preconception.

Its important to use resources that have collated the relevant search data. From these sources we can determine relatively quickly the right and relevant keywords to our niche. GoogleNicheFinder is such a tool and is the most worthwhile free tool available as of today.

But there are some KPI's that we need to observe to make sure your search is fruitful.

1. The keyword must have less than 500,000 competing pages. The lower this number is the better. Just do a search for the keyword in Google or one of the other search engines. Make sure to put quotes around it if it's a keyword phrase. For example "laptop" or "IBM Thinkpad laptop." Then see how many competing pages there are.
2. Always look for the least amount of competition. Ideally 20 or less is good. But less than 5 is possibly to little. No competition points to a niche thats not working and those keywords may not be effective. But it can also point to a goldmine, but be weary of too little competition. In GoogleNicheFinder observe the blue competition boxes and match to the monthly demand(search volume).
3. The keyword or keyword phrase should be searched for at least 100 times a day, or at least 2000-3000 searches per month. Of course the higher the number of searches the better.

Also look for some type of value to an advertiser. Of course everything that can be bought and sold has value whether it's a product or service. But some keywords have significant more value than others.

Lets pursue our search for womens left hand golf clubs in GoogleNicheFinder. GoogleNicheFinder

is also the same tool that Adwords users have access to in the name of Keyword Tool.



Keyword Tool

Use the Keyword Tool to get new keyword ideas. Enter a few descriptive words or phrases below. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, Australia** [Edit](#)

The above screen shot is the main page when you load GoogleNicheFinder. In the box circled is where we type in the key or niche term.

Keywords	Advertiser Competition	Local Search Volume: June	Global Monthly Search Volume
Keywords related to term(s) entered - sorted by relevance			
womens golf clubs		1,600	18,100
Download all keywords: t			
Additional keywords to consider - sorted by relevance			
callaway big driver		Not enough data	Not enough data
hybrid iron		590	18,100
pitching wedge		720	22,200
ping g2 driver		110	8,100
big irons		1,300	33,100
powerbilt		2,900	33,100
cg4 irons		28	2,400
taylor made r5		590	27,100
nike irons		1,600	49,500
nike slingshot		1,000	33,100
callaway driver		12,100	110,000
sand wedge		2,400	74,000
lob wedge		2,900	33,100
golfclubs		880	60,500
golfing equipment		110	3,600
hireko		58	5,400

In the GoogleNicheFinder image on the previous page I have highlighted the competition column and the volume search by month column. And then I have selected a term at the bottom of the page and circled the indicators that are relevant.

In this case the term is "hireko". Without investigating the term, let me point out why this term is interesting and worth looking at. The competition box is showing marginally under half the box shaded in blue. This means that there is average or below average competition around this keyword. But there is 5400 searches per month using this **exact keyword**. This tells us that at this stage this term is a notable keyword in the field of ladies left hand clubs, and that it may lead to a niche, or even be a niche of its own. At the very least its useful keyword for the niche we are looking for.

The term Hireko is a brand. And this is a very useful keyword to stumble upon. In fact brand terms are in many cases the best keyword you can get a hold of, and not many internet marketers pick up on this tending to focus on non branded terms.

Another term on this page is "cg4irons' and this would also be worthwhile researching some more. The danger here is the term may be technical and you expose your campaign to rising competition or a less conversant clientele. When you select a keyword or keyword phrase try for phrases that tech savvy person would not usually think of. Use this visible image.... "how does a 75 year old grandmother search for something"? If you can get outside of the tech world or web world you may have noticeably less competition and that implies you will raise your conversion. The less tech or web savvy somebody is the more probable they are to click an advertisement. With a tech or net savvy person you are having a look at less than an one percent conversion rate.

Now you know what folk are on the lookout for, you know what you need to include on your page to get your page returned as a high result by the search engines. Also, search the keywords yourself in a selection of search engines and see where your page is ranked as well as what the pages ranked above you do that you aren't. This info will be a key to lead you to conquering and out selling your competition. You would like your website page to be returned number one if at all possible in the search engines for a selection of keywords, and this is only possible if you've got the keywords in your internet page and are diligent about keeping them there as well as watching out for the competition.

Remember, competition changes each day so you want to be conscious of where your web page stands in the rankings weekly, if not more frequently. Eventually , ensure the well-liked keywords for your niche are included in your internet site by keyword articles and such like. The reason being because when folks search for a keyword they are searching for valuable and helpful info.

3. Put Effective 'Copy' into Your Web Presence

Setting up web copy is very different from offline advertising copy. Many people with experience in standard selling find the concepts employed in copywriting for net sites and online promoting to be unusual and nonconforming. Many even reject the reality that web selling and advertising online is dissimilar from traditional promoting and they attempt to apply typical promoting methodologies.

By now you will have come to the realization that copy is short for copywriting, which in turn is the term used to in the internet world as the written content to web page, blog, or online text material. And copywriting for web is unique in that it's intended to capture attention immediately and then trigger a response almost immediately. For it is essentially the sales person, and in most cases will be the one and only opportunity for that sales person to capture the visitor.

