

7 Proven, Practical and Painless Website Marketing Strategies That Work



Thank you for downloading this Ebooklet – I hope you find it valuable and useful in your Internet ventures.

I want to share with you some of the tips and strategies I have learned in the past 9 years that have helped me to develop and market websites that now attract tens of thousands of visitors every week.

I wish you all the best with your business and with your website.

Michael Cheney

P.S. You can redistribute this Ebooklet to anyone, anywhere as long as it remains in its original format.

Strategy No. 1 – Don't Be A Number Cruncher

It is easy to get caught up in all the numbers and statistics that surround website marketing. You hear lots of people saying things like:

"I get 1000 hits a month."

or

"My site attracts 100 visitors a day."

There are literally thousands of numbers and statistics out there and it is all too easy to get caught up in them – the number of visitors you get, the

number of hits your site gets, the number of the page you're listed on in Google etc. etc. **Remember – the only number that matters is the one on your bank balance!** Work backwards from that. You get the cash in your bank by making a sale. How do you make a sale via your website? You need to convert a visitor into a customer. So it's the conversion rate of visitors into customers that is crucial – not just how many people find your website, visit you each month or what page you're listed on Google.

Of course, tracking the number of visitors coming to your website is important, as is keeping abreast of where your site is in the search engines. But don't get sidetracked or become obsessed with these numbers – the ones that really matter are your site's conversion rate, your profitability on each customer and the bottom line for your company.

Strategy No. 2 – Be An Elephant, Not A Goldfish

I hear from people all the time saying things like:

"I'm starting an affiliate programme, I've launched an Ebook, I want to learn about Pay Per Click advertising and I'm researching the best newsletter format and banner technology."

Hmmm. Sounds like a goldfish to me. They zoom in on one thing and then after 5 seconds they forget about it and move onto the next 'sparkly thing' constantly in search of the 'one killer strategy'. Look – there is no one way. You need to try lots of different angles and strategies.

But the important thing is that you need to try them **one at a time**. You need to get a strategy perfected before moving onto the next one and giving up on it. The biggest failing I see with a lot of website owners is that they get bored with one idea, don't test it, change it and improve it until it works – they just throw it away like a day-old toy and move onto the next one.

You need to be like an elephant and never forget what your focus is at any given point in time. Try if you can to have just one 'project' for your website and perfect that before moving onto the next strategy or idea.

This way you will reap the most rewards from each strategy you implement rather than perhaps improving matters by a fraction of a percent each time. It can be difficult but try not to get distracted by the latest fad or marketing strategy you hear about – stick to your guns and finish your current project. You might be lucky and be able to do this easily but for most of us this takes real willpower and constant re-focus to be an elephant and not a goldfish..

Strategy No. 3 – Become THE Expert In Your Field

Easier said than done right? Yes – true. But the very fact you're reading this means you are several steps ahead of the competition. You need to keep your hunger for new knowledge alive. Becoming THE expert in your field is not as difficult as you might think. Sure it takes time and effort but it doesn't have to cost you anything financially. You just need to make the commitment to yourself to learn more about your chosen field than anyone else. As time goes on you will start to realise that the amount you are capable of learning increases and more and more people will come to you for advice. Following on from this advice-giving flows credibility, trust, friendship and finally – the sale.

Great ways to start becoming THE expert in your field include posting on industry forums when you can, offer your point of view, inviting people to ask questions of you or email you their problems. Start creating articles, white papers, reports, Ebooklets (!) and other information to help other people and illustrate that you know your stuff. Give this away for free to show that you really do want to help people and to ensure that as many people get to read your material as possible.

Nobody said this strategy was a doddle to implement but as soon as you start to see it happen your website appears to actually market itself as people come to you for free information advice and the word about you continues to spread.

Strategy No. 4 - Don't Build Links, Build Relationships

You will probably have read lots of information on the web about the importance of establishing reciprocal links with other websites in your battle to constantly grow the profile of your site. In fact I advocate this approach as much as anyone. But one key factor to emphasise here is that the creation of the reciprocal link itself is only a small part of the equation and just one of the many reasons for finding all those relevant websites.

Most people trawl the web looking for people to exchange links with as they think it will boost their rankings in the search engines. **This is the wrong way of thinking.**

Some people exchange links with other websites because they recognise the importance of having a presence on another site where they have hand-picked their desired target audience. This is good thinking but it is still **not quite the right way of thinking.**

The way you need to think of the whole reciprocal linking process is to see the actual creation of the links themselves as one small part of the bigger picture. On top of the link itself you need to start building relationships with each of the people that agree to exchange links with you. After all – that's what each of these 'website owners' and 'webmasters' are – people. The worst thing you can do is establish the reciprocal link and then forget about it – you need to see this as the opening gambit in a long and fruitful relationship.

Ways you can grow relationships with the people you trade links with could include (and this is not rocket science!) sending them an email every now and then! Send them an article that is relevant to their business and is of value to them. Maybe send them a free gift every once in a while or suggest a promotion swap where you feature one another in your mailing lists. Or how about you do a feature swap and trade articles on each other's websites. Maybe you could get in touch with each one and give them the web addresses of two or three other relevant websites that you think they may be able to establish new reciprocal links with?

Don't just build the links – build on the link as the starting point for a far more valuable relationship.

