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Manage Your Website Using Just Your Web Browser

From the Editor

My back and leg have improved enough for me to sleep through the night!! I have managed to do some work on my websites and expect to have several new pages up by the weekend.

We sorted through the pictures from our cruise, and finally whittled them down to 650 to be printed. Black's Photo was really pleased to hear from me *8>) My wife decided to assemble one book of 100 pictures to highlight the ports we visited, and then put the rest into two huge albums. I'll try not to coerce people into looking at them.

We're heading off to the U.S. for a few days just to pick up some items that are not readily available in Thunder Bay. We may even pick up a few bargains along the way *8>)

Although I haven't done as much as I would like on new web pages, I am adding to the deals at ebooks and more every day. Check it out.

<http://ebooksandmore.ca>

Internet Marketing For You

Just like there are no magic weight loss cures or ways to earn money from home without a great deal of effort, there is no one simple solution to guarantee Internet marketing success. However, Internet marketing is not overly complicated to understand. Many business owners can enjoy at least some degree of Internet marketing success with only limited knowledge of marketing skills. This article will discuss some of the simplest Internet marketing strategies, both paid and free, that you can implement to promote your business online.

Message Boards

Participation in industry related message boards is one of the easiest ways that you can use the Internet as a promotional tool. Message boards are websites which provide a forum for Internet users who share a common interest to share information related to this subject or just socialize. You may opt to join message boards which closely relate to your industry or the products or services you offer. This is important because doing this gives you access to a group of Internet users who fall into the target audience for your products or services.

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It also gives you the opportunity to promote your own website. Many message boards allow users to place a link to their own website in their signature. You should do this and make sure that you contribute useful commentary on the message boards to attract potential customers via the this link.

Additionally, some message boards may even allow you to post links in the body of the message. This gives you the opportunity to offer your link in response to questions and comments when doing so is relevant and offers something of value to the online conversation. However, care should be taken to carefully review the terms of service and all guidelines on the message board before posting links to ensure this is not a violation of the policies of the message board. Failure to adhere to message board policies may result in your removal from the message board or your posts being viewed as spam by other users.

Affiliate Marketing

Affiliate marketing is certainly one of the most cost effective Internet marketing strategies available. This marketing strategy involves having other website owners known as affiliates post an advertisement on their websites to direct Internet traffic to your website. This marketing strategy is cost effective because in most cases the affiliate is only paid when he produces a desired result such as enticing an Internet user to click through your advertisement or to purchase a product or service once they click through the ad. You only pay for the advertisement when it produces a desired effect, but it is still very worthwhile to evaluate the effectiveness of these ads to determine whether or not they are working well.

Banner Ads

You may want to take advantage of banner ads. Although their effectiveness is very much reduced, banner ads can still pay off. If you are on a limited budget you may find banner exchanges to be quite useful. The ideal use of banner ads would include placing your banner ad on a website which receives a great deal of traffic and attracts an audience who will likely be interested in your products or services. Additionally, this website should not directly compete for your business. This scenario may be difficult to find and even if you are able to find this type of situation, purchasing advertisement space may be expensive especially if it is a highly competitive niche. For these reasons you may find banner exchanges to be an affordable alternative.

Ezines

Another very popular Internet marketing strategy is to publish and distribute an e-newsletter or ezine on a regular basis. Ezines are essentially emails which may contain content, graphics, links and subtle forms of advertising. In general ezines should be informative in nature and useful to the recipient but should also serve some type of marketing purpose as well.

Search Engine Optimization

Another simple, but effective, Internet marketing strategy is to hire a consulting firm with search engine optimization (SEO) experience to assist you in achieving high search engine rankings. The concept of SEO can be rather complex and understanding the most effective strategies and how to properly implement them may take years of experience as well as continual education. If you are interested in trying SEO on your own, you may be interested in a tutorial on the subject such as ["Basic SEO Explained"](#).

The ability to hire a qualified SEO firm is as simple as knowing how to interview candidates and select the most qualified one. Handling your own SEO efforts can be rather difficult if you don't have any SEO experience. Hiring a skilled firm to take care of this for you is not only easy but it can have a significant impact on your website traffic. High search engine rankings typically translate to improved web traffic. This is because Internet users trust search engines to serve the most relevant websites first and typically only visit the best ranking websites when they search for a particular term.

Consulting Firm

Similarly another simple way to enjoy Internet marketing success is to hire a consulting firm to plan and execute your Internet marketing strategy. Just like SEO, Internet marketing is essentially a full time job. Business owners may have a great deal of difficulty trying to run their business and organize their Internet marketing. Outsourcing this work eases the burden on the business manager and will likely produce more favourable results.

I have just briefly touched on a number of Internet Marketing ideas that may be of interest to you. From time to time, over the next few months I will try to expand on specific methods of Internet Marketing.

P.S. Have you seen my new site [Ebooks and More](#). As the name implies it is stocked with ebooks, scripts, websites and more.

Recommendations for this Week

If you are interested in working from home, I have a free e-book that outlines five different work at home opportunities. To get your copy just click [HERE](#).

I'll just remind that if you haven't got the following products, then you had better jump now before the prices go up again! In fairness to my affiliates, I have ended the early bird sale of these products. I intend to increase the price on all of these products again very shortly, so if you are interested in any of them, act now before the next price increase.

[The \\$7 Script](#)



[15 Day Resell Rights Success](#)

[How to Write a Killer Sales Letter](#)