

Ultimate Internet Marketing Toolkit

By Paul Mihai Pavel

www.AmazingVideoTutorials.com

CONTENTS

Introduction: What is Affiliate Marketing?	4
Why You Should Be Doing Affiliate Marketing	5
Tool 1: Popular Internet Marketing Methods.....	6
Pay Per Click (PPC)	6
Article Marketing	8
Search Engine Optimization (SEO).....	9
CPA Marketing	10
Marketing Information Products.....	11
Social Networking	12
Tool #2: Finding And Registering A Domain Name	12
Domain Name Checklist	12
Registering Your Domain Name	13
Tool #3: Setting Up A Hosting Account.....	14
Why You Need A Website For Affiliate Marketing.....	14
Choosing A Website Host.....	15
Configuring Your Domain Name.....	16
Understanding cPanel	16
Understanding FTP	16
Tool #4: Basic HTML Skills	17
Getting Started With A HTML Editor	17
Creating A Basic Page	17

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos

Adding A Link And Anchor Text	18
Adding Images.....	18
Understanding Meta Tags	19
Tool 5: Developing a Marketing Mindset	20
The Newbie Pitfalls	21
The Importance Of Setting Goals	21
Networking Online	22
Rinse And Repeat	22
Conclusion	23
Resources.....	24



INTRODUCTION: WHAT IS AFFILIATE MARKETING?

After creating multiple video series, it occurred to me that many people just starting out struggle with learning the core concepts, because many courses take that knowledge for granted. This video series will give you a great background and “start off” point, as it will give you a main understanding as well as introduce the most popular concepts. It is my hope that after viewing this series, you will race off to learn more about it! Let’s go ahead and start at the beginning, with a discussion of what affiliate marketing is.

Wikipedia defines affiliate marketing as “A method of promoting web businesses where an affiliate is rewarded for every sale through their efforts”. Now the good news is that just about anything that you can find on the internet, has an opportunity for affiliate marketing.

Let’s say, for example, that I have a website that I created to simply share some tidbits about dog training. I started it just for fun and over time have built up quite a nice little site. There are people coming there every day because they want to learn more about dog training. How great would it be if I could advertise a product to them, simply by creating a basic ad, and every time a visitor clicked on the ad, and made a purchase through my link, I would get credited for the sale!

Initially I dismissed the concept of affiliate marketing. I think it was because I didn’t feel like going through all of the trouble of selling something when I was only going to get like a 5% commission on the sale. Boy, was I wrong!

It is not uncommon to find affiliate products where you will get to keep over 50% of the sale!

Take, for example, that dog website I shared with you. There is a dog training program on clickbank that pays you 75% of each sale that you make. This means that if a customer buys a product that costs \$40, you would get \$30 of that. Isn’t that incredible?

To hear me talk a bit more about affiliate marketing, please refer to Video #1 and #2.

WHY YOU SHOULD BE DOING AFFILIATE MARKETING

There are lots of good reasons why you should be doing affiliate marketing. Here are a few:

Advantages

Advantages

- **You can sell anything you can think of**
- **There are many, many tools and resources available for help**
- **Easy to scale once you are successful**

To learn more about these specific advantages, be sure to check out Video #3.

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos

TOOL 1: POPULAR INTERNET MARKETING METHODS

We will start things off by talking about the most popular ways that people earn money through affiliate marketing. If you visit a popular internet marketing forum, you will hear these core methods mentioned all of the time. Tons of products and resources dedicated towards teaching these concepts exist.

We will tackle each topic one by one:

Pay Per Click (PPC)

Article Marketing

Search Engine Optimization (SEO)

CPA Marketing

Marketing Information Products

Social Networking

To hear me talk more specifically about this, please view video #4.

