

Internet Marketing Secrets Newsletter

Issue #86 February 23 2006

In this issue: Easy AdSense revenue for lazy webmasters. Top Hosting Company provides affordable and unlimited bandwidth for podcasters and vidcasters.

Plus... Why optimized code and graphics are a waste of time. Access 3,000 technical books for pennies a day. How to start and run profitable blog instead of having a job. All this and a whole lot more in this issue of IMS. Enjoy!

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AdSense Revenue... but Only for Lazy Webmasters

Now you can make a living online, even if you're lazy. Imagine getting 400 keyword rich articles sent to you every single month. All you need to do is paste them into your blogs, portals or websites. You get...



- keyword research into high paying ad categories
- 18 professional ghost writers doing the work
- 400 keyword rich articles delivered every month
- exclusive private site capped at 350 members
- immediate and long term revenue strategies
- white hat SEO techniques with content people want
- literally "ban proof" your site by providing real value
- plus a very special gift of your choice

Download this free 19 page report and find out how lazy webmasters can earn a living without having to do any market research or writing. If you can copy and paste, you can make money with this system. Just upload the articles to your web properties, paste in your Google AdSense code and start making money. Simple as that.

So if you're lazy and want to create "ban proof" sites with keyword rich content that has your name on it, the Article Underground Traffic System is perfect for you. But do hurry, last time I looked 30% of the spots were

already gone. And it doesn't even "officially" launch until tomorrow. Download the free report now... "How to ban proof your web sites and make long term money with article marketing."

[Want Long Term Money?](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

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BREAKING INTERNET MARKETING NEWS

Affordable Podcast Hosting and Syndication Tools



One of the biggest problems facing podcasters and vidcasters, is the sheer size of the files and the bandwidth required to deliver them. Most hosting companies just don't get it. They give you set bandwidth like 30 gig a month, and then want to charge you like crazy if you go over the limit.

Now there's a solution in Liberated Syndication. They charge only a couple of dollars a month for the storage and give you unlimited bandwidth. Yes, you read that right... UNLIMITED bandwidth for all your audio and video files. Not only that they provide all sorts of useful syndication tools as well.

They've been in business over a year so you can trust they'll be around in the future. They also handle about a gigabyte per second in file transfers, so you know they can handle the load.

A level one "Podcast Basic" account is only five dollars a month. You get 100mb of storage per month with unmetered bandwidth usage. It's perfect for once-a-week podcasters. Note that the 100 mb storage is not "total" like most hosting companies... you get 100 mb of fresh storage every month.

After one month, your files get archived from their front line servers, to the secondary network. The urls stay the same and people can still download the files from the archives. The newest files - which are highest in demand - will always be delivered at the highest speed from the front line servers.

And best of all, you're not tied into their system like so many other "one-stop" services. You can host your blog and RSS feed wherever you want, and just use Liberated Syndication for your large audio and video files.

With plans ranging from five to thirty dollars per month, they have storage solutions for everyone, from the casual soapbox user, all the way up to the daily podcaster. Add into the mix their RSS tools, archiving, Bit Torrent creation and seeding, Future Casting, all for pennies a day, and you'll never host your media files anywhere else.

[Want Liberated Syndication?](http://www.cdzn.com/ls) ==> <http://www.cdzn.com/ls>

Blogging is Alive and Well... and Profitable?

I've been blogging so long that I've already quit twice. It seems like just another thing that I have to do in a day. Very often it slides off the list of things to do, never to be revived again.

Others certainly don't feel that way, as products for blogging continue to be released in record numbers:

David Pankurst released, "Top 10 Tricks to Conquer Your Niche with WordPress." Rob Benwell released, "Blogging to the Bank." Harold Davis published Google Advertising Tools through O'Reilly Press. And last but not least... the very nasty, totally scary "black hat" Voodoo Blogger.



So it seems as though some people can make a living just by blogging. According to [Jerry West's SEO Revolution Newsletter](#). Here's why people like to blog:

- 34% visibility as an authority in my field
- 32% create a record of my thoughts
- 20% connect with others
- 5% generate revenue

So what are those 5% of bloggers doing differently than everyone else? Harold Davis told Wired News that, ""If you're going to make serious money off this, it's a serious time commitment. I spend an hour or two per day, but I have a lot of content already from the books I write. As for money, people who are in the business of making a living off content pages, say they average about \$10 a page per year.""

