

# Internet Marketing Secrets

Issue #142 - PDF Edition - July 03 2008



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**SEO Best Practices Podcast**

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## How to Produce Video that Rocks

What do your videos look like? Shaky camera, poor lighting, scrolling messages like a used car dealer? Sorry people but this isn't 2004. That kind of video online just doesn't cut it any more.

You must keep the audience engaged, motivate and persuade them to take action. An effective video - that matches your content - will do that.

Spend only a couple of minutes on this website and you'll see what I mean. You CAN produce this level of quality, and it won't take a two years at a broadcasting academy, or bust the bank. (Enrollment for July courses on now.)



**Create Video that Rocks:** <http://www.cdzn.com/wvu>

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## Get Backlinks in 30 Minutes

How would you like to get top search engine rankings and thousands of visitors with a brand new domain name that's never been indexed before? It's not some cheesy reciprocal linking scheme and doesn't involve any gray hat tactics.

I heard about this one from my good friend [Jim Morris over at Nichebot](#). He was quite excited about it because it's simple and it really works.

It involves making your own software and uploading it to the software directories. Now before you plug your ears and run to the next topic, you don't need any technical expertise to make this work. And you don't need to hire a programmer.

I had to see it to believe it. So I asked the author Michelle MacPhearson, to set me up a comp account so I could go poke at it and see for myself. I tried it out and am convinced...

If you can point and click that's all it takes. You simply fill out a form using your web browser, selecting from multiple choice options, and create your own software in as little as 30 minutes using online tools and freely available components.

I'm adding this strategy into my marketing mix. Not only is it drop dead simple to do, it would be silly NOT to do it, considering how many instant one-way backlinks it can bring in.

**Get 30 Minute Backlinks:** <http://www.cdzn.com/30>

30 minute backlinks by Michelle MacPhearson is simply brilliant. It's search engine friendly. Totally white hat. And it's one of the best linking strategies that I've seen in a long time.

## Using Google Trends for Market Research

Two years ago, Google Trends would let you enter keywords separated by commas and it would fill in the blanks. Fun but not very useful.

A year ago they added [Hot Trends](#) so you could see what people were searching for in near real time. Which made it a little more useful for market research.

<http://www.google.com/trends/hottrends>

Now they've added a new layer that displays website data which you can read about on their [Webmaster Central Blog](#):

<http://googlewebmastercentral.blogspot.com/2008/06/new-layer-to-google-trends.html>

And on the [Google website in the Trends section](#):

<http://www.google.com/intl/en/trends/websites/help/index.html>

What's really cool, is that you can enter any popular domain name (eg: cars.com) into the [Trends Tool](#) and click on the search button: <http://www.google.com/trends>

Then in the results that get displayed, click on the little "Websites" link under the Google Trends logo. It's amazing stuff!

Using this tool you can gather a lot of competitive intelligence about the site. You can breakout the traffic by region, discover the other sites their visitors looked at, and what other keywords their audience searched for. Very handy for market research, keyword gathering and spying on the competition..

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## Exclusive SEO Secrets



If organic search traffic is important to your online business, then you cannot afford to be misinformed. Forget the hype, rumors and speculation. Only one organization truly knows what's going on. And it's a Revolution.

First attend all the major search engine conferences. Then combine that inside information with a large private testing facility, with an exceptional staff, cranking out test pages day after day, measuring the results, and what would you have? The world's leading SEO authority.

[Ready for a Revolution?](http://www.cdzn.com/jwr) ==> <http://www.cdzn.com/jwr>

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## Video Trigger Players

This product consists of three separate video players that create trigger points, or hotspots on your web pages. And why is that a good thing? Because it boosts response by making your site interactive.

While a video is playing of your talking head, beside you can appear website content like illustrations that show what you're talking about. You could offer bonuses, create clickable links, and make all sorts of content appear and disappear while you're talking.

Better yet, click over and let Josh explain it to you in less than two minutes. You'll see immediate benefits on how you could apply this to any website.

[Boost Your Response](http://www.cdzn.com/vtp): <http://www.cdzn.com/vtp>

## Keyword Results Analyzer Pro



Keyword Results Analyzer is Dr. Andy Williams' best selling product. It allows you to dig deep within keyword data to discover long tail keywords, phrases and markets related to your primary keywords.

The Pro version digs deeper to find niches inside of niches. It uses LSI (latent semantic indexing) tools to determine the exact meaning of competing pages much the same way as some search engines do.

Now LSI may seem a bit scary, but it really boils down to the theme of the page. What it's really about.

Are all the ancillary and supporting words found. What kind of keyword pairs occur and what are the proximity of the keywords to each other. All these details and a lot more come into play with LSI or themes.

What's great about KRA Pro, is that it analyses the top scoring pages to find out how they are themed. And this is important because it's not generalities that you're after. You need to know what your competition is doing in any given keyword category.