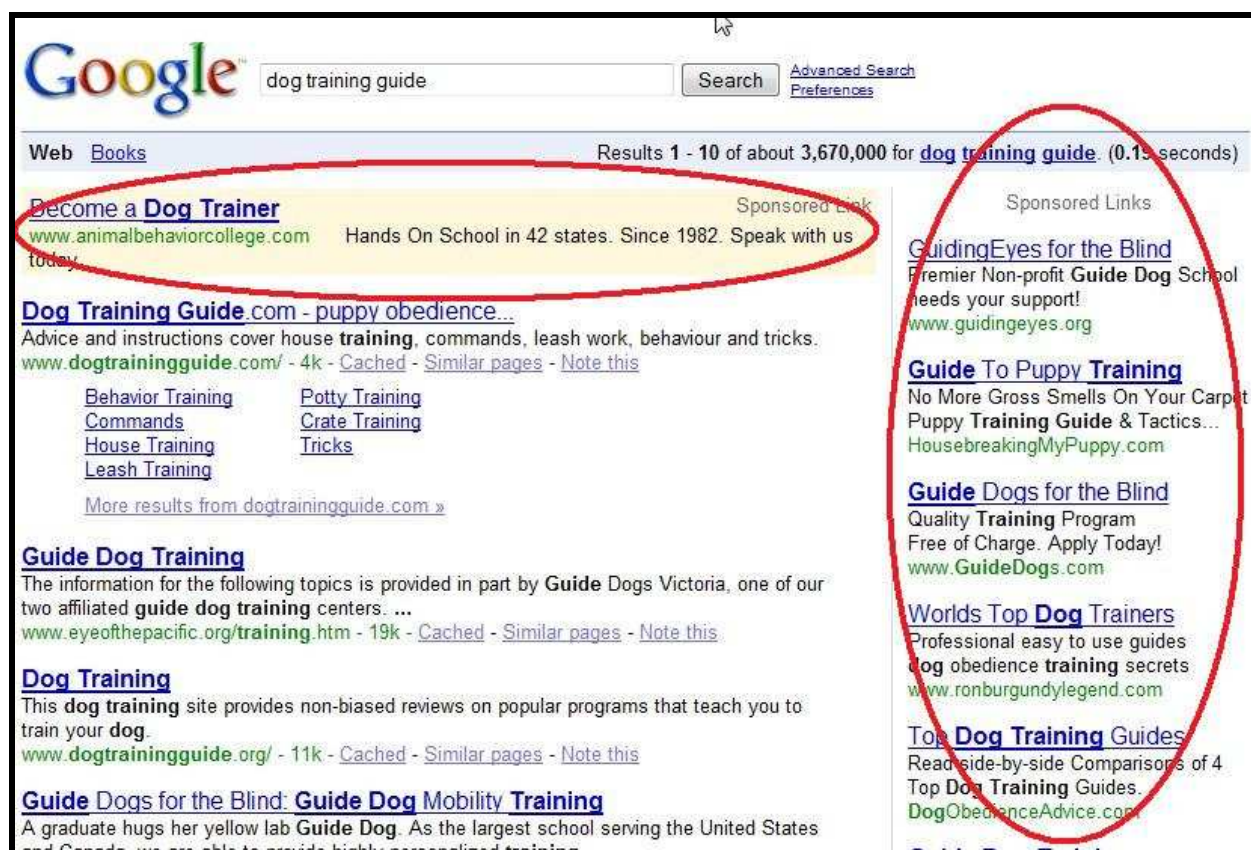
PAY PER CLICK (PPC)

The internet is an incredible medium for advertisement. Every single day, millions of searches are being performed, and through the power of pay per click advertising, you have a chance to put your ad in front of the people doing the searches.

Whenever you go to a search engine such as google or yahoo and perform a search, you receive two batches of results. One group of results is known as the natural search engine results. Achieving high rankings from the search engines can be quite challenging, especially if there is a lot of competition in your niche. The second group of results that appear are ads.

Below you will see a search that I did on google for the phrase “dog training guide”. I went ahead and circled the ads that appeared.

