

# **Email Marketing: 101 Great Tips and Ideas Proven to Kick-Start Your Email Marketing**

By BizMove Management Training Institute

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## **1. The Single Most Critical Factor in Making Money Online**

You may be wondering who am I and what qualify me to give you Email Marketing advice. Well, my name is Meir Liraz. You may have stumbled on my name on the internet, probably in relation to my activities as a writer and publisher of business guides. This is just one side of me, the visible one. There has been another side to my online presence, a concealed one, as a leading player in the internet marketing arena.

I've been an active internet marketer since the first days of the Internet, back then the reigning search engines were dinosaurs bearing names like Alta-Vista, Infoseek and Lycos, while Google was just a vague idea in the minds of two brilliant Stanford University students.

As I don't believe in theories and opinions, I've tested dozens of Internet marketing ideas, strategies and variables. Some proved to be successful while others bombed (and served me well as learning experiences). I must've been doing something right as I managed to accumulate along the way a seven figure fortune. The bottom line is that I've come up with a simple strategy that has enabled me to make money online like crazy.

As a bonus, I've included within this book a special section where I describe exactly the simple strategy that made me an Internet Millionaire. This is a step by step guide that will allow you to mimic my method and make a killing online.

Why reveal my methods now? Well, I'm semi retired now and I've made enough money so that my kids do not have to work one more day in their lives (if they so desire). I've had my blessings and now I want to help others succeed as well, this is my way to give back.

Now look, 99% of the folks who try to make it on the Internet follow the same rout, the same set of activities. They all move in one big herd. Listen, In the highly competitive online arena, when you do the same things as anyone else you don't stand a chance to succeed - you are doomed.

In order to win the Internet marketing battles you must go off the beaten path, you need to do something different, you need a competitive edge - and that is where the simple strategy presented in the bonus section come into play. It will give you that "unfair advantage" to boost your sales, pile up profits and leave your competitors in the dust.

When a soldier goes into battle he seeks to equip himself with the best weapons he could lay his hands on. The same goes for the internet marketing battles. The single most important factor in utilizing this strategy successfully is equipping yourself with the right tools and services. The magic word is 'Automation'. You need to have the best tools and you need to know how to put them to best use. This is critical, some of the tools that I'll show you can actually hurt you if not used correctly.

Look, in order to make money on the internet you need to get noticed by Google and you need to climb up the search engines' results pages (SERPs). Unfortunately Google gives preference to large and established sites. The little guy with a relatively new or small website does not stand a chance. You could of course go the "natural" rout. That will take you about 5 years to establish a site that will be liked by Google. I don't know about you, but I prefer to start making money with a new site much earlier than that. That is why you need to use some special tools, to take some unconventional measures - you need to be a little more creative. Sound complicated? don't worry, in the special bonus section, I'll give you exact instructions as of how to do it right.

Here's a list of the tools and services that I use while executing my strategy, later on I'll show you exactly how the strategy works and how these tools integrates perfectly within it to come up with the easiest, fastest, most effective way of making money online:

- 1. Keyword Research Tool:** [Keyword Canine](http://www.liraz.com/canine) - a multi-featured tool for niche discovery, keyword research and backlink analysis (for more details see here: <http://www.liraz.com/canine>)
- 2. Hosting Service:** [HostGator](http://www.liraz.com/hostgator) - a reliable web hosting. Has some extra features that makes it suitable for internet marketing activities. (for more details see here: <http://www.liraz.com/hostgator>)
- 3. Wordpress Theme:** [Thesis](http://www.liraz.com/thesis) - much more than a theme, it's more of a design and template manager for Wordpress. Most suitable for a business site that is meant to be ranked high on the search engines. (for more details see here: <http://www.liraz.com/thesis>)
- 4. Content Creator:** [Article Builder](http://www.liraz.com/articlebuilder) - produces high quality unique articles built around the topics and keywords that you give it. (for more details see here: <http://www.liraz.com/articlebuilder>)
- 5. Email Marketing Tool:** [Weber](http://www.liraz.com/aweber) - automatically manage all email marketing activities: creates sign-up forms, collects and manages subscribers, sends out scheduled emails and more. Powerful yet very easy to use. (for more details see here: <http://www.liraz.com/aweber>)
- 6. Article Spinner:** [The Best spinner](http://www.liraz.com/bestspinner) - a multi-featured tool for creating multiple versions of an article that will be seen as unique in the search engines. (for more details see here: <http://www.liraz.com/bestspinner>)
- 7. Links Building knowledge:** [Link Building Course](http://www.liraz.com/linkbuilding) - a comprehensive link building learning framework that is constantly updated to reflect the most recent effective link building strategies (for more details see here: <http://www.liraz.com/linkbuilding>)
- 8. Manual Link Building:** [Rank Crew](http://www.liraz.com/rankcrew) - an affordable and reliable manual link building service (for more details see here: <http://www.liraz.com/rankcrew>).
- 9. Automatic Directory Submission:** [DeepLinkerPro](http://www.liraz.com/deeplinker) - automate the creation of manual directory links, allows the use of varied anchor text and also to drip feed the submissions over time to make it all look as natural as possible (for more details see here: <http://www.liraz.com/deeplinker>)
- 10. Automatic Link Builder:** [Senuke](http://www.liraz.com/senuke) - a powerful backlinking tool which has been designed to assist with the time consuming task of creating a large number of links (for more details see here: <http://www.liraz.com/senuke>)
- 11. Backlinks Indexer and Booster:** [Backlink Booster](http://www.liraz.com/backlinkbooster) - automatically increases the power of the backlinks to a website. It's both a backlink indexer aiming to get the backlinks indexed faster, and also a backlink booster to help boost the amount of link juice each of the backlinks sends to a website (for more details see here: <http://www.liraz.com/backlinkbooster>)

Now, the next chapter features great tips and ideas proven to kick-start your Email marketing. Starting in chapter 3 I reveal the simple strategy that made me an internet millionaire.

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## **2. 101 Great Tips and Ideas Proven to Kick-Start Your Email Marketing**

1. Gone are the days when business had to send out flyers to mass markets or have them put on cars in parking lots and hope for the best. E-mail marketing helps businesses reach their established customers as well as those who would genuinely be interested in their products. This book can help you develop an email marketing campaign that will help you reach your target.
2. Follow up with contacts you meet at trade shows. Collect people's phone numbers when they stop by your table and call them within a couple of weeks of meeting them. Use the follow-up call to check in with your contact and ask him if he would like to receive your marketing newsletter by email.
3. Provide your customers with useful tips or information in each marketing newsletter. Think of the newsletter as an opportunity to demonstrate your expertise in your field. Your customers will trust you more when they see how much you know and will be more likely to buy products or services from you.
4. Be sure that your landing page lives up to the customer's expectations. The subscriber is obviously interested in your product if they have clicked on the link in your email. You do not want them to be disappointed by clicking on the link, and finding the page to be other than what they thought it would be.
5. To get the best results from your e-mail marketing campaign, test your messages thoroughly before you send them. Do not just type up a quick message and blast it out to your subscriber list without checking it carefully first. Preview it in different email programs and on different platforms to make sure it will display properly for everyone.
6. For your marketing via email campaigns to be truly effective, every message needs a clear call to action. For example, if you are promoting a new product then you should encourage customers to go directly to that product's page. On the other hand, if you are promoting a new sale then you should clearly explain how customers can take advantage of that sale.
7. Capture the attention of your readers with the right subject line. You might want to use from 30 to 50 characters and create a sense of urgency. The subject line should give an indication of what the reader can expect once they open the email. Including an attractive incentive will increase the interest of recipients.
8. Tailor your emails and landing pages for mobile users as well as those using desktops. Keep in mind that smartphones have tiny screens that may not be compatible

with the way you have your emails formatted. Trim the width so that your emails can be read by users without them having to re-size them.

9. Do not send emails that use images to convey the most important information. Many email clients won't automatically show images. If the images do not display automatically, your messages can be unreadable. The most important information needs to be in the email's main text. If you must use images, be sure they have useful alt tags.

10. You don't want to alienate a good customer just to keep your email base high. For this reason, you should always give readers an easy and obvious way to unsubscribe. To put a silver lining on unsubscribe requests, constantly ask readers why they want to unsubscribe and use that information to improve the experience for future readers.

11. When you use pre-header materials, it is easier for the reader to identify your material. Preheaders are essentially the initial line of characters from the email itself, rendered in highlighted text. A variety of email clients, including Gmail, place this preheader immediately after the subject, making this a great method for grabbing the attention of your readers.

12. A great way to build an email list is to give visitors a conduit through which to register for your future mailings. It's simple to set up a sign-up form on your website. People who are interested in your products will be happy to sign up.

13. While there are many strategies to finding the targeted customers, the best option is to let them sign up via your website, growing the campaign as your business and sales grow as well. You could even lists buy an email list, but always remember customers on your site need to be targeted customers.

14. Build your mailing list one person at a time. Start by asking your largest customers to sign up and recommend you to their friends. Word of mouth is the best form of recommendation and you will gain much more business this way as well as have a larger, targeted email list to market your products to.

15. Every email that you send out to your customers as part of your marketing campaign should offer them something of value. If you give them a discount on your products, exclusive access to new offerings, or free shipping, they will be more likely to respond positively to your message and come back to you again.

16. All images included in the messages should be tagged with Alt data. If an image fails to load or the recipient's client refuses to load images, the image's alt tag will appear. The tag should appropriately describe the missing image. These should be used on your links, as well.

17. When utilizing e-mail marketing, make sure that you never spam your customer's inbox. One of the quickest ways to lose the trust of your customer is to send spam to his or her email address. To make sure your marketing practices fall within mandated regulations, thoroughly read the CAN-SPAM act.

18. As previously noted, flyers that are posted on cars and sent to everyone on a mailing list were notoriously expensive, time-consuming and mostly ineffective. Marketing via email has come along and allows you to send market your business in a much more effective manner at a fraction of the cost and with a greater success rate. Use the information in this article to help you create a successful marketing with email campaign.

