

# **Research Your High Profit Market & Start Marketing Your Online Business in 10 Simple Steps**

By Alice Seba

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Dear Fellow Entrepreneur,

Congratulations on taking the plunge and taking the steps you need to make your online business a successful venture! This course has been designed to give you a more deeper understanding of online marketing in 10 simple steps.

**Course Contents:**

1. **Choosing Your Profitable Target Market**
2. **Copywriting** Your Way to Success
3. **Pay-per-Click:** The Ideal Testing Ground
4. **Website Statistics** - You're Nothing if You Don't Test, Test, Test
5. **Newsletter / Blog** - Stay in Touch with People Who Like Your Website
6. **Search Engines** - TONS of F R E E Traffic to Your Website
7. **Content** - Make Your Website STICKY
9. **Publicity** - The Best "Advertising" You Can Get
9. **Networking** - It's Not about Spamming Message Boards
10. **Affiliate Programs & Joint Ventures** - Have People Work for You & Pay Only When they Produce Results

Here's to your success!

A handwritten signature in black ink that reads "Alice Seba". The signature is fluid and cursive, with the first name "Alice" being more prominent than the last name "Seba".

Alice Seba

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**Step 1 – Choosing Your Profitable Target Market**  
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**1. Do your Product Research:**

There's no sense in creating a product, selling someone else's product or creating an information website that nobody is interested in. You can do research in places like WordTracker, which is a huge database of keywords that people are searching for on search engines. There is a free trial, so take advantage and the paid version is well worthwhile.

Just enter the general topic you are thinking about...for example: "gardening" and see what comes up. You can click on each phrase to dig deeper and see what people really want to know about. WordTracker also has a thesaurus, so you can search related phrases. This will give you an idea of what topics people really want information on.

Find WordTracker here: <http://aliceseba.com/wordtracker>

**Other keyword research resources:**

**Overture** - Gives numbers and you can dig deeper on each keyword (just click the keyword). It doesn't show you related phrases...it will only show you results that include the precise keyword(s) you enter.

Find the Overture keyword suggestion tool at <http://aliceseba.com/overture>

**Google AdWords Keyword Suggestions** - Doesn't give numbers of searches, but words listed at the top have more searches than the ones on the bottom. It also shows you related phrases.

Find the Google Keyword Sanbox at  
<https://adwords.google.com/select/KeywordSandbox>

**Newsgroups** - Newsgroups are a terrific place to see what people are talking about and what information they want. You just need to weed through all the garbage and advertising...but this is where Internet users go to talk.

For example, go to Google Groups or Yahoo Groups and search for your topic. You'll see what people are writing about want to learn about. You can search by category or by keyword. Spend some time looking around and understanding the needs of your potential target market.

Google Groups:  
<http://aliceseba.com/googlegroups>

Yahoo Groups:  
<http://aliceseba.com/yahogroups>

**2. Research Your Competition**

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It is essential to check out what other products are being offered on your topic. You will also want to check what information is readily available for free on websites ---- but remember, you are targeting a group of consumers who want the convenience of having information all in one place...you aren't targeting freebie seekers.

### **A Few Things to Remember:**

No Competition Can be a Bad Thing: If your topic is really hot, but no one is making an information product on it...this *could* mean you have a sure fire winner.

However, if you come across this, I would recommend doing further research into your market. It could be that others have tried products and failed.

It could also mean that your target market is filled with freebie seekers (example: people searching for cooking recipes online generally expect to find them for free - but you may find exceptions).

Just beware, be smart and do your research!

### **Where to Find Your Competition:**

Of course, you'll want to stop by your favorite search engine and enter the keywords about your topic. Check out all the top sites on that topic. Also enter your keywords with the words "ebook", "CD", "software", "course", etc.

One of the best places to find competing products is ClickBank, a distribution center of over 10,000 digital products. The only problem is, you can't easily search the ClickBank database of products. They don't have a search function.