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos



Through the power of pay per click, you can literally start appearing in the search engines overnight. Please feel free to view Video #5, to hear me talk a bit more about pay per click.

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos

ARTICLE MARKETING

If you have been involved with internet marketing for any length of time, chances are you've heard of article marketing. Article marketing is essentially creating and distributing articles to numerous places on the net where they will in turn be distributed to a wide range of webmasters and publishers.

Okay, that's a bit of a technical definition, I think the easiest way to explain this is by showing you an example. Let's take a look at an example:

<http://ezinearticles.com/?cat=Health-and-Fitness:Anxiety>

If you click on that link, you will be taken to EzineArticles. Here you will see several articles written on the topic of anxiety.

So let's say for example, that you own a website about anxiety. I am going to assume that your website already contains lots of helpful information. All you would need to do is pull from what you already have, and write an article about anxiety (we will discuss how to do this exactly). You then take the article and submit it to EzineArticles.

Once your article is submitted, it will now be property of EzineArticles and be published on their website. This is of huge benefit to you because EzineArticles receives A LOT of traffic.

EzineArticles is an article directory, which means that people will not only come just to read articles, but they will also come to grab content to publish on their own site. Once your article is published, people will have the right to download it and publish it on their own site, *as long as they agree not to modify your article in any way*.

So here's the catch, at the end of our article, we will be permitted to have a few links back to our website. This means that every article you submit will result in:

- 1) Highly Targeted Traffic
- 2) Backlinks

To learn more about article marketing, please view video #6.

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos

SEARCH ENGINE OPTIMIZATION (SEO)

SEO stands for “Search Engine Optimization”, and is essentially the process of designing, building, and promoting a website with the search engines in mind. The purpose is to rank well in the search engines, which will then in turn provide you with organic search engine traffic.

Search engine optimization (SEO) is very important if you ever want to gain decent rankings in the search engine. Even though the word “SEO” can sound terribly intimidating, actually applying it to your blog is nowhere near as hard as it sounds. All you have to do is invest some initial time into learning the basics, and soon your blog will be better than 90% of the others out there, simply because you have SEO.

SEO encompasses not only the initial design of a website, but the promotion as well. Please refer to Video #7 to learn more about SEO.

CPA MARKETING

Cost Per Action, or CPA marketing involves promoting offers that don't necessarily end in a sale. Let's consider two different situations:

1. You promote a dog training course, every time someone purchases the \$97 course, you earn \$45.
2. You promote a dog training offer on a CPA network, the offer consists of a "free trial" (person pays only shipping). With each conversion, you make \$30.

Which do you think is going to convert to a sale more often? The person that has to spend \$97 to receive the product, or the person that just has to pay shipping?

There are many types of CPA offers, some of them such as education offers, don't even require that your lead pay any money. It can be as simple as collecting information from them. Pretty cool huh?

I suggest that you view video #8, where you can learn more about CPA marketing.

MARKETING INFORMATION PRODUCTS

This is more of an advanced topic, but still something you see talked about quite a bit online. Basically this consists of taking the following steps:

Marketing Information Products

- 1. Research a market**
- 2. Create a product**
- 3. Promote your product to a target audience**
- 4. Repeat!**

Let me give you a “real life example”. Let’s say I decide to create a product in the dog training niche. I would first spend time getting to know the market. I would spend time on some dog-related forums, and get a feel for what type of product people would want and buy. I would then hire someone to create the product for me, and then promote it to the target audience. Next, I would take my profits and invest them in creating additional products. This can be an exciting way to build your own business online.

To hear more about this approach, I suggest you review Video #9.

SOCIAL NETWORKING

Social networking is incredibly popular right now. Social network marketing basically involves creating a profile on a social networking site (such as Twitter, Facebook, etc), and spending time building relationships with your target market, and selling your products to them.

Social networking works, and it can snowball quickly for you. If you provide good content, and are interesting, you will find that your target list can grow without you having to spend too much time building it. It is really quite fascinating.