So where is this money coming from? Blogs built around high paying keywords and lots of ads on the content pages. If you blog on medical issues, the ads are for treatments. If you blog on insurance, the ads are for settlement. If you blog hi-tech, you advertise electronic toys.

The blog content provides answers to the reader's questions. The ads are positioned as the solutions to the problems. People click on the ads and everyone wins. Google and the publisher (blog owner) split the amount paid for the click. The advertiser gets the visitor and the chance to make a sale.

There's no doubt about it, the use of blogs continues to rise. And some smart people have found a way to make a living from them. But if you look at the way they go about it, there's nothing really new there. Just commitment, focus, time, energy and lots of content. (Like 400 articles a month in the Article Underground Traffic System ;-)

If that sounds like work, you're right. There must be 100 ways to make a living online, but none of them are easy.

[Wordpress to Conquer your Niche](http://www.cdzn.com/ttw) ==> <http://www.cdzn.com/ttw>

[Blogging to the Bank](http://www.cdzn.com/btb) ==> <http://www.cdzn.com/btb>

[Black Hat Voodoo Blogger](http://www.cdzn.com/vdb) ==> <http://www.cdzn.com/vdb>

So pick your poison to start (Blogs, Portals, PPC, Landing Pages, SEO, Mininets), pick your teacher, absorb all the info you can. Then practice, fail and learn from mistakes. Pick yourself up after every fall, brush off the dust and keep going.

Then when you're standing on top of the mountain looking down - in spite of a bruised knee and couple of scratches - you'll think, "Gee... that wasn't so hard afterall."

- - Adv - -

The Future of Search Engine Optimization

Does Google trust you? Are you on the list of trusted sites? Do you ever wonder why some sites get the green light and rise to the top of the SERPs (search engine results pages) and why other sites never get anywhere? It's all about trust... Visitor Enhanced Optimization or VEO.

In VEO you don't play against the search engine algorithm, you ignore it completely. You don't focus on keyword densities, you aim for a happy visitor. You don't hard sell products like an affiliate, you brand the site first and then soft sell the products through articles.



Want the future of SEO? ==> <http://www.cdzn.com/veo>

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How to Own a 3,000 Book Technical Library

Imagine having your own library of 3,000 technical books for only pennies a day. With the O'Reilly Bookshelf you can.

You can search across all 3,000 books in the library. You can find answers to all your technical questions in just seconds. You can read the books cover to cover or just flip to the pages you need. You can even download chapters for offline viewing.

So if you want to read the new "Google Advertising Tools" or classics like "Google Hacks" without having to go to the store, or order the expensive physical book, the O'Reilly Bookshelf might be perfect for you. Especially if you're a programmer or web designer that often need little snippets of code or Photoshop tricks.

To Get Your Own Library Visit ==> <http://safari.oreilly.com>

Getting People to What they Want

In a recent article published by UIE (User Interface Engineering), they found that load times for a site were not as important as users being able to complete their tasks. In fact, users often perceived sites as "slow" even when they loaded in 10 seconds or less.



What they were really saying is that they were unable to find the information they were looking for. Amazon.com - traditionally a very slow loading site - was actually rated as very fast, because people were able to find what they were looking for very quickly. About.com on the other hand was rated as "slow" even though the site loads three times faster than Amazon. So what gives?

(For more tested theories on website design, usability and information architecture, be sure to visit ue.com and buy a copy of their report "Designing for the Scent of Information." Or at the very least sign up for their free newsletter while you're there.)

Overall, the moral of the story is - contrary to what some leading experts say - don't waste a whole lot of time optimizing your website's code and graphics for fast load times. Instead, spend your time and energy helping people get to the information they want.

Like I've been saying for 10 years... links should look like links. Keep them blue and underlined. Users have been conditioned to expect them that way.

Use more than one or two words in your link text. Studies have shown that links are more effective at conveying information when five or more words long.

Describe the content that lies beyond the link. Information on the target page should be very specific. When users arrive on that page, they expect to find the same keywords as the link that lead them there. Just like in PPC advertising, continue the conversation they were having in their mind when they clicked on the link.

Avoid too much clutter on the home page and quickly move visitors to content pages. If you have many related topics use subdirectory or subcategory pages, arranging your links from the most popular topics to the least.

And finally, don't put any links or important information at the very top of a web page. Banners and ads have trained users to avoid looking at that space. Choose your graphics wisely. Avoid just "decorating" your pages. Use graphics or better yet photos, that convey emotion - like a happy customer - to your visitors.