19. Email only those you know. Emailing random people is considered spam and could get you in trouble with your ISP or web host. They will wonder if they know you and whether or not they care about what you're offering. This uncertainty may cause your email to hit the trash immediately, wasting your time and the recipient's.

20. Slowly build your contact list. Start with those who have already appreciated what you offer and then move on to areas where you can engage your prospects. It can take a while to pick whom should be receiving your emails, but it'll be worth it in the end to build a reliable contact list.

21. Be especially careful when crafting your first three emails to new customers. A new customer should get an introductory email inviting them to join your marketing list. Once they accept your invitation, the next email should tell them about discounts or special offers they can expect to get now that they've signed up. The third email should contain their first newsletter and their special offer.

22. Keep your content current and variable; do not just repeatedly send out the same five messages repeatedly. If you want to keep people's attention, there needs to be something fresh, or their attention will go elsewhere. If they wanted round the clock commercials, they would just stay at home watching home shopping channels. Even if some of them do that, give them something different when they check their inbox.

23. Fill your marketing emails with helpful information, don't simply load them up with sales pitches. Present special articles or information that is unique to the email and not your site. Also try including special offers on products and services. Send out holiday greetings and specials, not just when you desire something.

34. Resist the urge to send your customers more than a single marketing email each week. It is likely that your customers receive many marketing and other messages each day. If you send too many messages, your customers may just tune out your messages and only read the messages they deem important (and marketing messages are never deemed important).

25. Do what you can to make your email go into your customers' inboxes. You must work to get your email to pass ISPs and not get tagged as spam messages. If they get tagged as spam messages, your recipient may never see them. Check with customers to see if they are getting your emails, or if they're no longer interested.

26. Try following up with a product review when sending a follow-up email to your clients. You could insert a link onto your email that informs them to enroll by clicking on this link. The ending P.S. on the message could urge them to take advantage of this opportunity that you are providing them.

27. To get the most out of each email you send, try to focus each message on a single clear, concise message. Your readers should know what you are trying to say within the first few seconds of reading the message. Give them a call to action that is clear, and that they can easily respond to.

28. Your color scheme should be consistent and should reflect your brand. If your colors are all over the board, you will appear amateurish and your efforts may not achieve the results that you desire. You can look on sites like COLOURlovers if you need some good ideas to get you going.

29. In order to better target your e-mail marketing campaign, you can allow people to select particular categories of e-mails that they wish to receive. This will ensure that the e-mails that you send contain information that they are interested in. It also reduces the chance of people unsubscribing due to receiving too many e-mails that they are not interested in.

30. You might want to consider following up to your clients with some type of surprise bonus that you are providing them. Include a link on your email that tells them to click on it. The concluding postscript could inform them that they can get all the details on this by clicking on the provided link.

31. Before sending any promotional emails to customers or potential customers, be sure to get their permission for contact. Email is a powerful tool, and consumers hate when it is misused. Any email contact that isn't initiated by the consumer feels to them like spam. Your customers must agree to receive additional emails from you, even if they have made purchases in the past.

32. The emails you send out as part of your marketing campaign should start out with a welcoming, personalized tone. Include the name of the recipient in the subject line and the opening of the message. This will make your customers feel more receptive to your message and be more likely to patronize your business.

33. Keep mobile users in mind when choosing the size of your message. You might be composing your emails on a monitor that has four or even five times the available pixels that a smartphone user has. Send your messages small or scalable so that everyone can read them easily and quickly.

34. Make sure your marketing via email stays consistent with your company branding. It is important that all your emails use the same format, logo and color scheme. Having a solid brand name established with your customers will help convert more readers to buyers because they trust the company already.

35. You, or someone else, should proofread your email before you send it to customers. Ensure that it is free from typographical and grammatical errors. You should also make certain that the message flows easily. By checking these three issues are addressed, your marketing with email will have a professional appearance.

36. Offer a coupon to customers who sign up for your marketing email list. Put a form on your website where customers can sign up and set the form to email automatically new

customers a coupon when they submit the form. This encourages customers to agree to allow you to send them marketing materials so that you won't be accused of sending out spam.

37. Steer clear of renting or purchasing lists to pad your marketing via email database. Not only do you not know if the emails you have purchased are truly your target market, but the lists can actually hurt your deliverability rates and ultimately your reputation. As much as possible, build your list organically.

38. Use words that are appropriate to the industry you are focusing on in your marketing materials. For example, if you are writing marketing materials for new technological items, use words such as "new," "advanced" or "state-of-the-art" that are commonly used in that industry. Using the right words will help increase your products' appeal to your customers.

39. Give your marketing emails the same consideration that you give your site content and other marketing materials. Too often businesses take a too-casual approach to their email promoting efforts, and seemingly small errors like typos end up undermining their readers' perception of their level of professionalism. Before you add an email to your marketing rotation, ask yourself if it would inspire you to buy.

40. When acquiring e-mail addresses through your website for marketing purposes, make certain that your sign-up form is brief. In general, you can limit the information required to sign up to only a name and an e-mail address. Names are useful for personalizing your e-mails. However, if you feel that even the name might be too much, it is perfectly fine to limit your sign-up form to just an e-mail address.

41. When building your e-mail marketing campaign, remember that the most important thing is developing your reputation. Avoid common pitfalls such as taking shortcuts, sending information to the wrong client groups, or deliberately misleading customers. The reputation of your business rests on every contact with your customers, even by email.

42. You might want to send a follow-up email to your clients that includes a caution if your products or services supply is running low. You could include a link that tells them to click here and begin. The ending postscript could tell them to act now before your supply runs out.

43. When designing your opt-in form, do not pre-check boxes by default. Leaving boxes unchecked ensures that customers are actively engaged in the opt-in process, which makes them more likely to sign up only for the content they truly want to receive. This saves your customers from the hassle of unchecking boxes that don't interest them, and it boosts your trustworthiness.

44. As you are utilizing engaging emails and targeting the right customers, make sure you are also soliciting feedback from them. Getting feedback from targeted customers is key to knowing what you can do to make your marketing strategies even better. This will help you be able to make your email promoting plan even more effective.



45. Use your email promoting campaign to offer customers a personal perspective of your business. Tell a story about how you got started and why you are passionate about your business while giving them a special promotion or offer. It will build trust in your clients and make them more apt to make a purchase from you.

46. Once you have the format of your marketing with email messages set up, you should check it on multiple email clients. In the same way that different browsers can display web pages differently, a strange email client may show your message in an unexpected fashion. Make use of all of the popular free email clients and ensure that your message is going to appear properly on them.

47. Be sure that you're not sending out marketing emails that are unsolicited. If marketing materials are sent out to individuals who didn't request them, they could mark these messages as spam. This practice is terrible for the reputation of your business, and you may even get your IP address blocked by ISPs if they receive complaints about your unsolicited messages.

48. If you are emailing potential customers, consider following up with some video clip. You could try inserting a line within your message that tells them to order now. The ending of the message could inform these people that they can become a customer immediately by clicking on the provided link.

49. Let your readers choose the layout of your content. Any messages with images, graphics and JavaScript is likely to get eaten by software filters and never seen by human eyes. Send out basic text or rich text format including a link to your website, and the option of an HTML version for those that want it.

50. Don't include the use of newsletters in your marketing with email campaign. You can send the people on your opt-in list relevant emails about particular topics instead. You will attract more people when they know that they will only be receiving information that they are interested in, and that they will not have to sift through an entire newsletter to get it.

51. Your email promoting campaign will be more effective if you make it easy for customers to unsubscribe. This may seem paradoxical, but people will tend to trust you more if you make them feel as if they are in control. Post the unsubscribe link in an obvious place so they can find it easily.

52. Use passive and active feedback to enhance marketing with email efforts. Active feedback is simply asking your readers for opinions and other suggestions they might have. Readers generally aren't even aware of passive feedback, on the other hand. You can get tools and software that can help you to figure out what links have the most clicks.

53. In your email marketing campaign, try to give each message a personal tone. Customers are much more likely to respond positively to emails that feel personal and are not bland. If your message is sent by the President, CEO or other company bigwig, it will have a bigger impact on your customers.

54. Try sending birthday messages to your subscribers. You can allow a place when your readers sign up to include their birth dates. When their birthdays arrive, you can create a message that can be sent to them. This can build a positive and personal relationship with the recipient that can really boost your business.

55. Use plain text and hyperlinks in your email messages, and save the images and Flash animation for your web page. Many email services now filter out images and animations in the name of consumer safety, meaning that your lists may not even see your carefully-crafted images. Plain text messages are guaranteed to go through intact, and then the images on your website will catch your viewers.

56. Avoid using the character string "\$\$\$" in your marketing messages. Many spam messages use this character string either in the subject line or body of their emails. If you use it, people and email servers may treat your emails as if they were spam, too. Your emails may end up ignored or even blocked.

57. Keep your email content fresh. Don't start repeating old information or re-using anything that you have previously written about in your emails. Your readers know when you've already said something and when you're out of ideas. Furthermore, if you notice that something in your emails, like templates, images, etc. just aren't garnering attention anymore, don't fear changing things around.

58. Develop a consistent format and schedule for your marketing emails. By doing this, your customers will learn when and what to expect. Find a professional template that suits your business and used it every time. Alert your customers to the most relevant information at the beginning of the email.

59. Provide exclusive content in your marketing emails. By providing those on your mailing list with information not available on your site, your customers are more likely to read each message, and begin looking forward to them. Your customers will feel special and appreciated when they receive relevant information in your emails.

60. Get creative with your email designs to find out what works best. Send out a few emails with content and links that differ in their fonts and text color. Play around with image positioning, including buttons and logos. After you've sent the emails, find out which ones had the best click-thru rates. Stick with those for the time being, but change it up on occasion to see if you can find a method that works even better. More click-thru rates equate to more sales.