To hear me talk more about social networking, please view video #10.

TOOL #2: FINDING AND REGISTERING A DOMAIN NAME

If you are looking to build a business online, or even just dabble a bit in affiliate marketing, it would be a smart idea to get a domain name.

Domain names can be a bit of a mysterious thing for people that have never done this before. You can think of registering a domain as being similar to registering a car. You need to claim it, and fill out some information so that it is registered to you. You also need to have it point to your hosting account, where your website is hosted. Next, I will take you through the process of finding and purchasing a domain name for yourself.

To hear me talk more about this, please view video #11.

DOMAIN NAME CHECKLIST

Before you go any further, I would like to encourage you to take some time and brainstorm possible domain names that you may be interested in. You can go to a registrar like GoDaddy and see if they are available, and also receive additional suggestions.

It is important to consider multiple factors when choosing a domain name:

Domain Name Checklist

- **Relatively short and easy to remember**
- **Does not contain numbers or hyphens**
- **Preferably a .com**
- **Free from trademark infringement**
- **Is a good representation of your website**

Please refer to video #12 to hear me talk more about choosing a domain name.

REGISTERING YOUR DOMAIN NAME

Registering your domain name actually is not that hard. I would suggest going with a well-known registrar, such as GoDaddy:

<http://GoDaddy.com>

You can buy a domain name for around \$10/year.

I suggest you view video #13 to watch me as I go through the process of registering a domain name.

TOOL #3: SETTING UP A HOSTING ACCOUNT

If you want to be serious about affiliate marketing, you will need to have a hosting account. In order to have a website that is live online, you need to have a place to host it. Think of it like this, if you have a house, you need to have land for it to sit on right?

These videos will take you through the process of setting up a hosting account, and show you how to do the main tasks to get your site online.

I suggest you view video #14 to hear me talk a bit more about this.

WHY YOU NEED A WEBSITE FOR AFFILIATE MARKETING

Not convinced you actually need your own website yet? Here's why:

Website Advantages

- **Something you legally own**
- **Gives you more control over your marketing efforts**
- **Allows you to gain a footing in the search engines**
- **Allows you to “presell” affiliate products**
- **Gives you an asset to your business**

I suggest you view video #15 to hear a more detailed explanation of the advantages.

CHOOSING A WEBSITE HOST

Choosing a good web host is an important task. You want to make sure it is good! Here are a few things to keep in mind when choosing a host:

Choosing a Website Host

- **Look at past performance and reviews**
- **Pay attention to account limits**
- **Fantastico is highly recommended**
- **Make sure it can expand with your needs**
- **Decent support and uptime**

I have compiled a list of a few hosts that I recommend. There is a link on the videos page that will show you the best website hosts.

I suggest you view video #16 to hear more about choosing a website host.

CONFIGURING YOUR DOMAIN NAME

Now that you have a “home” for your website, you need to configure your domain name to “point” to your hosting account. Although this is a fairly easy process, don’t be afraid to ask your web host for help, it’s what they are there for.

When you signed up for hosting, you should have received basic information, including what your nameservers should be. You now need to go to your domain registrar, and edit these accordingly.

I strongly suggest you view video #17 to see me configure a domain name to work with my host.

UNDERSTANDING CPANEL

cPanel is a very popular web host control panel. Think of it as being the “windows” of your hosting account. cPanel allows you to do all kinds of important things, such as setup email accounts, check statistics, and more.

I strongly suggest you view video #18 to see me walk you through the main features of cPanel.

UNDERSTANDING FTP

Now that you have a hosting account, it’s time to get some files up there! FTP stands for file transfer protocol, and is the process of uploading files to your site.

There are many ftp programs out there. Personally, I use CuteFTP, but I wanted to suggest a nice free resource that I certainly recommend if you don’t want to spend any money:

<http://filezilla-project.org/>

Uploading files really isn’t that hard. Please view video #19 to learn more about how to use FTP properly to get your website online.