If you follow these steps, your site will be perceived as loading fast and user friendly, simply by having people completing their tasks quicker. The studies show that people don't mind scrolling down past the fold, or drilling down in results and clicking further into a site, so long as they perceive they are getting closer to their goals.

Provide relevant link text and help users find what they need, with very specific content pages, and you'll have happy website visitors. People will not only buy more from your sites and visit more often, but they'll tell their friends too.

And that's the best kind of advertising. One that money can't buy. Word of mouth, friends telling friends. That is afterall... what it is all about. For what is the internet without people? Remember, search engines don't buy anything from your web site... people do. So do design it with them in mind ok?

[Design for the Scent of Information](http://www.uie.com) ==> <http://www.uie.com>

Don't forget to sign up for the UIE Tips newsletter while you're there. And if you like listening to podcasts, you'll love the new "Brain Sparks" series, which are available for download from the site at no charge.

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A Simple Way to Automate Your Online Business

Imagine the ultimate shopping cart. An all-in-one system that's easy to use. A total solution with order taking, recurring and residual billing, ad-tracking, follow-up autoresponders, affiliate program, broadcasting, surveys... And it's modular so you'll never out-grow it.

If you're tired of individual components and trying to kludge them together, why not automate the entire process? It's so simple that a 12 year old could use it... yet sophisticated enough for a Fortune 500 company.

[Want to Automate Your Business?](http://www.cdzn.com/ims)

Click to ==> <http://www.cdzn.com/ims>

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Psst... Wanna Buy Some Bandwidth?

The U.S. government signed into law, legislation setting February 17, 2009 as the date that broadcasters must end transmitting analog television signals. Wanna buy some dead airspace?

Digital television or DTV won't be the only option as cable companies are likely to provide analog signals to the "basic" cable customers. But with "broadcast" television officially dead. Could this be the beginning of wireless internet access from everywhere?

The government plans on auctioning off all these channels. They are relatively low frequency and can travel through walls. So who's likely to step up to the plate and shell out a billion dollars to buy the airwaves?

My guess is the large internet service providers. Because whomever controls the bandwidth controls the internet.

I wonder if companies will start charging Google for the bandwidth they use. Constant spidering and billions of searches... all going to and from the Google data centers. Who knows... maybe in the future Google will include "wireless access provider" in it's business plan, instead of just being an advertising company... er... I mean search engine.

Ok, now entertaining bids for Channel 5, formerly NBC, step right up kids... the bidding starts at one billion dollars.... one can only wonder what 2009 will bring.

Just don't go buying any non HD (High Definition) or non DCR (Digital Cable Ready) television... even if it is on sale. You won't be able to watch it a few years from now. ;-)

Wordpress Tutorials Adds "Backstage Pass" Membership

My good friend Sherman Hu has just added a membership model to his site, meaning that you get access to all 120+ Wordpress Blog training videos at a super affordable price.



The lifetime membership is still available, but the monthly pass means that just about anyone can afford to belong to the club, and learn how to blog in no time.

In addition to the 120 videos, Sherman is currently working on a new series of podcasting and videocasting training seminars. Lifetime members will get them for free, and monthly members get them at their regular monthly rate, so long as they remain a member.

Show and tell is really the easiest way to learn. So if you've been putting off blogging because you thought it was too complicated or time consuming to learn, then here's a fast and easy way to blogging success... Sherman Hu's Wordpress tutorials.

[Blog the Fast and Easy Way](http://www.cdzn.com/wpt) ==> <http://www.cdzn.com/wpt>

- - Adv - -

Search Engine Workshops Coming to Las Vegas

What if you could attend a Search Engine Workshop with others at your own experience level? Here's your chance to begin, polish or master your SEO skills and grab a 100% tax deductible vacation at the same time. That's right! Tuition for the Workshop and all Travel Expenses are 100% tax deductible as a business expense.

SEO Mastery Workshops

March 20-24 in Las Vegas, Nevada, USA

Conducted by SEO Experts Robin Nobles and John Alexander

Also meet SEO Guru Jerry West and Tech Genius Dave Berry

[Search Engine Workshop](http://www.cdzn.com/sew) ==> <http://www.cdzn.com/sew>

If you want your sites to show up at the top of the SERPs (search engine results pages), you'll need to know how to optimize your web pages and prepare an entire linking strategy. Once you complete this course, you'll know exactly how to do just that... But book early, as the Vegas workshops are the most popular and tend to sell out early. Psst... did I mention it was tax deductible?