61. If you want your email marketing messages to flow out across the Internet to people's inboxes, consider where you are sending them from. Sent frequently from known and stable IP addresses is best. Sudden surges from new IP locations can raise suspicions and even result in blocks and blacklists from ISP's.

62. Beware of including attachments to your marketing via email! Mass emails with attachments are instantly suspected as spam by most spam filters. As well, these days many types of computer malware and viruses are carried in email attachments, and people are aware of this. Your email is in jeopardy of being immediately deleted when they see an attachment without even being read.

63. Put real consideration into where you place links in your marketing newsletters. For example, you don't want to send readers away from your email before you give them their call to action. You also don't want to put your priority links at the end of an email where they may be overlooked.

64. Offer your visitors a free learning course conducted via email. You'll need to develop a set amount of auto responders, breaking up the lesson into sections. Four to six sections should be an appropriate amount. Make sure the content is both informative and unique. Schedule the sections to be sent out one at a time every 24 hours. This can provide you with a host of benefits, such as enhancing your website, gaining your customers' confidence, developing your authority, and building your email base.

65. To boost your potential customer base, make it easy for your existing subscribers to refer their friends or family members to you. The easier it is for people to share your messages with other people, the more likely it is that they will do so. This means more subscribers and more potential customers.

66. Write your message copy with benefits in mind, but not yours. Make sure your messages reflect the benefits that your content, products or services are offering your subscribers and readers. They want to know what is in it for them before they commit to the call to action, which is where your benefit happens.

67. Take precautions to avoid having your emailed flagged as spam by major internet service providers. Many ISPs have strict security measures in place to detect spam before it is delivered to a client. These spam filters determine if an email is spam by relying on specific criteria. If an email displays too many of these indications, it is deemed to be spam and automatically deleted. These criteria include the use of words such as "discount", "save," and "free" in both the subject line and content of an email. Although it may seem difficult to eliminate these words, there are creative ways to capture the attention of your customers and make them aware of your promotions through email without setting off any spam filter alarms. It's better to have an email reach your customers without these words than to risk having it not reach your customers at all.

68. When emailing your customers, an excellent suggestion is to follow up with lower prices. For example, you could link a phrase that says, "Grab it," onto the email. In addition, the end of this email could include a phrase that says, "Become a member in order to have lower prices on our products."

69. Provide your customers with useful tips or information in each marketing newsletter. Think of the newsletter as an opportunity to demonstrate your expertise in your field. Your customers will trust you more when they see how much you know and will be more likely to buy products or services from you.

70. Data mine your email list and bucket your audience into various segments based off of any profiling data you have. This will allow you to be more strategic with your messaging and effectively increase your chances of higher open and click through

rates. Even if you don't have profiling, look to geo-targeting. Various regions respond differently to different types of messaging.

71. Keep in mind that the point of marketing, through email, is sales. Thus, each and every message ought to increase the likelihood of a sale. Share new product information, coupons, discounts and new promotions with your readers.

72. When developing your email, consider how large the preview pane is in most email reading software. If your email is well beyond the size of this preview pane, it is wise to edit it immediately. Many people read their emails solely in this preview pane. Information that is outside of the scope of the pane may never be seen at all by your reader.

73. Your marketing emails need to stay short. Your message should be clear and concise. This will show the readers that you respect and value their time. This also increases the likelihood that subscribers will read your message all the way through. This can be vital since you probably end your emails with a link to your site to encourage your reader to find out more.

74. While extra graphics and other things that can easily be blocked by filters are unnecessary and detrimental to your campaign, your company logo does need to be included in order to make things' consistent, familiar, and professional when you are in contact with prospective customers. Failure to do this will harm your email promoting campaign immensely.

75. When creating text for your email marketing campaign, make sure you use fonts that reflect the tone of what your email is trying to convey to the customer. This is important in providing the right emphasis, and it conveys the message clearly to the customer. This will work wonders in keeping the reader intrigued.

76. Have a succinct subject line. To gain the attention of your reader, your subject line should remain under sixty characters. If a long subject line is unavoidable, be sure to include any important information first.

77. There is nothing wrong with composing your marketing emails in HTML, but you may find it rewarding to give it a break from time to time. A simple message composed in plain text will be taken as a little more intimate and a little less formal by your subscribers. If you exercise moderation, sending plain text emails can encourage loyalty and draw your readers closer to you.

78. Use an appealing, personal style as much as you can in your email messages. When a business is more personal, they feel that they can better relate to them. For instance, if you have an idea of why they wanted your emails, put that in your message to them.

79. To keep your email recipients engaged, use various sequences for different types of readers. For example, if you get an email address from a sale, that customer should receive a very distinctive welcoming email than a reader whose email you received from

a lead. If readers aren't getting what they want from emails, then they simply won't read them.

80. Send your opt-ins a link that they must click on to confirm their subscription to your email list. This way, you ensure that it is something that they want to do, and it will protect you from getting complaints about spam. Let your opt-ins know in your pitch that they will need to click on a link.

81. Strategically plan when your emails will go out. People do not like getting emails at inconvenient times, especially if it's something that they have to act on quickly. Be considerate by making your offers convenient and easy for people to take advantage of, and you will have more sales than you otherwise would.

82. Even though you may be tempted, do not fix email addresses that appear misspelled or mistyped. Given the sensitive nature of email, it is important that you do not tinker with what a person typed while opting in. If your attempts to reach a particular address continually bounce, remove it from your database and move on.

83. Give customers the choice of getting a plain text version of your email promoting materials or a rich text version. Customers can choose the option they prefer when they sign up for your newsletter. Plain text versions don't include graphics, so customers with slower connections or overactive spam filters might appreciate this option.

84. It is significantly more effective to build your own e-mail list for e-mail marketing than to purchase a list, or acquire the services of a marketing company that has their own lists. The reason for this is that everyone who submits their e-mail address to be a part of your list is interested in the services or products that you have to offer. These people are far more likely to be receptive to your e-mail.

85. You may find that it is a good idea to devote a small portion of every marketing email you send out to briefly reviewing what your subscribers can expect from you. By demonstrating that you have a plan for your emails and you are sticking to it, you can encourage your readers' trust and make them less likely to grow tired of your messages.

86. When you've determined your email's frequency, make it into a schedule. Set the times and dates of when you have to send your recipients your emails. It doesn't matter if you send an email daily or monthly, sticking to a schedule can keep you organized and can allow your recipients to know when they can receive your emails.

87. The confirmation link should be contained in the email opt-in section of your site. This helps users double-check their choice to receive your marketing with email messages. At face value, this may appear counter-productive, but it'll protect you from being reported as a sender of spam down the road.

88. Email is a great marketing tool, but it is not an arena where the hard sell is appreciated. Never pressure your subscribers into buying. Put sales pitches at the tail end of your emails, especially if your readers signed up with expectations of informative content. Consider email as a tool to cultivate interest, not instant sales.

89. Test sending your email promoting on different days of the week and at various times during the day. You'll find that different times and dates will increase or decrease your open rates to your emails. Note the best time/day of the week mixtures and plan your most important email marketing campaigns to be released during those windows.

90. Your emails should be readable sans images. Many email providers disable images by default, and unless the user changes their settings, they will not be able to see any images you include. Because of this, any images you include in the emails that you send should also be followed by comprehensive text.

91. Do not take up permanent residence in your readers inboxes. Remember that they email for a number a reasons, from work to family. You are probably sharing that space with other marketers. Send out messages often enough to stay on their mental radar, but more than once a week is probably going to annoy them and backfire.

92. Write your e-mail marketing campaign content for human beings, not software. If the text is authentically intended for human reading, you do not need to worry about spam filters eating your messages alive. Do not get cute or overly creative with your vocabulary in an attempt to avoid spam filtration.

93. Do not send out rough drafts of your content. Write out what you want to say, and then cut the word count in half and rewrite to fit within your new limit. This generates messages that get to the point. Readers want to spend no more than three paragraphs of time reading your message, and maybe not even that.

94. As you are utilizing engaging emails and targeting the right customers, make sure you are also soliciting feedback from them. Getting feedback from targeted customers is key to knowing what you can do to make your marketing strategies even better. This will help you be able to make your email promoting plan even more effective.

95. To get people to opt-in and give permission for you to send email marketing messages to them, offer an incentive. Offer a discount or a coupon on one of your products or services. Include a whitepaper or newsletter about your niche or market. Give your prospect something in return for access to their inbox.

96. if you run out of ideas for your email marketing campaign, try allowing your customers to assist you. Do things like write down questions that you receive from customers. Then when you go to send the next email, you have a topic. Make sure to include the customer's name for credit too.

97. To ensure that your email promoting is really helping and not hindering your business, pay close attention to the spam that you once deleted from your own email account. See what kind of language you yourself respond most negatively to an alternately what kind of topics make you more likely to open a marketing email.

98. Playing with fonts is fun, and you may be tempted to spice up your emails with exotic fonts. Resist that temptation! Fonts may display differently, or even be replaced by defaults, on someone else's computer. Even if an odd font does display correctly, there is no guarantee that your recipient will appreciate it the same way you do. To

avoid any font-based mishaps, stick with fonts that are widespread, easy to read, and understated.

99. Any marketing emails you send should be personalized. You can do much more than merely using the recipient's name in your message. Use all the information you've gathered to personally market to people. You can create small categories of subscribers based on common interests, and tailor your messages to speak to these small groups of customers.

100. Let customers know what to expect from the get-go. When a new subscriber opts in, send an immediate confirmation email that details what the customer can expect to receive from you and how often you will send emails. Filling customers in upfront can prevent future opt-outs and complaints and keep subscribers active.

101. Write good content in your emails. Do not copy something, whether from another site or your own, directly into your email. Emails are not like web pages; they must be short and concise to hold your reader's attention. That said, the content must be well-written, grammatically correct, and free of spelling errors.