Fortunately, Maayan Marzan has created some software that allows you to easily search the Click Bank database. You can download the Affiliates Alert software for free. This will give you a good idea about many of the products that are already out there. I use this software on almost a daily basis to research markets and find products to promote.

Find Affiliates Alert at: <http://aliceseba.com/affiliatesalert>

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**Step 2 - Copywriting Your Way to Success**  
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So you got your website up, you have nice product pictures and buy me buttons...but nothing happens. What's missing?

WORDS!

It's true a picture can paint a thousand words, but a few words can paint a pretty vivid picture. Is your website painting pictures that inspire sales? Here's a few key point to get you on the right track:

**1. Understand your target audience and their desires.** What problem can you solve for them?

**2. What is your Unique Selling Position (USP)?** What makes you different than your competitor. It's not enough to say you are "unique". WHY are you unique? Why should someone shop with you?

**3. Headlines** - Headlines are key. In bold, large lettering at the top of your page, you MUST command attention and keep your visitor from clicking away. You can do this by:

- Ask a provocative question
- Offer a solution to a problem
- Offer a shocking statistic

**4. Speak to your audience and avoid talking about yourself.** Count the number of times you say "we" as opposed to the number you say "you". If you say "we" more than "you", your website needs serious tweaking.

**5. Don't forget your call to action.** Don't expect people to know what you want them to do. TELL THEM. If you want them to buy something, ask for the sale. If you want them to sign up for your newsletter, don't rely on them seeing that sign up box on the side.

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**Step 3 - Pay per Click : The Ideal Testing Ground**  
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Pay per click advertising is a great way to test if your website is ready to make sales and to find good keywords to target for search engine optimization. The thing is...you have to work smartly with pay per clicks.

We highly recommend Google AdWords (<http://adwords.google.com>) as the ideal testing ground for someone new to pay per click advertising. It is easy to use, will most likely cost you less than Overture and rewards you for having really good, relevant ads. Go ahead and start your account at <http://www.adwords.google.com> - It only costs \$5 to get started.

**Here's some tips to make your AdWords Campaign a Success:**

- 1. Calculate your profit on the items you are advertising.** If you only make a dollar or two per sale, it may not be worth starting a pay-per-click campaign.
- 2. Calculate your conversion rate.** Check your website statistics and find out how many clicks it takes to make a sale. This will help you determine how much you can afford to pay per click.

Let's say you have an item that gives you \$15 profit. It takes you 100 clicks to get a sale. This means you could bid 15 cents per click to break even. Of course, a targeted pay-per-click campaign will likely give you a better conversion rate, so keep that in mind.

- 3. Make a budget and stick with it.** If you can't afford more than 7 cents per click, don't bid higher. There are always more targeted keywords to be found. And remember, even if you aren't on the first page, you will still get clicks. Perhaps, not as often...but you will still get clicks even if you are 3 pages in, especially on frequently searched phrases.
- 4. Make or use special landing pages for your campaigns.** If you have an online gift shop with a variety of items and you are bidding on "blueberry scented candles", don't send them to your home page. They may not be able to find the blueberry scented candles and that's what they are looking for.
- 5. Write different ads for different products.** If you are bidding on the terms "Spongebob Toy" and "Blue's Clue's Toy", write separate ads that will capture the attention of the searcher.

Imagine if you were searching for "Spongebob toy" yourself and you saw an ad that said:

"Spongebob Discount Toys...."

and then you saw another that said:

"Nick Toys on Sale"

wouldn't you more likely click on the Spongebob ad?

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**Step 4 - Website Statistics - You're Nothing if You Don't Test, Test, Test**  
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This is crucial! For every promotion method you use, you MUST have a way to track your success. You need to be able to see how many visitors a promotion method gave you and how many of those visitors bought something as a result.