TOOL #4: BASIC HTML SKILLS

It is crucial that you have a basic understanding of how HTML works, if you are going to get involved in affiliate marketing. Don't worry, it really isn't that hard! HTML is the code that basic webpages are designed in. It is actually pretty simple, you just need to know a few things.

Over the next few videos, we are going to discuss the most common and important steps in creating a webpage. I suggest you view video #20 to hear me expand upon this.

GETTING STARTED WITH A HTML EDITOR

You can actually design a decent-looking webpage without getting into the code too deeply, there are plenty of html editors that help make this process a bit smoother.

For professional design, Adobe Dreamweaver (in my opinion) is the best, but I'd like to suggest starting out with a free, but robust alternative, Kompozer:

<http://www.kompozer.net/>

HTML editors allow you to work on your website by both displaying the actual code as well as what your page will look like online, it is very handy.

To learn more about using html editors, please view video #21.

CREATING A BASIC PAGE

It is important that you understand how an html page is laid out. A blank page consists of the following sections:

```
<html>
```

```
<head></head>
```

```
<body></body>
```

```
</html>
```

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos

The “<html>” tag tells us that a html page is about to begin. The “head” section is a special place where we put information that is not seen by human visitors, but is actually for the search engines. The “body” section is where the readable webpage resides.

I suggest you view video #22 as this stuff is a lot easier to understand in a video!

ADDING A LINK AND ANCHOR TEXT

Creating a link is actually pretty easy, it just requires some basic HTML knowledge. Here is an example of a link:

To learn everything you need to know about <a href=<http://yourlinkhere.com>> dog training, be sure to check out...

Once your page goes live, the actual link will look like this:

To learn everything you need to know about [dog training](#), be sure to check out...

Do you see how the words “dog training” are now clickable?

Please refer to video #23 to see me create a link and demonstrate anchor text.

ADDING IMAGES

Adding an image is not difficult. Ideally, the image is hosted on your website. You simply need to point to it, and specify in the html what you want it to look like. Here is the coding for an image that is 200 x 200:

```
<img src=http://locationofimage.com width="200" height="200">
```

Please refer to video #24 to see me setup an image in my html editor.

UNDERSTANDING META TAGS

Meta tags are the information that appears between the <head> and </head> tags.

The title tag is very important. When creating a webpage, the title tag is a single phrase that represents what your page is about. Search engines look to the title tag to understand what the page is about, and it is important that we use it as a way to communicate it to them as clearly as we can.

The title tag for each page can be found towards the top of each HTML page that you create, between the <head> tags. It looks like this:

```
<title>Dog Training Tips For Dog Owners</title>
```

I would strongly suggest that you are including the keyword phrase that you are targeting in the title tag.

Meta tags are used to give the search engines additional information about each page you create on your website. It is important to understand that this information is only seen by the search engines, and not your actual visitors.

The meta tags also appear towards the top of each page, between the <head> tags.

The most important meta tags include:

Description Meta Tag

This tag gives you a chance to describe what your page is about. It can be longer than the title. Here is an example of the syntax:

```
<Meta Name="Description" Content="Information on dog training. Includes help with barking...">
```

Keywords Meta Tag

This tag gives you a chance to list several keywords that are found and discussed on your page. Here is an example of the syntax:

```
<Meta Name="Keywords" Content="dog training tips, dog training, dog training information,...">
```

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos

Robots Meta Tag

This tag is an example to tell the search engines if you don't want them indexing or spidering a section of your website. By default, search engines spider everything, so you will only use this tag if you want to keep them away from something. Here is an example of the syntax:

```
<Meta Name="Robots" Content="Nofollow">
```

In the early days of search engine ranking, meta tags were very important. They are significantly less important today, though I certainly feel they remain an important part of search engine optimization, and recommend that you take the time to create them for each webpage that you publish.