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## **Special Bonus: The Simple Strategy That Made Me an Internet Millionaire**

### **3. The First Step: Discovering Profit-Driving Keywords**

There is a special breed of Online-Millionaires that are making money on the internet like crazy. You've probably never heard of them. They keep themselves and their activities under the radar. Why? because they follow a certain simple strategy and they don't want you or anyone else to discover it. This strategy has created more millionaires than you could ever think possible.

How do I know? I am one of those Millionaires, and I'm going to reveal to you now each and every component of this incredible strategy.

My name is Meir Liraz. You may have stumbled on my name on the internet, probably in relation to my capacity as a writer and publisher of business guides. This is just one side of me, the visible one. There has been another side to my online presence, a concealed one. And there is where I've been taking advantage of that simple strategy to accumulate my seven figure fortune.

So why reveal my methods now? Well, I'm semi retired and I've made enough money so that my kids do not need to work one more day in their lives (if they so desire). I've had my blessings and now I want to help others succeed as well, this is my way to give back.

Now look, 99% of the folks who try to make it on the Internet follow the same rout, the same set of activities. They all move in one big herd. Listen, In the highly competitive online arena, when you do the same things as anyone else you don't stand a chance to succeed - you are doomed.

In order to win the internet battles you must go off the beaten path, you need to do something different, you need a competitive edge - and that is where my simple strategy comes into play. It gives you that "unfair advantage" to boost your sales, pile up profits and leave your competitors in the dust.

When a soldier goes into battle he seeks to equip himself with the best weapons he could lay his hands on. The same goes for the internet battles. The single most important factor in utilizing my strategy successfully is equipping yourself with the right tools and services. The magic word is 'Automation'. You need to have the best tools and you need to know how to put them to best use. This is critical, some of the tools that I'll show you can actually hurt you if not used correctly.

Look, in order to make money on the internet you need to get noticed by the search engines and you need to climb up the search engines result pages (SERPs). Unfortunately Google and the other search engines give preference to large and established sites. The little guy with a relatively new or small website does not stand a chance. You could of course go the "natural" rout. That will take you about 5 years to establish a site that will be liked by Google. I don't know about you, but I prefer to start



making money with a new site much earlier than that. That is why you need to use some special tools, to take some unconventional measures - you need to be a little more creative.

As a matter of fact, one of the best kept secrets of the cyber-millionaires is what tools they use and, more importantly, how they make use of them for maximum benefit.

Now I'm going to show you exactly how this simple strategy works and how the tools integrate perfectly within it to come up with the easiest, fastest, most effective way of making money online.

The way my strategy works is simple. You focus on creating quick little sites that each target a laser targeted long-tail keywords. Once you complete one site you quickly move onto the next. So you don't want to spend too much time on any one site. This way you create, one by one, an army of passive income websites that keep producing cash for years.

I'll show you exactly how to create and promote your first money making website, than you just rinse and repeat to create as many websites as you wish, the more sites you create the more money you make. The only limit is how far you want to go.

Now let's not waste any more time and move directly to the first component of the strategy which deals with deciding on the keywords your site is going to target. This is a crucial decision and a fundamental part of achieving success online. You could do everything else perfectly, but target the wrong keywords and your site will be a total failure. in this chapter I'll tell you exactly what to look for when searching for good solid keywords.

Most Internet Marketing "experts" and the self-proclaimed gurus will tell you to use the Google Keyword Tool (now called: "Keyword Planner" and is only available to Adwords account users) for your keyword research. This is a big mistake! if you only use the Google tool you'll end up going in circles with the rest of the herd achieving no success. Why? although the Google tool will provide you with a nice list of several hundred keyword variations, it will tell you nothing as to the competitiveness of the terms. You have no clue as to how hard it will be to rank in the search engines for any specific term. This is critical. Most newbies will choose a term from the Google Tool that is too competitive and end up hitting a brick wall. You certainly don't want to be spending any time or money building a site that will never rank in the SE's.

In order to implement the strategy successfully you need to utilize for your keyword research a tool named [Keyword Canine](http://www.liraz.com/canine) (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/canine**).

Keyword Canine (KC) will also provide you with a nice list of several hundred keyword variations but it goes beyond the Google Tool in that it will also analyze the competitiveness of each keyword variation. This is crucial and that is where you gain your "unfair advantage" over the 99% that only use the Google Tool.

How does KC do it? it has a special algorithm in its backend that looks at the top 10 Google search results for your chosen keyword and produces an accurate analysis in the form of "Very Easy, Easy, Moderate, Hard or Fierce" so you can literally plug in your keyword and get an instant answer.

Keyword Canine has a ton of additional features that can help you as an Internet marketer but for the purpose the implementation of my strategy, the competition analysis is what we need.

I'm not going to walk you here thru the steps of conducting a keyword research with Keyword Canine as they have pretty good tutorials explaining everything. Simply sign for the service and follow their instructions.

Now let's see what properties a keyword must have in order to make us the most money.

For starter it has to be of a commercial value. This relates to our business model, the way we monetize our site. I will elaborate on this in a later chapter but for now I can tell you that our income will come from two sources:

- a. Google AdSense ads.
- b. Affiliate Programs

To maximize our income from those two we need to look for keywords in markets that has AdSense advertisers and affiliate programs that are willing to pay us top dollars. in the appendix you can find a list of the 50 best paying affiliate marketing niches. These are the markets that has a high concentration of AdSense advertisers and affiliate programs that are willing to pay top Dollars for your referrals. If you plan to tap any of these niches you must take into consideration that these are also the most competitive ones. However, I think it is still possible to find gem keywords in these areas provided you do your keyword research right. Alternatively you can look at other, less competitive, niches and still make good money as long as you take into consideration their commercial value.

Another property that you want to consider when looking for good keywords is the search volume. Obviously, even a #1 ranking isn't going to do you any good at all if nobody searches for the keyword that you rank for. I would say that the minimum search volume you should look for is 500 monthly searches (Keyword Canine shows you the search volume right next to the keywords in the list). Some will say that this is too low to target, however I had many successes with pages targeting close to this number of monthly searches.

The next property you need to consider for a good keyword is how competitive it is, how hard it will be to have it ranked in the first page of Google's search results. This is critical, however if you use Keyword Canine it will do the competition analysis for you and come with a recommendation in the form of "Very Easy, Easy, Moderate, Hard or Fierce". I would not go beyond "easy" with a new site.

So to summarize, in order to find a good keyword you need to consider:

- \* Commercial value
- \* Search volume
- \* competition strength

How many keywords should you target in one site? Some will tell you that you need to look for several terms and optimize each page in the site for a different term. This is not how my strategy works. For the small niche sites that we create it is best to dedicate each site to only one keyword and direct all our Search Engine Optimization (SEO) efforts towards the main page that is optimized for that keyword. We don't want to dilute our efforts by targeting several keywords in a site. With this concept in mind we don't want to waste our time looking for other keywords that will not rank anyway. Your time is better spent working on your linking structure (discussed later) or researching new keywords for new sites.

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## 4. The Second Step: Monetizing Your Site

The Simple Strategy's business model is based on 2 sources of income:

- a. Google AdSense ads.
- b. Affiliate Programs

Which is better? there is no clear answer to this question. Some niches will produce better with affiliate programs while others with AdSense, you should test on a niche by niche bases. Usually you'll make more money with an affiliate site, unfortunately there may be many instances where you will find a good niche with keywords that can be easily ranked but no suitable affiliate program, in this case you'll use AdSense ads, and by the way, this will happen to you a lot.

Once you find a good keyword to target you start looking for an affiliate program that will go with this site. As a rule of thumb you should always prefer to promote digital products (eBooks, software, online services, etc.) over physical products. Why? because digital products come with higher margins which in most cases translate into higher commissions to the site owner.

Where can you find good affiliate programs to promote?

Your first bet should be the [Clickbank Marketplace](https://accounts.clickbank.com/marketplace.htm) (<https://accounts.clickbank.com/marketplace.htm>)

Clickbank offers thousands of products, look for products that are 100% relevant to your niche and has a credible sales page.

If you can't find a suitable product at Clickbank try one of the following affiliate program directories:

[Commission Junction](http://www.cj.com) (<http://www.cj.com>)

[Affiliatetips.com](http://www.affiliatetips.com) (<http://www.affiliatetips.com>)

[AssociatePrograms.com](http://www.associateprograms.com/directory/) (<http://www.associateprograms.com/directory/>)

[Affiliatesdirectory.com](http://affiliatesdirectory.com/directory) (<http://affiliatesdirectory.com/directory>)

If you still can't find a suitable affiliate program try a Google search that combines your keyword with the word "affiliates" and other similar variations. Sometimes this works and you will find one or more good affiliate offers for your niche.

If all of the above does not work and you can't find an affiliate program that is relevant to your target niche, monetize your site with AdSense ads. This is not necessarily a bad thing. I had AdSense ads that produced \$5, \$6 and even \$9 per click.

Anyway, don't ever be tempted to post affiliate links that are not fully relevant to your target keywords! this will never produce satisfactory results.


Where should you place your affiliate links and AdSense ads on the page? The best spot would be right below the top article title and above the article body, if you are using Wordpress it would be directly below the post title and above the post content. This would be the spot that will by far produce the best results.

As for the AdSense ads, I always match the background and border of the ad with the background of the theme where the ad will be placed and I recommend you do the same - my tests show that this increases the effectiveness of the ads. You can use a plug-in for Firefox and Chrome called [Colorzilla](http://www.colorzilla.com/) (http://www.colorzilla.com/) to help you do this quickly.

Another good option for the affiliate links is to embed them within the text, preferably towards the top part of the article.

As for affiliate links, my tests show that reviews and text ads will, in most cases, outperform banners. I guess some folks simply ignore banners altogether. I seldom use banners to promote affiliate offers, I've always found effective ways to present affiliate offers with text only. I will be the first to admit that my pages are not very pretty, but hey, I'm not in the business of creating cute pages, I am in the business of making money, and for this my "not pretty" pages are doing very well.