Why? Because search is topic sensitive. It's come a long way in the past few years. That's why KRA Pro is more important than ever. The search engines keep getting smarter and so do the tools that we need to analyze our competition. So if keyword analysis is important to your or your company, you need this tool.

[Professional Keyword Analysis](http://www.cdzn.com/krp): <http://www.cdzn.com/krp>

(When you go to order it, Paypal defaults to Spanish, because Dr. Williams lives on a small island that's technically the property of Spain. So just follow Andy's instructions for selecting your country and the order form will switch to English.)

## **10 Cool Tools and Super Tips**

The following is just a quick excerpt of tools, tips and information that I've found useful. I didn't have time to write about all of them, but they were too valuable to leave out.

### **1 - Open Source Screen Recorder**

Some people swear by Camtasia, some people swear at it. ;-) If you're one of the latter, or if cost is a factor, consider getting this open source screen recorder for Windows.

[CamStudio](http://www.camstudio.org): <http://www.camstudio.org>

(Mac users, if you're still using Snapz Pro, be sure to have a look at Screenflow. It's an amazing screen capture system.)

### **2 - Adobe ConnectNow**

Acrobat.com has recently added Adobe ConnectNow for web conferencing. You can meet live over the web and share your screen with anyone.

I tried it and it worked well. The really cool part is taking remote control of your client's mouse and doing show and tell, even though they may be hundreds of miles away.

[ConnectNow](http://www.adobe.com/acom/connectnow/): <http://www.adobe.com/acom/connectnow/>

### **3 - Sculpting PageRank**

I'll often aim my PageRank away from the "contact us" and similar pages on smaller sites using the nofollow tag. But is it a wise idea, especially for larger sites? Adam Audette has written a blog post examining the whole PageRank sculpting thing, arguing against it actually.

[Sculpt PR](http://www.audette.com/blog/arguments-against-nofollow): <http://www.audette.com/blog/arguments-against-nofollow>

### **4 - Creating Documentation**

ScreenSteps is for creating documentation, or more specifically, for people who don't want to create documentation, but they have to, because it's part of their job. Here's something that takes the drudgery out of creating visual learning aids, making them fun and easy to do. It works on Mac or Windows and only takes a few minutes to master the software.

[ScreenSteps](http://www.screensteps.com): <http://www.screensteps.com>

### **5 - How Skype Works**

Is your computer slowing down? Is Internet Explorer grinding to a halt? Is your computer turning into a zombie? If so, it might be Skype that's causing the problem.

Here's some background info on how Skype works, from the wonderful Technology Evangelist blog.

[TE Blog](http://www.technologyevangelist.com/2008/05/a_bit_about_how_skyp.html): [http://www.technologyevangelist.com/2008/05/a\\_bit\\_about\\_how\\_skyp.html](http://www.technologyevangelist.com/2008/05/a_bit_about_how_skyp.html)

## **6 - Create Slideshows without Software**

280 Slides allows you to create and share presentations online. You don't need any special software. And when you're done making your presentation, you can share it any way you like.

[280 Slides](http://www.280slides.com): <http://www.280slides.com>

## **7 - Twitter Autoresponder**

This service allows you to automatically follow someone when they follow you on Twitter. You can also send future dated tweets or simple little thank you notes to your new followers.

[Tweet Later](http://www.tweetlater.com): <http://www.tweetlater.com>

## **8 - Git Repository Hosting**

Git Hub is for software programmers. It's a hosting service for collaborative development that allows you to participate in the project and monitor it with ease. It includes news feeds, a source code browser and public developer profiles.

[Git Hub](http://www.github.com): <http://www.github.com>

## **9 - Increase Leads by 86%**

Want to increase leads coming into the sales funnel by 86%? It's an innovative way to improve the number of leads in the pipeline. Hint: It's the landing page and most marketers are doing it all wrong.

[More Leads](http://www.writingwhitepapers.com/blog/2008/06/26/marketing-experiment/): <http://www.writingwhitepapers.com/blog/2008/06/26/marketing-experiment/>

## **10 - Google SEO Documentation**

According to Matt Cutts' blog, "Google added a bunch of nice documentation in various places." We're talking their official position on robots.txt, IP delivery and cloaking, nofollow, doorway pages and new quality guidelines. If you'd like to stay on the nice side of mighty Google, this post is an essential read.

[SEO Docs](http://www.mattcutts.com/blog/improved-seo-documentation-galore/): <http://www.mattcutts.com/blog/improved-seo-documentation-galore/>

And if you'd like to know how they use their search engine data to fight spam, you'll find this an interesting read as well.

[Spam Docs](http://googleblog.blogspot.com/2008/06/using-data-to-fight-webspam.html): <http://googleblog.blogspot.com/2008/06/using-data-to-fight-webspam.html>

## Do You Need a Better Site Builder?

Everyone needs a site builder. I use a combination of Rapidweaver for my static pages and Wordpress for my blog. Unfortunately Rapidweaver is Mac only and my PC cousins could only weep at my amazing ninja like production skills... until now.