Strategy No. 5 – Be Loved By People, Not Just Search Engines

If your website is jam-packed with great content that people love to read, talk about with their colleagues and come to your site again and again to look at – you're onto a winner.

“Well, that's great Michael. Yeah – really good advice. Never thought of that...”

Well, yes, it is obvious but if you focus on it and get the right ideas you can make it happen for your website. You could write one new article every week and add it to your site. You could create a free guide or report of your own that people could download and send to other people.

You might add a 'blog' to your site – this is a relatively new idea where you add virtually daily rants and raves about whatever you have on your mind and people get hooked – a bit like a soap opera. You could create a free competition that brings people back to your website every time you run it and to find out the winner.

You could have a 'Guess The Weight Of Our MD' competition. I'm not joking! This is something I would tell my friends about if I came across it.

You could collate a series of links to up to the minute information that's relevant and of value to your industry and post them on your website and update them every week. You could offer a motivational quote every day or insider tip or secret that gives away valuable and usable information for free.

You could let people trial your product or software and then document it as the trial goes along to help other people see what the product or service does to help a business. You could post an audio newsletter once a month and talk directly one-to-one to your customers...

So, you get the idea – do something different, have content on your website that is relevant and valuable to your potential customers and they will come to you. But getting the ideas for this type of content is the easy part – the difficult bit comes when you have to knuckle down and start creating it. But not just creating it once – doing it on a regular basis so it becomes part of your weekly routine.

Don't get caught up in the search engine wars and battle for Page 1 – improve your website, make it worth visiting, re-visiting and recommending to others and your traffic levels will take care of themselves. Soon you will start to realise that search engines offer a very small piece of the online marketing pie..

Strategy No. 6 – “Put Your Hand Up If You Want More Cash In Your Pocket”

Have you got your hand up? Okay, well figuratively at least? Good. This is what you need visitors to your website to do. You need them to raise their hand and tell you that they are definitely interested in what you provide.

Now most website owners, and I hope this isn't you, fall into the trap of hoping people will 'put their hand up' by proceeding to the checkout or by navigating through to the contact page, filling in all the gaps, adding a comment, ticking the boxes and hitting 'Submit'. And guess what – it doesn't happen! At least not as often as we all wish it would!

So what's the answer? You need to start moving away from the idea that you can sell to people and instead get them to **buy from you**. This is a subtle difference but is crucial to your success on the web. By getting people to buy from you instead of you trying to sell to them you turn the tables on the whole experience – they are in the driving seat, they determine which course of action they will take and they get the information they require to make a decision rather than being forced to listed to a script you press upon them.

“Michael, again, this all sounds super duper in principle – but how do I go about doing this?”

Permission marketing not intermission marketing. That’s how.

Most forms of marketing or advertising are what I call ‘intermission marketing’ – they are trying to catch you during a spare moment you have or some down-time between TV programmes or between reading the real content of a newspaper. Intermission marketing hopes to catch you off guard and sell you something that you probably aren’t really interested in and certainly weren’t thinking about until the Intermission Ad shouts at you and tries to get your attention.

Permission marketing, on the other hand, is where the advertiser gets your permission to market their goods or services to you. Like the coupons, questionnaires or competitions you see all over the place. You realise, as a prospect, that in order to get the prize, get the free information or get the coupon that you need to give this business something in return. This ‘something in return’ is very often your permission to be marketed to. For example – you enter a competition for the chance to win a car and then, lo and behold, through the post comes a brochure with details about the car. No problem – you could maybe win a car for nothing that you would really like and if you don’t win you get further information about a product you are interested in. Everybody’s happy!

Now, let’s switch back to business-owner mode again – are there ways you can put permission marketing to work for your business and get people to ‘put their hands up’ without having to put their hands in their wallets?

The answer you’re looking for is:

“Yes Michael – there is! Eureka!”

You want every visitor to your website to buy from you. But that will never ever happen. In the meantime, when you’re worrying about how to get more people to buy from you and more people into your website there are droves of people already coming into your website that are interested in your product or service that are leaving because they are not quite at the point of making a decision. **It’s a travesty!**

You need to get something on your site right now that captures these interested parties – gives them something free, information of some kind, something of real value to them in return for you being able to contact them occasionally.

If you spend an hour thinking about this idea I guarantee you will come up with at least three great ways you can implement it successfully on your website.

Strategy No. 7 – “At First I Was Afraid, I Was Petrified..”

Yes disco fans – it’s the opening line from the classic song “I Will Survive”. And guess what? If you want to join the merry and rich band of website owners in the “I’ve Survived” Club you’re going to need a few things. Hold onto your hats as I’m going to rattle these off at break-neck speed!

Patience to test everything you do until you find a better way or a totally new direction.

A constant hunger for new knowledge – the Internet landscape changes quicker than any other – keep abreast of it or you’ll get wiped out.

Finish the job – get the project completed before you move onto the next one otherwise all you’ll end up with is thousands of ineffective strategies.

Treat search engines with contempt – it is only by treating them like this that you will start to open your eyes up to the hundreds and thousands of other, more effective ways to market your website.

Embrace change – never stand still with your website or your online marketing activities. If you hear two separate people talk about something new that you’ve never heard of before – chances are you need to find out what it’s about.

Good luck with your business and website!