Below is an example of affiliate links embedded within an article:



The image shows a screenshot of a webpage article. At the top, there is a blue header bar with the text "Free Car Insurance Deals". Below the header, the article text begins with a red sub-header: "Here's How to Get Free Car Insurance Deals". The main text discusses finding the best car insurance rates and mentions two services: "InsurMe" and "Kanetix". The "InsurMe" link is underlined and blue, and the "Kanetix" link is also underlined and blue. The text describes how these services can help find the best rates by comparing quotes from multiple companies.

Here's is an example of affiliate links in a review format placed under the title of an article. By the way, I've used this format, "The 5 Best ...", multiple times with various niches. Over the years this format proved to be very profitable for me.

## Car Insurance Information Center

### 7 Day Car Insurance, Compare to Get Low Cost Rate

#### The 5 Best Car Insurance Quotes Providers

We've reviewed dozens of auto insurance companies, brokers and agents to bring you this elite list of brands with the best free quotes online and very cheap rates. We recommend you get a quote from each company so that you will be able to compare and get the best rate. This comparison will allow you to save as much as \$500 and more on your vehicle insurance.

- |   |   |
|---|---|
| 1 | <a href="#">Car Insurance Finders</a> - May save you hundreds on your car insurance. Simply enter in your zip code and get free quotes from providers in your local area that offer the best rates. |
| 2 | <a href="#">USInsurance</a> - Simply fill out the quick form and this system will match you up with the cheapest offers in real-time. You get low cost custom tailored quotes within minutes.       |
| 3 | <a href="#">InsureMe</a> - Provides multiple company insurance rates, see how companies compete for your business. Offers great rates from quality insurers.  |
| 4 | <a href="#">2Insure4Less</a> - Provides comparison quotes which can be purchased immediately, offers great rates.   |
| 5 | <a href="#">Kanetix</a> - Offers one of the easiest to use, and most 'consumer-friendly' instant insurance comparison service available.  |

For many people, it is not easy to get a large amount to cover something such as insurance coverage. It could be a significant wide range of dollars to cover at one time, therefore, the choice of no deposit car insurance is often rather appealing.

No deposit car insurance implies that you get instant auto insurance protection straight away, when the insurance policy is put over your car, so you do not need to pay anything in advance. You are able to pay the insurance policy on a monthly base in payments; nevertheless, you may have to offer a credit card for guarantee that you submit several

## Build an Email List

The biggest sin committed by internet marketers is not building an email list made of emails collected from visitors and customers. In order to maximize the profit potential of your site you need to create an email list. Fortunately, all the aspects of building and maintaining a list can be, and should be, automated. Selling to your list is the easiest money you're going to make.

Now I'm not going to teach you basic Email marketing here, you'll find plenty of resources online. However, here are 4 important points that you should consider:

1. Build an opt-in form and integrate it into your home page. Place it "above the fold," so visitors can see it immediately and don't have to scroll down.
2. Offer a lead magnet, something that has value that you offer in exchange for the visitor's email address. This could be a free eBook, a special report, a webinar, a list of tips, Etc. You have to tailor the offer to fit your niche so that you keep your list targeted, this is important.

3. Use [Weber](#) (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/aweber**) to manage your list building and marketing activities. Aweber is the industry standard. It's extremely powerful yet very easy to use, most of the successful internet marketers use it. Working with Aweber is a breath, it will automate all your email marketing activities: creating your sign-up forms, collecting and managing subscribers, sending out scheduled emails and more.

4. Email marketing is about creating a relation with your visitors and customers, it's about trust. Do not abuse it by spamming your list with frequent blatant sales offers. Send them at list 3 useful, content filled, emails for each email that contains a sales offer.

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## 5. The Third Step: Creating a Site That Will Attract Tremendous Amounts of Traffic

Once you have chosen your keywords you are ready to build your site. For your domain name you should strive for an exact match domain (EMD) if available. So if your keyword is 'women car insurance' you'll go for [www.womencarinsurance.com](http://www.womencarinsurance.com). if this is not available try the .net, .info or any other TLD that happens to be available.

EMD domains used to get you a big advantage with Google - but not anymore. Unfortunately Google has changed their algo regarding EMDs but it can still get you some extra points, and of course anything that Google gives we are willing to take.

As for the hosting service I highly recommend you use [HostGator](http://HostGator) (If the link doesn't work, copy and paste the following URL into a browser: [www.liraz.com/hostgator](http://www.liraz.com/hostgator)), They are reliable, responsible and very suitable for internet marketing activities.

The cheapest and fastest way to build an effective niche site is to use Wordpress. and by the way, HostGator is probably the easiest web hosting platform to install Wordpress on. Using a few clicks of the mouse, your HostGator-hosted Wordpress site will be up and ready in less than five minutes. look for instructions at their site.

Once Wordpress is installed on your server there are some modifications that you need to make to the site.

First you need to set Wordpress to present SEO Friendly Permalinks. Although we don't concentrate on the internal pages of our site, they often can rank in the SE's. So it is very important to set a good URL structure. Once logged into Wordpress, Click "Settings" then "Permalinks" and change it from default to "Post Name." This will change the structure of the URL's from default (site.com/?p=114 for example) to a good, SEO friendly version (site.com/title-of-post-goes-here).

Now replace the default theme with another one, simply find a new theme that is simple and "clean" - use the automated theme installation process from within Wordpress.

"Appearance" then "Themes" (while logged into Wordpress) then click the "Install Themes" tab. Leave all of the fields empty (they are by default) and then click the "Find Themes" button.

Next, Clean the theme from unnecessary elements - by default, most themes have the sidebar loaded up with useless things like META links, a calendar, archives etc. The footer also typically contains one or more links that can be removed and there are a few other useless things included by default as well. So the next step is to clean all of that up! We don't want excessive external links draining the authority we generate, which could be going back into our internal pages. And we want everything focused on the content and the ads.

Now you need to set the homepage to show only one article - it needs to look more like a static site and less like a blog. Primarily because it reduces canonical URL's and



duplicate content. To do this, you're going to publish the homepage article as a page rather than as a post!

Once you've done that, click "Settings" then "Reading" and select the "A static page" radio button and then next to "Front page" select the page that is optimize for your keyword and then click "Save Changes." Now view your site in a browser and you should see that article, and that article only, on the homepage.

Now Clean up the footer and the sidebar and remove any unneeded links like the link to the theme creator's website, the link to Wordpress, Etc.

What theme should you choose for your Wordpress site?

While there are many free Wordpress themes out there, I recommend you use a theme called [Thesis](http://www.liraz.com/thesis) (If the link doesn't work, copy and paste the following URL into a browser: **http://www.liraz.com/thesis**). This is much more than a theme, it's more of a design and template manager for Wordpress and it's the best theme for a business site that is meant to be ranked high on the search engines.

### **Now what about content?**

You need to start with at list 6 article pages for a new site. Each article should be 500 to 1000 words long.

The best source for site content is a service called [Article Builder](http://www.liraz.com/articlebuilder) (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/articlebuilder**).

Article Builder produces high quality unique articles built around the topics and keywords that you give it. Each article is built by weaving together snippets to build an article based on your category and subtopic choices. They have tens of thousands of categorized snippets in the database, every time you generate an article, it's different!

If article builder does not have articles in your topic you'll have to contract someone to write the articles for you, this is not expensive. Simply run a Google search for "article writing" or "articles writers" and you'll get plenty of offers.

In addition to being a good source of content Article Builder has another extremely useful feature. It can post content automatically to your Wordpress site on the schedule you choose. Why this is important? because Google likes sites that are being updated with new material on a regular basis. It is recommended that you set Article Builder to post a new article to your site once a week or about 3 articles monthly, this way you'll gain some extra points with Google.

Now here is a trick to creating articles fast and cheap. This is not very ethical and I am a bit shame telling you I did it, but anyway since I pledged to tell you all my tricks (or at least most of them ;-), I fill obliged to tell you about this one too, just that you'll know that this is available.

Here's how it works, you run a Google search with your topic as the search term, you add the word 'tips' or 'Guide' to the search. Now you collect several snippets from

different good on topic articles that came in the search. next, you combine these snippets into one article. Now you spin this article with a spinner software to get an entirely new article. Just make sure you use the manual spinning mode so that your article will make sense.

In case you are not familiar with the concept of "spinning articles" here are some explanations. With this process you utilize a simple software program that takes an original article and alter it using replacement words (synonyms via an automated thesaurus) in order to create entirely new articles without having to re-write them. It's called "spinning" an article. This have many uses in the Internet Marketing field and we will talk about it later when we discuss linking strategies.

The best spinner software on the market today is called... [The Best spinner](#) (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/bestspinner**). If you wish to be a successful internet marketer you need to familiarize yourself with this concept. They have on their site a nice video explaining its uses. You should take a look.

## **Optimizing Your Site For the Search Engines**

Once you have your pages and content in place it's time to optimize them so that your pages will rank as higher as possible on Google and the other search engines. In this section we'll deal with the "On Page" optimization.

While the "Off-Page" optimization, mainly the external linking structure (that we'll discuss later), is what will give you your unfair advantage - the on-page optimization is a pre-requisite for the off-page to succeed. What I mean to say is that if the on-page optimization is not done right, the best off-line optimization in the world will not help you one bit. so you need to pay attention here.

I'll walk you now step by step in what you need to do:

- 1. Title tag** - this is an HTML tag that goes within the header section of the page. Title tags are the most important on-page factor for SEO. Your keyword should be included within the title tag preferably close to the beginning of it. This is what Google shows on its search results page so you should also make it attractive so that it will entice searchers to click on it. Don't just throw your keyword there, make sure that it is appealing.
- 2. Headline tags (H1, H2, H3)** - make sure your page include one H1 tag with your keyword in it. This headline tag shows Google that the text within it is important to the intended audience.
- 3. Meta Description tag** - while this does not have a bearing on the ranking of the page, Google still pulls the text of how it describes your page to other people from this tag - be sure to make it attractive so that more people will be clicking your page.
- 4. Images** - you should include at list 2 images in each page. Also add one video to one of the pages in your site, you can simply embed a video from YouTube. Make sure one

of the images has your keyword in its ALT tag. All other images need to also have ALT tags but should not include your keyword in them. Too many ALT tags with your keyword can lead to an over optimization penalty by Google.