XSite Pro was a fantastic product. But version two is like anything that's been cooking for a couple of years. It has matured in flavor and features, and it's still way easier to use than Dreamweaver or hand coding HTML or CSS.

You get hundreds of templates and graphics for an original design. You can add audio and video with just a few clicks. You get a mobile phone friendly version of your site. Live news feeds. Easy to insert PPC and Amazon ads. And hundreds more new features to keep your visitors happy.

So if you want to build great looking sites that are search engine friendly, include ads and the ability to grow on auto-pilot over time, XSite Pro may be just the site builder you've been waiting for.

Click now to reserve your seat at the webinar. Let them show you how easy it is to build high quality, search engine friendly websites, with the kinds of features that readers want and marketers love.

Date: Friday 4th July 2008  
Start Time: 12:00 Noon EDT (5:00pm UK time)  
Duration: Approx. 60mins

Date: Sunday 6th July 2008  
Start Time: 3:00pm EDT (8:00pm UK time)  
Duration: Approx. 60mins

[Register for the Webinare Here](http://www.cdzn.com/xsv): <http://www.cdzn.com/xsv>

If you missed the webinar, click over to the site and watch the video. You'll discover how XSite Pro takes away the pain and drudgery of site building and makes it a pleasure to do.

[How to Build Great Sites Fast](http://www.cdzn.com/xsp): <http://www.cdzn.com/xsp>

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## Mass Marketing is Dead. Long Live the Niche!

The niche marketing formula is simple. Go for the lowest competition and the highest traffic. Are you ready to discover the easy pickings? The low hanging fruit? The long tail of the search?

[Dominate a Niche](http://www.cdzn.com/nb2): ==> <http://www.cdzn.com/nb2>

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## Online Media Room

Have you considered a media room for your website? The easier you make it to find information about your products, the more likely the media is to write about them. (That includes newsletter authors like me.)

Very often I'm looking to write about a product, but the website makes it difficult for me to find the necessary information. I want to get past the boring 10 page salesletter, the mission statement puffery, the unique selling proposition, the chronological press releases, and into the real meat of the story.

A really pro example of an online media room is the one supplied by Apple Computer. You don't have to go this extent, because even a simple media room will help.

[Apple's Online Media Room](http://www.apple.com/pr/): <http://www.apple.com/pr/>

Tell me in three paragraphs or less, what it is that you have. How your customers use your product or service, and how it helps them solve their problems.

Then give me a short synopsis. Tell me benefits of what it does. Why it's different or better than the competition. And why I'd be crazy not to deal with you, or to go someplace else.

If you were to supply this basic info, along with product shots, box or ebook covers, logos and your photo, you'd make my job easier. And by making my job easier, I'm far more likely to write about you and your products.

If I'm doing in-depth reporting I can dig for more information. You could provide entire press kits in printer-friendly formats like PDF. You could also include other media like sound clips, interviews and video.

Another thing to consider adding to your media room are customer testimonials. Or better yet, stories and case studies about your customers.

Tell me how your customers have benefited by using your products or services, but let them tell the story in their own words. It's useful for journalists and good for prospective customers as well.

So how do I decide which products or services get coverage in my newsletter? Very often it's the ones that have made my job easier by having a media room, which lets me understand their product or service at a glance.

If they've provided a couple of hype-free cut and paste paragraphs, along with clean and bright product shots, they'll get written about more often and by more journalists.

So what's your story? The media would love to help you tell it.

If you provide a media room for your website, you'll make their job a lot easier. And the easier you make their job, the more often your story will get told.



## **Why Failure Leads to Success**

Don't think of it as failing...  
Think of it as eliminating all  
the possibilities that don't work.  
Successful internet marketing  
comes from experimentation.

But you must TRY in order  
to succeed. The more you try,  
the more you will succeed.  
Are you ready to TRY again?

## **How to Get Traffic, Make it Convert and Get Paid**

Got info overload? Feeling overwhelmed? Want a website review? Need actionable advice? Sustainable revenue? A clear path? Better conversions? Help with your marketing, sales or advertising? Give me a call.

My coaching rate is \$300 an hour for newsletter subscribers. Call me any time you want help. Even if it's only a couple of questions. **You can reach me any time at my home office by phoning 604-322-5400.** The initial phone call is free.

I'll be there when you need me, as an advisor, coach and mentor. I'll listen to where you are now, where you want to go, and provide actionable advice, custom tailored to your match your current situation, skill set, personality and business model.

**The rest is up to you. It's tough not having an excuse. Just pick up the phone now and call now. Grab the phone. Enter 1-604-322-5400. Call now.**

That's it for this edition 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.**

Did you like this newsletter? Why not forward it to your friends, coworkers, classmates and anyone else that you think might enjoy it. Thank you for your continued support.

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