When you advertise, you may want to make a special landing page for each ad, so you can track the precise numbers of visitors to that page. For example:  
Instead of sending visitors to: <http://www.yourdomain.com/>

You might make a duplicate page at: <http://www.yourdomain.com/ad1.html>

That way, you know everyone who visits the above page is coming because of your ad. Then you can divide the cost of the ad by the number of clicks to calculate your ROI on click throughs.

For example: You received 20 click throughs from your ad that cost \$5

$5 / 20 = \$0.40$  -----> my ad cost \$0.40 per click

This can be quite cumbersome, but worthwhile. It's not enough to know how many visitors a promotion brought you. You want to know how many SALES were generated.

There are also programs you can invest in that will automate the process for you. Here's some recommendations:

**A program you install right on your server:**

<http://aliceseba.com/tracker>

**Third party program...just add a bit of code to your pages** (You can try it for 14 days without paying):

Whatever way you choose to track...make sure you do track. There's no sense in spending money or time on promotion methods that just don't work.

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**Step 5 - Newsletter / Blog - Stay in Touch with People Who Like Your Website**  
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Here's the reality. If someone visits your website, but doesn't buy anything...they'll probably never come back again. Even if they bookmark you, they'll still probably never visit. Just think of your bookmarks...how many of those great sites have you revisited?

Well, there's a solution. Get their email address and/or have them subscribe to a blog. As a back-up response to buying something, always offer them a subscription to your newsletter and tell them WHY they should subscribe. Don't just say you have a mailing list...sell them on it. Tell them WHY it's so great.

Promote your publication on every page of your website and consider adding a pop-up window to promote it too. Don't let your visitors leave without having a way to stay in touch. You can even create a whole sales page dedicated to showing the benefits of your publication.

You can see if your web host has a mailing list manager solution or check out Email Counts:

A web-based email solution can be found at:  
<http://aliceseba.com/webemail>

An Autoresponder script to install on your server is at:  
<http://aliceseba.com/listmail>

Thinking of trying a blog? Here's a few free programs:  
<http://www.aliceseba.com/blogger/> (you host or have hosted for free)  
<http://aliceseba.com/wordpress> (host on your own server)

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**Step 6 - Search Engines - TONS of F R E E Traffic to Your Website**  
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You can get really bogged down in all the technical details about search engine optimization, but why bother? There are some simple things you can do each time you create a new page on your website that will allow you to achieve a steady stream of search engine traffic...easily and affordably. It so affordable, it doesn't cost a thing!

**Here are your tips:**

**1. Do Your Research to Find out What Words & Phrases are People Entering into Search Engines.**

Try WordTracker <http://www.aliceseba.com/wordtracker/> to see what people are entering into search engines.

Then see how easy it is to come up with a top ranking at:  
<http://www.searchguild.com/cgi-bin/difficulty.pl>

When you're starting out, you may want to stick with phrases that are "easy". If you are willing to wait a bit of time and work at it, choose "intermediate" phrases.

Your keywords will then guide you through everything you do in steps 2 to 10

**2. Did you name your file appropriately to fit the page's content?**

For example, if your particular page is about a baby teething remedy, make a descriptive name for your file. For example: parent-site.com/baby-teething-remedy.html (separate your words with a hyphen).

**3. Do you have descriptive title tags on all your pages?**

Title your page that has information about teething remedies "Baby Teething Remedy". Don't call it "Parent-Site.com" because that's the name of your website. That's not descriptive.

Your title tags go in the head of your html document and look like this:

```
<title>Baby Teething Remedy</title>
```

**4. Do you have descriptive description tags on all your pages?**

Make sure your description tag really describes what your page is all about.

Your description tags go in the head of your html document and look like this:

```
<meta name="description" content="Need a baby teething remedy? Try this natural teething remedy to help your baby.">
```

**5. Have you included all those descriptive words in your keyword meta tags?**

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Keyword meta tags have declined in their importance for search engines, but it only takes a moment to add a few in. Make sure that the meta keywords you use appear in the content of your page too.