**4. Keyword density** - the exact keyword density is not important, I'll say it again, the exact percentage of the keyword density is not import. Simply include about 3 instances of your keyword in each page, one of them should be close to the beginning of the article, one of them can be in Bold or Italics and that will do (do not be tempted to overdo it - that's a common newbie mistake).

**5. Synonyms** - you can include 2 or 3 synonyms to your page that does not include exact words from your keyword.

**6. Article Topic** - this is important- your content should be on topic and match the niche and the keyword that is being targeted.

**7. Outbound link** - add one outbound link pointing to an authority site in your topic. This could be a Wikipedia page in a similar topic to yours. Place it at the bottom of the page, you can call it 'recommended source' or something similar. Ah, and do not add a 'no follow' tag to it, leave it in a natural state.

**8. Unique Content** - the page should be unique and not a duplicated one, if you are using a spun article it should be at least 75% unique. it should also be making sense and has decent grammar.

**9. Length of articles** - each page should be between 500 and 1000 words long. Be sure to vary the length of the articles in a site. Don't make all the articles exactly the same size.

Once your site is online and the on-page optimization is set, it's time to start creating links pointing to it. That's the subject of our next chapter.

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## **6. The Fourth Step; Creating an External Linking Structure That Will Blast Your Site to the Top of Google**

Search rankings for a specific keyword are primarily driven by the backlinks to your website using that keyword in the anchor text. But not all backlinks are treated equally. The more powerful a back link is, the more "juice" it flows into your website. And the more "link juice" that flows into your website, the higher your website ranks in search results. So both quantity and quality of back links are important in ranking higher in search results.

Getting external links, the link building phase of the Amazing Formula is the single most critical factor for attaining high rankings and consequently making money online.

Your link building activities are what will make or break your online business. On one hand, when done right, it can blast your pages to the top of Google - on the other hand, even a small mistake can drop your pages into the Google abyss.

Too many links containing the exact same anchor text - Boom, Busted!

Too many links from low quality sites - Boom, Busted!

Too many links coming from just one genre (e.g. only from directories) - Boom, Busted!

Too many links coming from non relevant pages - Boom, Busted!

You get the picture...

That is why I strongly encourage you to acquire every piece of link building knowledge you can lay your hands on. Sorry pal, there is no way around it. if you wish to succeed in internet marketing you must know link building. Even if you are planning to outsource your link building tasks, you should be able to supervise everything that is done for you, and you should ask that they get your approval in advance for all the details of each linking campaign they run for you.

Listen to what happened to me once...

One of my sites had a page that was ranked #6 on the first page of Google's search results for a very competitive term for a couple of years. This page was earning me a nice sum of money day in and day out. One day I decided to try to improve its ranking, I contracted a firm from the Philippines to do a small manual linking campaign for this page. This firm came highly appraised on the forums and the people there were nice and seem knowledgeable. At that time I was busy with a big project and also a bit out of laziness I neglected to ask for a preapproval. To make a long story short, one month and 400 Dollars later my page sank to the fourth page of the Google SERPs.

Now there are two morals to the story:

First, don't count on anyone to do a link building job for you without your approval, in advance, of any small detail of it.

Second, If you have a money producing page ranked anywhere on the first page of Google - don't mess with it!

If you are curious as to what went wrong with this campaign. In the postmortem I discovered that they created too many backlinks with the exact keyword as the link text - and this is something that Google does not like.

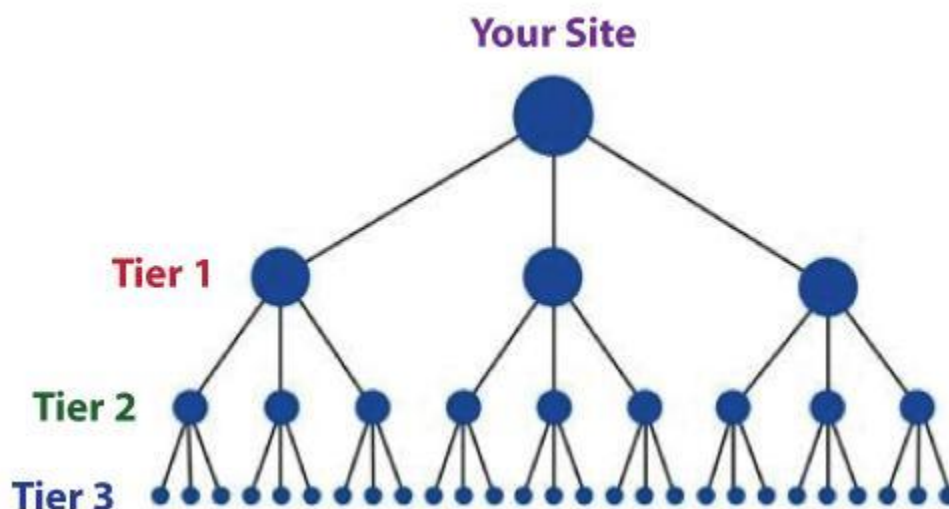
Now, the best link building knowledge source that I know of is the [Link Building Course](#) (If the link doesn't work, copy and paste the following URL into a browser: [www.liraz.com/linkbuilding](http://www.liraz.com/linkbuilding)). I strongly encourage you to buy their course. It's a bit pricy but it is well worth the price. Look at it this way, each mistake that is not being avoided due to lack of knowledge can cost you many many times more than the price of this course.

OK, now we are ready to delve into the Amazing Formula's linking strategies.

For our external linking structure we are going to utilize the most effective most powerful linking strategy there is, called "Tiered Linking".

With Tiered Linking you build 3 tiers of links, the links in tier 1 points to your money page, tier 2 points to tier 1 and tier 3 points to tier 2. Basically you are building backlinks to your backlinks. This structure gives your first tier of backlinks more strength and authority. Over time your tier 1 backlinks will gain page rank and that link juice gets passed directly onto your site. It creates a knock on effect passing huge volumes of link juice and authority all the way down the chain to your site. Another advantage of this structure is that it gives search engine spiders thousands of paths and opportunities to land on your site which will further increase rankings.

Here's a diagram that gives you a representation of the Tiered Linking structure:



Now let's start with the process of building links for tier 1, these links point directly to your money site.

The links for tier 1 should be created manually and gradually. This means it should be done by you or outsourced to a firm that does manual linking - no automatic software at this phase. It should be spread gradually over two months, faster than that can trigger Google's penalty algos. You can't speed up stuff like building tier 1 links, or else you're going to get penalized.

If you don't have the time or the inclination to do the manual link building yourself, you can outsource it. This is what I'm doing. Manual link building is a tedious task so I usually hire someone else to do it for me. A good and reliable manual link building service that you can hire is [Rank Crew](#) (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/rankcrew**). I highly recommend them.

While building tier 1 you need to vary the anchor text as much as possible since Google discount too many instances of exact match anchor text. Follow these guidelines for the link text (anchor text) of your back links:

20% Main keyword exact match (e.g.: "main keyword")

20% Variation of main keyword (e.g.: "best main keyword resource")

50% Generic anchor text (e.g.: "click here, here, clicking here, good resource, see this, have a look")

10% URL of the page as the link text (e.g.: "www.mainkeyword.com" or "mainkeyword.com" or "http://www.mainkeyword.com")

Now to the actual link building. I can't teach you here all the aspects of doing basic linking, this is beyond the scope of this guide. You should be able to find plenty of resources for that online, or better off, buy the [Link Building Course](#) (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/linkbuilding**), this is the best resource of linking knowledge that I know of.

I will however give you some basic guidelines, point you to the right directions and provide you with a list of sites that can feature links pointing to your site.

**Important Note:** before you create backlinks with any site, make sure they are not adding the NoFollow tag to their links - do not create tier 1 links with sites that NoFollow their links.

Now here's a list of site's categories where you should build links for your tier 1 (find more sites in the Appendix):

**Web 2.0's** - great for creating mini sites with articles and videos that link back to your main site. You can use spun articles for the content. Here's where [The Best spinner](#) (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/bestspinner**) will come handy. You can use articles that are spun to 50%. Create 10 blogs here and post to them with your link embedded. Make sure the topics are relevant to your keywords, this is important.

Here's a sample of sites in this category (find more in the appendix):

wordpress.com  
blogger.com  
issuu.com  
yola.com  
tumblr.com  
weebly.com  
my.opera.com  
livejournal.com  
typepad.com  
sfgate.com

**Social Bookmarking** - get your site bookmarked! 30 bookmarks will do it.

Here's a sample of sites in this category (find more in the appendix):

connotea.org  
delicious.com  
digg.com  
reddit.com  
slashdot.org  
stumbleupon.com  
citeulike.org  
chime.in  
bibsonomy.org  
blinklist.com

**Directories** - web directories are a great source for links - strive for about 40 quality directory links submissions. Seems tedious? there is an excellent tool that can help you with this task. It will make creating manual links from directories a breath. I strongly recommend that you use it: [DeepLinkerPro](#) (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/deeplinker**) It allows you to use varied anchor text and also to drip feed the submissions over time to make it all look as natural as possible.

Here's a sample of sites in this category (find more in the appendix):

wordpress.org/showcase  
abc-directory.com  
cssdrive.com  
cuedirectory.com  
dirbull.com  
dirnext.com  
Elecdir.com  
elsf.org  
envirolink.org  
freerwebdirectory.com

**Blog Directories** - If you have a blog get it listed on these sites.

Here's a sample of sites in this category (find more in the appendix):

technorati.com  
alltop.com  
blogs.com  
globeofblogs.com  
blogcatalog.com  
topix.net/dir  
blogtopsites.com  
blogtoplist.com  
ontoplist.com  
hotvsnot.com

**Quality Article Directories** - You can use spun articles for submission to these directories. Note that the better directories will review your articles before accepting to their site, so make sure they are grammatically correct and make sense. Submit to 30 directories here.

