

“3.5 Popular Web Promotion Products Used, Reviewed and Exposed”

Unbiased, non-affiliated and straight-to-the-point reviews
written by Mike Cheney of magnet4web

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Web Promotion Product No. 1 – “Top Search Engine Secrets In Google Revealed” - Jean Lam

Price: \$37

Pages: 41

Format: PDF

Bonuses: “Autoresponder Magic”, “Million Dollar Emails”, “10 Steps To Killer Web Copy”, “Web Sales Letters Supreme” and “Answer to Money, Time & Traffic”

Site: <http://www.zineguru.com>

Jean's a fairly high-profile guy on the web and I had high expectations for this book. The price tag also made me think that I would be buying something relatively in-depth seeing as it was in line with the price of other books that were 150+ pages in length.

Jean's style is conversational and easy to read though some of his writing did give me the impression that English isn't his native language. I'm not being harsh here but to illustrate what I mean on the first page he says:

"There is a very good commission to earn by selling this eBook."

Right at the start an alarm bell went off for me when Jean says something along the lines of "This is not a long book as I have been able to condense everything into a few pages.' If you read a book that starts off by defending itself it makes you feel uncomfortable from the start.

Putting these feelings aside I quickly made my way through the book and finished it in less than half an hour. It left me feeling a little dissatisfied to be honest. I will say one thing for this book though – you do get a ton of bonuses with it - some of which I'm still making my way through. But these seem to be thinly veiled affiliate products that were selling things rather than offering content and information of real value.

There wasn't anything in Jean's book that was new to me but people who are totally new to Google and website marketing in general may find it of benefit. There is certainly good content here it's just doubtful as to how many people out there are where the knowledge of Google and search engines present in the book would be of use to them.

If you've got no concerns about parting with the cash and need a brief introduction to the key concepts of search engine marketing and how Google works then this book might be an option but a lot of the information can be found elsewhere for next to nothing if you have the time rather than the cash to invest.

Gold nuggets: Straightforward to read, good overview for beginners

Chicken nuggets: Not enough content or new information, too short, bonuses are too salesy

MagnetMarks: 4 out of 10

Web Promotion Product No. 2 – "Gorilla Website Marketing" – eBook by Glenn Cannady

Price: \$39.95

No. of Pages: 104

Format: PDF

Bonuses: "Free Traffic" PDF and "The Secret That Kept My Website #1 Even After Google Changed Everything" PDF

Site: <http://www.gorillawebsitemarketing.com>

Glenn's style is in your face and the sales pitch on his homepage is convincing. Combined with his obvious track record and ability the case he makes for the book is certainly very powerful.

I bought the book as I was intrigued about how Glenn has been able to achieve such high rankings in the search engines for products as diverse as website marketing, car lubes and roses.

So I bought the book through his website and started reading. You can actually get the book in hardcopy format with an accompanying CD but being an impatient soul I opted for the PDF format and instant delivery. Like most people I opened the file and did a quick scan of the document to see how many pages I was getting - around 100 as it turned out. Now obviously this is irrelevant to the quality of a book but you always like to feel as if you're getting something substantial for your money don't you?

I liked the way the book got right into things from the very start and didn't mess about with lengthy intros, testimonials or repetitions from the website. The style was relatively easy to take on board and though not exactly riveting it was, if nothing else, informative and kept my attention throughout.

The big problem I have with Glenn's book is its over-reliance and reference to a link-harvesting piece of software called Zeus. Now, we all know that exchanging links is important but to devote entire sections of the book to the ins and outs of this particular piece of software seems a bit of a cheat to me. Glenn is quick to defend this and says that it is possible to attain his level of success without using Zeus but it's just the fact that he in effect wastes so many pages of the book explaining how to use the software when I, and many others I'm sure, have no intention of ever buying it.

There are a few bits of good advice in the book but it's mainly centred on using Zeus to build links to your site. There isn't a great deal devoted to your actual website - Glenn preferring rather to focus on getting people into your site rather than what happens once they get there.

As with most of these books it is peppered liberally throughout with a sprinkling of affiliate links designed to generate more cash for Glenn that, though I understand, does raise the question of whether the resources are there purely through recommendation or just because they earn him more dollars.

All in all Gorilla Website Marketing is not a bad book but if you're not going to buy the Zeus software and use it as the prime tool for your website marketing efforts it's probably best avoided.