Your keywords go in the head of your html document and look like this:

```
<meta name="keywords" content="baby teething remedy">
```

Please note: You may target more than just one “keyword” phrase (in this case, “baby teething remedy”) in each page, but for the sake of simplicity, these examples will only cover one phrase.

6. Have you written informative content based on your title and description?

Again, if your page is about baby teething remedies, you will use the words baby + teething + remedy throughout your content, right? Good writing demands that you say what you are talking about, so I hope you have this covered!

7. Do you use informative headlines throughout your document?

These headlines will help your visitors scan the document for useful information and may help search engines determine how relevant your content is.

Your headlines go in the body of your HTML document and look like this:

```
<H2>Baby Teething Remedy</H2> (with the number in the tags corresponding with size of the font)
```

8. Have you included ALT tags on your graphics?

ALT tags are the descriptive text attached to graphics. It’s the text that appears when Internet Explorer users put their mouse over the graphic. It’s also the text that appears if you graphic hasn’t been uploaded to the server or a visitor has graphics turned off on her browser.

9. Is your website easy to navigate for your visitors?

Can they find each major section of your website from every page? Do you have a Site Map where visitors can go to learn about the various areas of your website? If your visitors can find their way around, search engine spiders should be able to as well.

10. Do you have quality links coming into your website?

There’s no need to go bonkers over exchanging links, but do build quality links that include the keywords that you are targeting on that particular page.

For example: If your website is about parenting babies, make sure your link text includes a keyword phrase like “Baby Parenting Advice”. The keywords should be in the actual hyperlink, not in the description.

And that’s it! An economical search engine strategy can be that that simple. Being descriptive and having great content goes a long way for securing top search engine rankings.

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**Step 7 - Content - Make Your Website STICKY**  
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What's a sticky website? Why, it's a website that people visit over and over again. How do you make a website sticky? Here's a few ideas:

1. **Newsletter / Blog:** We talked about this earlier in our course. A newsletter helps you keep in touch with your web site visitors and reminds them to come back and visit you. How do you get newsletter subscribers? Offer something of interest - not just a sales pitch.

For example, if you sell health products - don't just sell your wares in your newsletter. Include informative articles on healthy lifestyles, scientific research or exercise. Of course, your sales pitch belongs in there somewhere! Include announcements about new product lines, specials and other relevant information.

2. **Changing Content:** Add new content to your web site on a regular basis. If someone has visited your site, why would they come back if it is exactly the same? Make sure they can see the new content on the home page or they can easily find the link to the new content.

3. **Announce your specials on your website:** Hey, you are here to sell something. You don't have to be shy about it. If you have a special of the week or month - feature it on your site. For example, call it "Feature of the Week" so people know to come back again.

4. **Have contests:** People love to get something for free. You can have draws for your own product or you can have people donate prizes in return for promotion of their product. If you have a new contest on a regular basis, people will return to see what you have to offer.

5. **Make your site interactive:** Message boards can do this. Visitors like to participate and have a place to share ideas, ask questions and meet others with the same interests. By offering a place for people to leave a message, they will come back every few days to check replies.

Here's to your sticky website! :) Talk to you tomorrow for getting publicity for you and your website.

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## **Step 8 - Networking - It's Not about Spamming Message Boards**

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Have you ever been to a message board or signed up for an email group, posted a bunch of messages solely to promote your business and waited to see what would happen? What did happen? Not much? We're not surprised.

Some may call this networking, but we're not to sure about that. One thing we do know is that this is not what we call Strategic Networking.

Strategic Networking is a fantastic way to build your online business and best of all, it's free. Sure, it takes a bit of time getting the ball rolling, but once you do, your efforts will pay off threefold.

### **What is Strategic Networking?**

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The foundations of this idea are truly partnering with other business people. It's about finding an opportunity to work together that will benefit not only you, but the person you're partnering with. If you are solely looking out for yourself, you will not form true partnerships and your results will be limited. However, when you work just as hard to promote someone else's business, while promoting your own, the results can be amazing.