Here's a sample of sites in this category (find more in the appendix):

TheFreeLibrary.com  
Ezinearticles.com  
GoArticles.com  
SelfGrowth.com  
Gather.com  
ArticlesBase.com  
ArticleDashboard.com  
ArticleSnatch.com  
ArticleCity.com  
Isnare.com

**Video** - create some videos and submit to video sites. You can find at fiverr.com folks that will create a nice video for you for 5 bucks a piece. 3 or 4 video submissions will do for this category.

Here's a sample of sites in this category (find more in the appendix):

youtube.com  
vimeo.com  
dailymotion.com  
metacafe.com  
truveo.com  
videoegg.com  
videobomb.com  
veoh.com  
liveleak.com  
ifilm.com

**RSS Directories** - Create a RSS feed and submit to these sites. Submit to 30 directories here.



Here's a sample of sites in this category (find more in the appendix):

topix.net  
blogdigger.com  
feedage.com  
feedcat.net  
finance-investing.com  
jordomedia.com  
medworm.com  
redtram.com  
rssmountain.com  
swoogle.umbc.edu

**Doc Sharing** - Submit a PDF file or a PowerPoint presentation here.

Here's a sample of sites in this category (find more in the appendix):

issuu.com  
slideshare.net  
scribd.com  
docstoc.com  
thinkfree.com  
keepandshare.com  
memoware.com  
yudu.com  
ziddu.com  
docs.zoho.com

**Press Releases** - a good source for backlinks and news coverage - most of them cost money though.

Here's a sample of sites in this category (find more in the appendix):

businesswire.com  
prlog.org  
betanews.com  
i-newswire.com  
pitchengine.com  
pr-inside.com  
prlog.org  
businessportal24.com  
cgidir.com  
free-press-release.com  
information-online.com

**Blog Guest Posting** - guest blogging is a powerful link building strategy, however, it's a time-consuming pain in the butt! This can boost your rankings but it is not mandatory to the Amazing Formula.

**Link Favors** - ask friends, Acquaintances and family to place links pointing from their sites to yours.

## Creating links for tier 2 and tier 3

Once you have all your tier 1 links set it is time to start building your tier 2 and tier 3 links.

While with tier 1 we were careful to create our links manually in order for them to appear as "naturally" as possible, with tiers 2 and 3 we can let the quality slip a bit and increase the overall quantity of links that we build.

We still want our links to be contextual and relevant, but we can now use auto generated content on a second tier without a problem. We can worry a lot less about the overall authority and page rank of the domains we are building links from as we start to move the focus away from quality and towards quantity.

For tiers 2 and 3 we are going to leave the "manual" path and move to the "automatic" path. We are going to use a tool that will generate all our tiers 2 and 3 automatically. The best tool for this task is [Senuke](#) (If the link doesn't work, copy and paste the following URL into a browser: [www.liraz.com/senuke](http://www.liraz.com/senuke)). This is the tool that most successful Internet marketers use.

Senuke is a very powerful backlinking tool which has been designed to assist with the time consuming task of creating a large number of links. I'm not going to describe here how Senuke works as they have videos on their site that describe it better than me. What I can tell you is that with Senuke you can create tiered link structures. As much as Senuke is powerful it is very easy to operate, creating tiered links is as easy as moving images on a screen - you need to see it to believe, just go to their site and watch the video. Now, what you do with Senuke is create a 2 tiered structure. It looks like a pyramid - one tier points to another tier that points to one of your tier 1 links - you need to build a different structure for each of your tier 1 links. Use their schedule feature to spread it over time.

Some say that it is safe to also use Senuke for creating the tier 1 links. They may be right, however being the cautious guy that I am, I am not yet ready to test this Hypothesis. I would stick with using only manual methods for the tier 1 links and I strongly advise you to do the same..

In addition to Senuke The Amazing Formula calls for the use of yet another powerful tool called [Backlink Booster](#) (If the link doesn't work, copy and paste the following URL into a browser: [www.liraz.com/backlinkbooster](http://www.liraz.com/backlinkbooster)). Backlink Booster automatically increases the power of the backlinks to your website. It's both a backlink indexer aiming to get your backlinks indexed faster, and also a backlink booster to help boost the amount of link juice each of your backlinks sends to your website (use it on your tier 1 backlinks).

Now, if we have Senuke why would we also need Backlink Booster? The fact is that many of the backlinks you are building are never found by Google thus seriously diminishing your linking efforts. What Backlink Booster does is it builds backlinks to your backlinks in a way that all of those backlinks that Google didn't find, are now found by Google. This not just help Google discover all of your backlinks, it also "boost" them so

that now more link juice gets passed to your site thus the authority they all possess is multiplied, which flows through to your website! So the end result is more, stronger backlinks!

My tests show that operating Backlink Booster in addition to Senuke creates a strong synergetic effect that translates in a much better Google rankings. It's the one-two punch that will get you that elusive Unfair Advantage. Anyway, in order to rip the full power of the Amazing Formula you need to activate both Senuke and Backlink Booster.

This concludes The blueprint of my simple strategy for making money online. Once you completed to create tire 2 and 3 links with Senuke and have Backlink Booster do its thing, all you have to do is sit back and watch your site climb the search engines rankings and the money that is pouring into your bank account.

Here's To Your Success

Meir Liraz

###

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## **Appendix 1: The 50 Best Paying Affiliate Marketing Markets**

The following are the best paying affiliate marketing markets:

- Acne
- Aging
- Allergies
- Anxiety
- Arthritis
- Asthma
- Auto Insurance
- Back Pain
- Beauty
- Cancer
- Cats
- Cosmetic Surgery
- Credit Cards
- Credit Repair
- Debt Consolidation
- Depression
- Diabetes
- Dogs
- Email Marketing
- Employment
- Fitness
- Forex
- Hair Care
- Hair Loss
- Health Insurance
- Home Improvement
- Home Mortgages
- Home Owner's Insurance
- Home Security
- Homeschooling
- Insomnia
- Internet Marketing
- Life Insurance
- Muscle Building
- Network Marketing
- Nutrition
- Online casinos
- Online Poker
- Parenting
- Payday Loans
- Personal Bankruptcy
- Personal Development
- Personal Finance

Pregnancy  
Quit Smoking  
Real Estate  
Skin Care  
Snoring  
Stock Market  
Stress  
Teeth Whitening  
Travel  
Web Hosting  
Weddings  
Weight Loss

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## Appendix 2: Sources for Backlinks Sorted by Category and Page Rank

This list include the following categories:

- \* Web 2.0's
- \* Bookmarks
- \* Directories
- \* Blog Directories
- \* Quality Article Directories
- \* Video
- \* RSS
- \* Doc Sharing
- \* Press Releases

**Important Note:** before you create backlinks with any of the sites on the following list make sure they are not adding the NoFollow tag to their links - do not create tier 1 links with sites that NoFollow their links.

### Web 2.0's

<u>Domain</u>	<u>PR</u>
wordpress.com	9
blogger.com	9
issuu.com	9
yola.com	8
tumblr.com	8
weebly.com	8
my.opera.com	8
livejournal.com	8
typepad.com	8

sfgate.com	8
cerncourier.com	8
angelfire.com	7
tripod.com	7
jimdo.com	7
webnode.com	7
posterous.com	7
over-blog.com	7
webs.com	7
diigo.com	7
bravenet.com	7
newsvine.com	7
squidoo.com	7
jugem.jp	7
tripod.lycos.com	7
salon.com	7
goodreads.com	7
altnet.org	7
rediff.com	7
multiply.com	7
plinky.com	7
officelive.com	7
bravejournal.com	7
schuelerprofile.de	7

freewha.com	7
blog.co.uk	6
blogs.rediff.com	6
moonfruit.com	6
zimbio.com	6
fc2.com	6
flavors.me	6
wetpaint.com	6
hubpages.com	6
shutterfly.com	6
quizilla.teennick.com	6
webstarts.com	6
xanga.com	6
podbean.com	6
ucoz.com	6
purevolume.com	6
metafilter.com	6
dailystrength.org	6
democratandchronicle.com	6
wikia.com	6
gather.com	6
skyrock.com	6
carbonmade.com	6
en.netlog.com	6



cafemom.com	6
glogster.com	6
travelblog.org	6
jigsy.com	6
tribe.net	6
blog.de	6
travellerspoint.com	6
zoomr.com	6
piczo.com	6
jazztimes.com	6
dmusic.com	6
fotki.com	6
blogsme.com	6
freeblog.hu	6
twoday.net	6
areavoices.com	6
journalspace.com	6
diaryland.com	6
siteforum.com	6
blinkweb.com	5
doomby.com	5
blogbaker.com	5
http://blogetery.com	5
blogdrive.com	5

onsugar.com	5
opendiary.com	5
thoughts.com	5
ourmedia.org	5
snappages.com	5
spruz.com	5
soup.io	5
sosblog.com	5
dinstudio.com	5
terapad.com	5
webspawner.com	5
migente.com	5
jukeboxalive.com	5
flixya.com	5
ourstage.com	5
sosblogs.com	5
kaneva.com	5
weblogs.us	5
hazblog.com	5
ziki.com	5
pinkbike.com	5
yousaytoo.com	5
wayn.com	5
freehostia.com	5

simplesite.com	5
insanejournal.com	5
blogtext.org	5
myanimelist.net	5
webgarden.com	5
blog.hr	5
boulderweekly.com	5
madville.com	5
beep.com	5
springnote.com	5
zoomshare.com	5
scrapbook.com	5
realbuzz.com	5
ewebsite.com	5
fixya.com	5
350.com	5
blogdetik.com	5
quietwrite.com	5
ourstory.com	5
blogetery.com	5
blog.com.es	5
lifeyo.com	5
weblog.ro	5
postbit.com	5