Gold Nuggets: Some good general advice on website marketing approach that works

Chicken Nuggets: Over-reference to Zeus software that requires additional purchase and learning time

MagnetMarks: 5 out of 10

Web Promotion Product No. 3 – “The Whole Truth” eBook by Stephen Pierce

Price: \$47.97

Format: PDF

No. of Pages: 206

Bonuses: “Pierce Safe Internet Marketing Report” (products and services reviewed – essentially to enable Stephen to get affiliate sales on various products)

Site: <http://www.the-whole-truth.com>

This book caused somewhat of a storm when it first came on the scene after people caught wind that it recommends some rather dubious techniques for getting high Google rankings. People flocked to the site and bought the book up in great numbers after the hype. But what’s the real story?

Well, there is no denying that the book has some good information in it and general pointers for getting more from your website. It is certainly more comprehensive than both Glenn Cannady’s book and Jean Lam’s. But one of the main selling points and premises of the book is that it contains ‘red hot’ methods to help you get top rankings on Google. Whilst this might have been the case some months ago Google have obviously become wise to it now, as they have clamped down on what Stephen refers to as ‘Smart Pages’. These Smart Pages are an attempt to load a page with relevant phrases in an attempt to fool the search engines into thinking it is a great page of high relevance to people typing that particular search into the search engines.

The evidence that this is now useless comes in the undeniable shape of Stephen’s own site being given no PageRank by Google whatsoever as an almost certain penalty for his idea and conception of Smart Pages.

But Smart Pages aside – there is some good stuff in this book and though it does feel a little padded at times (the book doesn’t really get started until page 22 – up until then it’s just testimonials) everybody who reads it, no matter what their level of knowledge will get something new from it.

It’s a close call as to whether the book is worth the money considering the first 21 pages are worthless, the last 16 are selling something and a fair few in the middle talk about Smart Pages.

The bonus material that comes with this one is a series of reviews on products and services that Stephen has ‘road tested’. In reality he has affiliations to virtually every product that he scores highly so if you take his comments on merit and sign up for these products or services he ends up getting paid. Hardly unbiased but I suppose it’s always worth getting other people’s opinions on the vast range of products and services that are out there.

Gold nuggets: New ways of thinking about your website, proven techniques that work and clear explanations

Chicken nuggets: Pages 1 – 21 are just testimonials, the last 16 pages are selling something and many in the middle of the book related to Smart Pages which are to be avoided

MagnetMarks: 6 out of 10 (but look at this one as a 150-page book, not a 206-page one)

Web Promotion Product No. 3.5 – “Internet Marketing Strategies” by Jay Abraham

Price: \$0

Format: PDF

No. of Pages: 76 (split up into 7 Reports)

Bonuses: Pre-recorded Audio seminar with Jay

Site: <http://www.abrahaminternetstrategies.com>

Jay Abraham is one of the leading marketing gurus in the world. He says he is. I say he is. Everyone says he is. If you can command \$25,000 per hour or over \$30,000 per delegate for a one-day conference with hundreds of people attending it's clear that what you have to say is worth hearing. So when Jay comes along and starts offering you free information by the bucket-load – it's worth grabbing it while you can.

Now don't get me wrong – his motives for doing this are clear to all – he didn't get to be one of the best marketers in the world by missing an opportunity to sell. But if you hold firm and try to take a stand against Jay's persuasive efforts to convert you into a paying customer (if only for a short while) you can truly reap the benefits of his thinking by getting access to seven reports that each contain valuable information on Internet marketing.

Now as Jay himself admits – he has very little knowledge of *Internet* marketing itself (just take a look at his main website www.abraham.com and you can see he's a few years behind at least!) but the strength of his ideas and writing comes from the fact he has so much *marketing* experience, regardless of whether it has been learned and practiced in an online environment.

One of the best things about these reports is that they are absolutely free – all you need to pay out is the time it takes to work your way through them. Set aside a couple of hours a week to digest each report and take notes specific to your site as you go along. You are bound to get something of value from each report. And if Jay works his magic and converts you into a paying customer I'm sure you'll benefit even more but if you stand firm – you've just had a powerful lesson from one of the leading marketing minds on the planet free of charge. Now that has got to be worth the time it takes to download the reports!

Gold nuggets: It's free. Jay is THE marketing guru. He makes you think.

Chicken nuggets: Not quite detailed enough - no 'How To' stuff but what do you expect for \$0? Jay will try his utmost to convert you into a paying customer via emails etc. but hey – that's his prerogative right?

MagnetMarks: 7 out of 10 (The reports have got gold dust in them and they're free, what more can I say?)

So, whichever Web Promotion Products you use to market your website I wish you all the very best in your online marketing adventures!

Regards,

Mike Cheney

Unbiased, non-affiliated and straight-to-the-point reviews
written by Mike Cheney of **magnet4web**

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