Please refer to video #25 to see me talk more, and create some meta tags.

TOOL 5: DEVELOPING A MARKETING MINDSET

Before we conclude our teachings, I want to stress a few things to you. It is crucial that you approach internet marketing with the proper mindset.

You see, many "newbies" start out with the best intentions, only to fall on their face. Don't get me wrong, succeeding at affiliate marketing is not that hard, it just takes patience, dedication, and consistency. In the following videos, we will discuss how to develop a proper positive marketing mindset. This is important stuff!

Please refer to video #26 to hear me elaborate on this point.

THE NEWBIE PITFALLS

When starting out, there are a few common mis-steps that people make. I wanted to share these with you so you would be sure to stay clear of them!

Newbie Pitfalls

- **Being afraid**
- **Jumping from one thing to the next**
- **Analyzation paralysis**
- **Running out of money early**
- **Working alone**

Please refer to video #27 to hear me talk more about the common newbie pitfalls.

THE IMPORTANCE OF SETTING GOALS

Internet marketing is very different from a standard “job”. You don’t have a boss, or someone to watch over you and keep you on track. You often don’t have coworkers, or possibly anyone close by that you can talk with either.

I learned early that if I don’t set goals for myself, I can end up “spinning my wheels” and wasting time. I try to make a list for myself every week, stating the things I need to get done.

I also set specific goals for myself, in my projects. This helps give me something concrete to work towards, and lays out my objectives.

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos

When setting goals, it is important to make sure they are realistic, especially in the beginning. A goal can be as simple as earning your first dollar online. Trust me, that's a major accomplishment!

Please refer to video #28 to see me elaborate on setting goals for yourself.

NETWORKING ONLINE

You don't need to be alone in the internet marketing world, in fact there are several great places you can go to interact with others working to make a living online. Over the years, I have developed some great business relationships, as well as friends.

I would encourage you to spend time interacting with others. Try finding people in similar situations, and with similar goals, and see if you can talk with them. Two heads can definitely be better than one!

Here are a few places worth checking out:

<http://WarriorForum.com>

<http://Forums.DigitalPoint.com>

<http://SitePoint.com/forums>

<http://V7N.com/forums>

Please refer to video #29 to hear me talk more about how to network with others online.

RINSE AND REPEAT

Marketing is an ongoing process. Some things you do will make you money, and some things won't. That's just how it is going to be. It is crucial that you make sure that once you find something that works for you, you do whatever you can to expand it.

An important part of marketing is being able to scale and duplicate what works. It is also important to recognize what isn't working, and figure out why so you can either improve it, or eliminate it.

Please refer to video #30 to hear me elaborate more on this.

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos

CONCLUSION

Affiliate marketing is a fantastic way to earn a living. Nothing beats coming home from a vacation to find out you've continued to make money, even though you haven't lifted a finger all day!

I want to encourage you to get out there and start experimenting with this today. You won't regret it!

Take care,

Paul Mihai Pavel

<http://AmazingVideoTutorials.com>

Follow me on Twitter:

<http://twitter.com/papa2009ro>

OTHER RESOURCES:

My Affiliate Center – Here you will find a lot of products you can promote. Commissions rate is 50% or higher, depending on the product. The affiliate center is powered by the best e-commerce platform: [Delavo™](#)

<http://amazing-cart.com/2>

Amazing Software Store – Premium quality software for webmasters and marketers:

<http://amazing-software.net>

Fresh products – Dime-sale prices – 100% commissions

<http://dime-sale.com>

My Week-End Special Offer – [Mywso.net](#) – Almost every week-end there is a new special offer with insane low prices waiting for you here

<http://mywso.net>

New web 2.0 style graphics – and more uploaded monthly

<http://web20-graphics.com>

Latest JV Giveaway Events

<http://jv-giveaway-events.com>

Visit <http://amazingvideotutorials.com> for more PLR and MRR videos