### **Beyond the Basics: Establishing Viable Partnerships**

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Once you get to know the members of your community, you are ready to start analyzing how you could mutually benefit from business partnerships. Partnerships can be something as simple as link exchanges, but you need to do more than that.

#### **Here's a few ideas:**

1. Find someone who sells products or services that are complementary to yours. Offer to sell one another's products on your websites.
2. Swap services to help your businesses. Is a community member a whiz at the search engines, while you are the expert writer? Why not exchange search engine optimization for writing services?
3. Share advertising costs with like businesses or participate in an ad co-op.

For example, you can also do this with someone who is offering the same business opportunity as you. Set up an email address to accept all the inquiries and then split your leads amongst your co-operative advertisers.

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By combining funds, you might just be able to afford some high profile advertising that would otherwise be beyond your budget.

4. Share your expertise to write an ebook together. This could be a free publication or a publication for profit. Everyone receives a credit and a subtle plug for their business. Then the ebook is either given away or sold on all of your websites.

5. If you have a newsletter, give each other a "column" in the newsletter. For example, if you have a maternity wear shop and there is a breast-feeding expert or perhaps a doula in your community ~ ask her to write a column for your newsletter. You get interesting and appropriate content for your newsletter and she gets to promote her business.

These are just a few ideas and the possibilities are endless.

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**Day 9 - Publicity - The Best "Advertising" You Can Get**  
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Building a relationship with the media can be the best promotion for your website. There's nothing quite like being featured by a newspaper or magazine...it's like a media endorsement of your business. You CAN'T buy that kind of advertising.

I'm going to leave you with a great reference that will guide you through writing and distributing an attention-getting press release:

<http://www.internetbasedmoms.com/press-releases/index.html> --- Don't miss this and enjoy!

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## **Step 10 - Affiliate Programs & Join Ventures - Have People Work for You & Pay Only When they Produce Results**

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An Affiliate Program is a program where you offer people (affiliates) a commission to advertise your product, service or web site. The affiliate is given a special link to refer customers to your website. Affiliate programs are the ultimate way to have other sites promote your website and you only have to pay when they produce results.

### **Benefits of Running Your Own Affiliate Program**

- You have your own built-in sales force
- You only pay when your sales force produces results
- You don't have to hire employees

### **Characteristics of Top Affiliate Programs**

- Offer competitive commission
- Never charge a fee to join your affiliate program. Of course, you may find people who pay are more committed, but most affiliate programs are free. People will likely sign up for the free programs before they pay for yours.
- Allow for lifetime customers ~ once a customer visits from an affiliate's link, that customer belongs to that affiliate forever. You may want to have a lower commission for repeat sales, but you want to make sure to continue to reward your affiliates.
- Offer your affiliate a discount on your products. The best affiliates have tried your products and recommend them. Give them some incentive to try them.
- BUT...make sure you only pay what you can afford. If you start out by offering too much and then take it away, you will lose the confidence of your affiliates. If necessary, start small and then offer more when you can afford it.

### **Programs to Get Your Own Affiliate Program Started**

There are a number of programs you can use to set up an affiliate program. You can have a programmer install a script right on your website and manage it yourself or you can choose a third party program. Here's some programs:

Web-based program:

<http://aliceseba.com/quickpaypro>

Server-side program:

<http://aliceseba.com/affiliatescript>

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### **Final Thoughts before You Embark on Your Success Journey:**

Remember, it takes time to build a profitable online business, but if you take it step-by-step, you'll get there. Keep focused on your goals and keep educating yourself.

Knowledge and action are the keys to your success.

Best of success,

A handwritten signature in black ink that reads "Alice Seba". The signature is fluid and cursive, with the first letter 'A' being particularly large and stylized.

Alice Seba

Owner, <http://www.InternetBasedMoms.com>

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