Therefore copywriting for web promoting and advertising basically serves to satisfy the entire advertising and sales process. Because a web site is typically automated, the sales copy is much more than material for web promoting and advertising, it introduces site visitors to a service or product, illuminates the features and advantages of the same, and asks the reader to act, and if written correctly, closes the sale.

As the job of sales copy for web promotion is so much more involved than that of typical sales and promoting materials, being short and to the point is unlikely to achieve response from your online visitor. Although short web copy can be helpful if you have a web catalog and you are simply providing product outlines through your web copy, most online representations require long copy to persuade net site visitors to become purchasers, to make sales, and to produce online revenue. And long copy cannot be done without some preparation.

Online Sales Copy Requires Thoughtful Planning

To start with it's important to know your audience. Through the work convened in the areas of Niche and Keywords you will have connected with what is happening in your niche audience to a certain degree. You may even have a complete handle on it and have a good grasp of what your audience is in need of. For further research it pays to visit forums or discussion sites to really connect. Here you will find "people" in real terms discussing all the elements of your niche. And you can ask your questions here to. What you do not know about your niche can be obtained in this environment, usually within 24 hours.

For further investigation, kick off your site with a small survey. This should be relatively simple to achieve within an online autoresponder service (if you do not have a connection with one of these you will need one eventually). Use a survey to obtain the material you need to a) answer your remaining questions and b) help with preparation of your copy. To get people to your survey identify it in the forums or send people using paid online advertising.

From your research prepare a unique selling offer that will appeal to that audience while setting your site apart from the competition. You are looking to create your point of difference while meeting a requirement of your target audience. Remember you are creating something that your audience has no idea exists, and are unlikely to bump into in the way that they would a shop in a side alley. So you will be using your niche "terms" and your "keywords" to help bring your audience to your site.

Using the information from your research and planning efforts, you can begin to write sales copy for your site that could be the base for your web selling and advertising as well as your storefront. Writing for your web page should always start from your visitor's perspective. Questions you should ask when you are writing a copy are..

- What are they looking for?
- Why are they here?
- How can you make the visit as quick and efficient and positive as possible?

You should take the time to clarify the goal of each page before starting to write.

Formula for Optimal Web Page Copy

The following is a seven point formula for a worthwhile sales page copy:

1) Create an Attention-grabbing heading.

You have 3-5 seconds to capture the attention of your site visitor and to do this its worthwhile commencing with a heading with bold lettering for easy and impactful reading. Build in a large promise or an element of curiosity and this should be enough to capture the visitors attention. And if you can squeeze in a large benefit its fairly certain to hook them for further reading

Also try to utilize 2 or 3 of your strongest keywords.

2) Build up some emotion immediately with some “imagination” content

Have 2 or three paragraphs that encourage the visitor to “imagine” what they will experience when in possession of what you are offering. Work up 2 or 3 serious benefits that they will “see” solving some of the more prominent problems associated with your topic.

Again try to incorporate your keywords. Be careful that you do not over do it. Avoid the same keyword appearing in every paragraph.

3) Bring to the for your Unique point of Difference.

Elaborate on what sets your site (or product) apart from everything else. Talk in terms of benefits to the visitor and set out to create uniqueness and rarity. The greater that you can create this the more attractive it will look to the visitor. Avoid talking about “I” or “my product”.

Litter your keywords through out.

4) Set out sets of bullet points.

Bullet points provide for efficient reading and are generally more interesting to the reader than paragraph after paragraph of content. Bullet points must be in the form of benefits – elements of the product or service which solve the reader problems – and not features which have much less interest to the reader.

5) Incorporate an irresistible offer.

Add some bonus's to the product or offering that make the purchase a must in the purchasers eyes. This requires some creativity and you may need to research to come up with something suitable. Free reports or ebooks generally work well. As does a useful piece of software. Or maybe a ticket to somewhere special that is attractive to the visitor.

Once you have this bonus's set out the value so its clear that the bonus's are worth as much if not more than the product your offering.

6) Provide proof of effectiveness.

Provide some evidence that the product works and does what you claim it does. Include a many testimonials as you can to back up your products credibility. And include a guarantee that makes the risk virtually nil for the buyer

7) Ask for the purchase

Provide directions in your copy that instruct the visitor how to purchase. Go over whats available and then point them to the order segment providing instructions on what to do and what they will receive.

And if possible put a time limit on availability of the bonus's. This will generally prevent the visitor

from delaying their decision.

The Importance Of Having Good Sales Copy.

Having good sales copy is a key to building trust of the audience for your business. So, while writing a sales copy, your main target is to catch the eye of possible clients. Your copy should act as a private and direct approach to the user's mind, answering all their questions and giving them an ideal solution to their questions. Always remember the only source for the readers to judge the corporation's products is the sales copy.

It is clear to see that writing copy is not a small task especially if you have never written copy before. Under this circumstance it's considerably less effective to do it yourself, and probably a sales killer overall. If you do not get it right then all your other work simply goes to waste.