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Article Underground Traffic System (For Lazy Webmasters)

If you want to "ban proof" your web site and make long term money with article marketing, this special report will show you how.

First they do the keyword research for you. Then they find the most profitable markets. Then they write keyword-rich articles for you.

Members receive a whopping 400 articles per month, written by 18 professional ghost writers. That's like a dozen articles per day that you could be pasting to your various web sites, portals and blogs.

So now you can make a living online, even if you're lazy, dumb as a stump (like me ;-)) and don't know anything. They've done the research and the writing. What more could you ask for? It's the lazy webmaster's dream come true.

All you need to do is upload the articles to your sites. Paste in your Google AdSense code and start making money from people that click on the ads. It's a simple and sustainable business model. You can even do it part time.

The good news is... I'm one of the first people to know about this and share it with you. The bad news is... (depending on how you look at it) to keep the articles fresh and exclusive, the membership is capped at 350.

So if you're lazy and want to create "ban proof" sites with keyword rich content that has your name on it, the Article Underground Traffic System is perfect for you. Download this free 19 page report or buy your membership right away.

[Article Underground](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

(Hint: To make the most money, fine tune your content for AdSense. Simply add your own words to the beginning of the articles until the "highest paying" ads appear on your pages. :-)

- - Adv - -

Want Top Listings on Google?

Then you need Rock Solid SEO Advice. Forget about rumors, forums and gossip. Only proven scientific testing and tracking methodologies can provide the definitive answers.

When it comes to search engine advice, smart marketers choose Jerry West and his SEO Revolution newsletter. Imagine what a top listing on Google could do for your income.

[Want the Best in SEO?](http://www.cdzn.com/jwn) ==> <http://www.cdzn.com/jwn>

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When Copy Protection is... well... Just Plain Stupid

Recently I met a guy doing a weekly radio show and streaming it online. After a polite conversation, I told him that I'd check it out. But as it turns out, I couldn't listen to it online, because he's posting it in a proprietary Windows only ASX streaming format.

When I emailed to tell him, he said that I'm only complaining because I'm a Mac user. In addition he wants to "copy protect" his audio by steaming it, and not letting people download it to their hard drives. Can anyone or EVERYONE see what's wrong with this picture?

How silly... if people want to watch or listen something on their own terms, they'll find a way around ANY copy protection scheme. Besides... it's a free show. It's not like you have to pay anything to listen to it.

He was flabbergasted when he found out that I load urls for streaming audio into Windows Media Player for Mac, fire up a ripping tool like WireTap, download and convert the file into MP3 on the fly, and listen to it on my iPod HOW and WHEN I want. And yes, I fast forward past his four minutes of commercials.

But aside from making the audience jump through hoops... why limit himself to a few hundred listeners, when he could have thousands. If he was to take the audio out of streaming format and make an MP3 file and post it to his blog, he would have it encapsulated in an RSS feed... in other words a podcast.

(Tools like the ones provided by Liberated Syndication - mentioned at the beginning of this newsletter <http://www.cdzn.com/ls> - make podcasting an MP3 file super easy. Plus they provide storage and unlimited bandwidth for only pennies a day. So you can't use bandwidth as an excuse either.)

Once the podcast is ready, people can subscribe to it and be notified automatically whenever a new show is available. And if you use a tool like iTunes, your show goes into their search engine.

You get an instant audience of millions, and the show automatically downloads for subscribers in the background, while their internet connection is idle, making it super easy for the listener - the consumer - the end user of the podcast.

Sheesh... A word of advice for the paranoid... you'll never outgrow your little circle of listeners if you approach life with scarcity and lack. Switch your thinking to an attitude of abundance and giving... and how much more you could get, if there were thousands upon thousands of listeners to your show.

Take your audio out of any "proprietary" or "streaming" format. Put it in a universally accepted format like MP3 or AAC. Then announce your url to iTunes and watch your subscriptions multiply exponentially.

If you give and share with an attitude of abundance, the world will share an abundance with you. Give before you get... and you'll end up getting a lot more than what you gave. So let me ask you... how much are you willing to give?

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That's it for this issue my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.

Michael Campbell

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P.S.

Please forward this newsletter to your friends :-)

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