My recommendation: Get it done right the first time

It's worth every cent to pay some money to achieve proper content. Unless you know exactly what you are doing and have the where-with-all to do it, you are far better to consider the following two options:

1) Pay a copywriter

To locate a copywriter you could look locally and source one in the immediate neighborhood. Be sure to see some success stories before you commit. As an alternative there are resources on the internet and the most high profile of them all is

<http://www.elance.com>

2) Use a good "copy generator"(software)

"Copy generators" are programs that may be utilized by marketers to create quick and correct copy for their websites. With aid from a sales copy generator, you can make a sales copy for your site to meet the demands of your site visitors, while converting each one from a prospect to a customer.

The software assists in selecting the best words that will draw your clients and also keep their attention. The sentences and paragraphs are kept short so that the readers get visible breaks between. With a sales copy generator, the flow of the copy is kept nicely from the beginning to the finish. Main attention is given to advantages of using the goods and services instead of listing its features. This program permits the formation of sales copy that looks professional with assistance from headers, footers and product pictures.

A good application can also input announcements and sub-headlines at tactical locations so that it can grab the eye of the prospects and persuade them to read what it's got to say. By creating a sales copy with a sales copy generator, you are going to be able to save plenty of effort and time.

The sales copy generated by the software program is quite interesting from the header to the footer. The order of the sentences is structured in such a way that the reader moves down through the page without any resistance, and they remain captive until the call to action at the end of the page.

For a good copy generator software I recommend Burpies Copywriting software:

<http://www.burpiesbybrett.com>

This is an extremely good software that will create good conversion copy for you every time, and you can simply copy the text into your web page. At most it will take you an hour to populate the data fields and maybe another 30 minutes to tweak it once you have uploaded to your web page. It's a thoroughly worthwhile investment in a product that is a winner where copywriting is

concerned.

Take the time to set up for SEO

Finally, go through your copy to ensure its set up to maximize search engine optimization(SEO). Although some marketers do not worry about this, its worth the time to set it correctly so that it appeals to the search engines. In principle the search engines look for the following:

- 1) A header structured
- 2) Useful allocation of relevant keywords

Header Structure

Its important to use the header structure in your html. Your first main heading with its big promise will naturally be the H1 (header1) and its essential to have this marked in your html as well as having at least 2 'main' keywords, as mentioned. At the very least it should have the keyword that is the focus of the niche.

Your next 4-5 text groupings should follow the header structure down to H6(header 6) and these text groupings may be either content paragraphs of subheadings. If you have set up copy correctly its likely to be a combination.

To assign header status to text, select the relevant text and assign the header style via the style drop down menu in your html editor or web design software.

Allocate keywords

Read your copy and replace the relevant words with your keywords. Be careful to space out the keywords so that there does not end up with several insertions of the same keyword in a text grouping. Your primary keyword(s) should appear about 8-10 times throughout your copy,. And the secondary ones about 2-4 times. Naturally this will depend on the language and intent of your content and you must make sure that the keyword insertions does not detract from the flow of your copy or even make it meaningless.

Although the practice has fallen away over recent times I recommend that you place all keywords in the meta tags option at the head of your html code. This will continue to identify your keywords to the search engines for quick identification.

SEO is another topic of its own and we have just touched on a couple of elements with relation to copy. However apply these items to your copy, especially if it is constructed well, and this will set your site for quick and optimal ranking.

In summary

Now we have covered 3 core elements of internet marketing which often let down the beginner marketer, and even some of the better known marketers who should know better. Its easy to become complacent and try to streamline the work-load, and good marketers do become adept at finding, researching and setting up the right material. However a weakness in any area of the aforementioned and the chances are you will miss your target, and at the very least leave money on the table.

One other aspect to consider is the development of joint ventures and/or securing advertising presence. Each of these entities will be looking to your effectiveness in everything you have produced to date. In most cases they have a practiced eye, and can see the quality of your research and the quality of your output. You owe it to yourself to get it right from the start and ensure that your output is of the utmost quality.

Without this your time expended attempting to link with effective advertisers might be doubled or tripled. Advertisers and joint venture partners like to reach precise audiences and will consider partnering with some one who offers service and goods which closely match and benefit their readers. If it isn't obvious what you in particular stand for or your products are softly targeted, advertisers may not feel that there's much benefit in collaborating with you.

Conducting research into a particularly precise niche correctly from the beginning will be much more simpler and effective than making an attempt to do the same research again and again. Take my advice and do it right the first time, now that you have what you need to know.

For an indepth study of correct internet marketing procedure, and a useful 52 module reference catalog distributed over a full 12 months, I recommend the following site:

<http://www.slipstream.netbusinessacademy.net>

Make the most of this report. I have written it due to the number of people practicing poor work in these areas, some of whom know better. Its not hard but it is essential and I recommend that you find your rhythm in this respect and make it work for you.

Remember for each site you only need to do it once.

To your vibrant online success.



Stuart Harris.

[Http://www.stuart-harris.net](http://www.stuart-harris.net)