mytripjournal.com	5
galttime.com	5
freeflux.net	5
blogs.ie	5
worldofminecraft.com	5
foss4lib.org	5
busythumbs.com	4
blogskinny.com	4
mywapblog.com	4
mylivepage.com	4
foodbuzz.com	4
wists.com	4
blurty.com	4
wallinside.com	4
vilago21.com	4
nexopia.com	4
bloghi.com	4
getjealous.com	4
lagbook.com	4
supernova.com	4
hpage.com	4
ohlog.com	4
quechup.com	4
inube.com	4

fotopages.com	4
kiwibox.com	4
upsaid.com	4
weddingwindow.com	4
nearlyweds.com	4
spi-blog.com	4
xomba.com	4
tblog.com	4
tabulas.com	4
2itb.com	4
mahiram.com	4
meemi.com	4
profileheaven.com	4
shoutpost.com	4
blogspot.com.au	4
ontheroad.to	4
blog.ca	4
visualsoociety.com	4
nireblog.com	4
blogreaction.com	4
pnn.com	4
freeblogspot.org	4
blogeasy.com	4
blogstudio.com	4

bloggum.com	4
bloggerteam.com	4
wikyblog.com	4
freeblogit.com	4
iseekblog.com	4
free-conversant.com	4
singledad.com	4
typolis.net	4
wikipages.com	4
buzzherd.com	3
publr.com	3
bloguni.com	3
iamsport.org	3
incompany.com	3
bizeso.com	3
flippingpad.com	3
sweetcircles.com	3
myindospace.com	3
weblogplaza.com	3
spyuser.com	3
modwedding.com	3
fotolode.com	3
blogge.rs	3
wedshare.com	3

blogono.com	3
iblog.at	3
journalfen.net	3
metsbook.com	3
salsahook.com	3
getwed.com	3
schuelerchat.net	3
blogster.com	2
directorise.com	2
glbsocial.net	2
uwcblog.com	2
medicalmarijuanalisting.org	2
siterun.eu	2
gonegothic.com	2
blogpico.com	2
evoood.com	2
donkbook.com	2
jacso.hk	2
makinitmag.com	2
inlocaltv.com	1
cloudles.com	1
my.telegraph.co.uk	0
livelogcity.com	0
flukiest.com	0

nyc.net.au	0
yapperz.com	0
deinekollegen.de	0
wheretogetengaged.com	0
hipero.com	0
yolasite.com	0
blogspirit.com	0
blogion.com	0
mynewblog.com	0
20six.co.uk	0
myblogsite.com	0
qapacity.com	0
blogstream.com	0
petbam.com	0
jamrie.com	0
honmag.com	0
jamendo.net	0
blog2blog.nl	0
journalhub.com	0
netcipia.com	0
getjealous.com	0
lastbyte.com	0
kambase.com	0
englandbd.co.uk	0



## **Bookmarks**

<b><u>Domains</u></b>	<b><u>PR</u></b>
connotea.org	8
delicious.com	8
digg.com	8
reddit.com	8
slashdot.org	8
stumbleupon.com	8
citeulike.org	8
chime.in	8
bibsonomy.org	7
blinklist.com	7
diigo.com	7
folkd.com	7
mister-wong.com	7
news.ycombinator.com	7
newsvine.com	7
bizsugar.com	6
jumptags.com	6
tagza.com	6
xmarks.com	6
kaboodle.com	6
tagza.com	6
amplify.com	5

dotnetkicks.com	5
fwisp.com	5
ikeepbookmarks.com	5
kirtsy.com	5
netvouz.com	5
stumpedia.com	5
buddymarks.com	5
clipclip.org	5
dropjack.com	5
linkagogo.com	5
wirefan.com	5
mylinkvault.com	4
oyax.com	4
bookmarktracker.com	4
chipmark.com	4
cloudytags.com	4
de.lirio.us	4
freelink.org	4
bmassess.net	3
blogbookmark.com	3
rambhai.com	3
blurpalicious.com	0
pineapple.io	0
startaid.com	0

## Directories

<u>Domains</u>	<u>PR</u>
wordpress.org/showcase	8
abc-directory.com	7
cssdrive.com	7
cuedirectory.com	7
dir.yahoo.com	7
dirbull.com	7
dirnext.com	7
Dmoz.org	7
Elecdir.com	7
elsf.org	7
envirolink.org	7
freepwebdirectory.com	7
ilovelanguages.com	7
medranks.com	7
musicmoz.org	7
nutch.org	7
paleoportal.org	7
realtor.com	7
relapi.org	7
thomasnet.com	7
archivd.com	6
art.net	6

bestwebgallery.com	6
Botw.org	6
business.com	6
charitychoice.co.uk	6
cssbased.com	6
cssbeauty.com	6
csselite.com	6
cssheaven.com	6
cssmayo.com	6
designer.com/directory/	6
diolead.com	6
directory.ac	6
ehf-newdelhi.org	6
ezilon.com	6
familyfriendlysites.com	6
Fishlinkcentral.com	6
hotvsnor.com	6
intellisparx.org	6
jayde.com	6
jhucr.org	6
joeant.com	6
kahuki.com	6
kinderstart.com	6
mavensearch.com	6

mobileawesomeness.com	6
nzs.com	6
scrubtheweb.com	6
siteinspire.com	6
sitepromotiondirectory.com	6
smsweb.org	6
somuch.com	6
styleboost.com	6
sumodirectory.com	6
thebestdesigns.com	6
ukinternetdirectory.net	6
usacitylink.com	6
vrg.org/links/	6
webdesigners-directory.com	6
webdesignfinders.net	6
webdirectory.com	6
2yi.net	5
aaaagencysearch.com	5
abilogic.com	5
Alivedirectory.com	5
allensguide.com	5
allspiritual.com	5
amphotech.com	5
arakne-links.com	5

<a href="http://artchain.com">artchain.com</a>	5
<a href="http://azoos.com">azoos.com</a>	5
<a href="http://boliviaweb.com">boliviaweb.com</a>	5
<a href="http://britainbusinessdirectory.com">britainbusinessdirectory.com</a>	5
<a href="http://britishinformation.com">britishinformation.com</a>	5
<a href="http://business-directory-uk.co.uk">business-directory-uk.co.uk</a>	5
<a href="http://busybits.com">busybits.com</a>	5
<a href="http://canadaone.com/business/">canadaone.com/business/</a>	5
<a href="http://canlinks.net">canlinks.net</a>	5
<a href="http://capterra.com/browse">capterra.com/browse</a>	5
<a href="http://comeonaussie.com">comeonaussie.com</a>	5
<a href="http://creattica.com">creattica.com</a>	5
<a href="http://css-showcase.com">css-showcase.com</a>	5
<a href="http://cssleak.com">cssleak.com</a>	5
<a href="http://cssnature.org">cssnature.org</a>	5
<a href="http://danielmillions.com">danielmillions.com</a>	5
<a href="http://designflavr.com">designflavr.com</a>	5
<a href="http://digmo.org">digmo.org</a>	5
<a href="http://directory-web.net">directory-web.net</a>	5
<a href="http://directory.classifieds1000.com">directory.classifieds1000.com</a>	5
<a href="http://directoryworld.net">directoryworld.net</a>	5
<a href="http://Dirjournal.com">Dirjournal.com</a>	5
<a href="http://dirplanet.in">dirplanet.in</a>	5
<a href="http://discoverourtown.com">discoverourtown.com</a>	5

divinecss.com	5
dmegs.com	5
domaining.in	5
earthwebdirectory.com	5
elib.org	5
engineersedge.com	5
enqira.com	5
eurobreeder.com	5
exactseek.com	5
Findelio.com	5
foliofocus.com	5
frety.net	5
geniusfind.com	5
gimpsy.com	5
globallinknetworks.com	5
gmawebdirectory.com	5
goguides.org	5
healthdirectorymoz.com	5
hotel-base.com	5
html5gallery.com	5
lillumirate.com	5
incrawler.com	5
iozoo.com	5
itravelnet.com	5

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<a href="http://linkandthink.org">linkandthink.org</a>	5
<a href="http://linksgiving.com">linksgiving.com</a>	5
<a href="http://locanto.com">locanto.com</a>	5
<a href="http://lshmentor.net">lshmentor.net</a>	5
<a href="http://marketinginternetdirectory.com">marketinginternetdirectory.com</a>	5
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<a href="http://resourcelinks.net">resourcelinks.net</a>	5
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<a href="http://screenfluent.com">screenfluent.com</a>	5
<a href="http://skoobe.biz">skoobe.biz</a>	5
<a href="http://splashdirectory.com">splashdirectory.com</a>	5
<a href="http://splut.co.uk">splut.co.uk</a>	5
<a href="http://splut.com">splut.com</a>	5
<a href="http://submissionwebdirectory.com">submissionwebdirectory.com</a>	5



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thetortellini.com	5
traveltourismdirectory.com	5
travelwebdir.com	5
tsection.com	5
ukdirectory.co.uk	5
uncoverthenet.com	5
usalistingdirectory.com	5
volta.net	5
w3csites.com	5
web-design-directory-uk.co.uk	5
web-dir.com	5
websitelaunchpad.com	5
webworldindex.com	5
worldsiteindex.com	5
wv-travel-directory.com	5
zepti.com	5
zorg-directory.com	5
dmegs.com	5
search4i.com	5
101besthtml5sites.com	4
1abc.org	4
247webdirectory.com	4
777media.com	4

9sites.net	4
a1webdirectory.org	4
a1weblinks.net	4
academiamexicanadecine.org	4
alistdirectory.com	4
allworldlinks.com	4
allydirectory.com	4
amidalla.de	4
ananar.com	4
anthonyparsons.com	4
authoritydirectory.com	4
awi-smi.com	4
azlisted.com	4
bestfreewebsites.net	4
bizhwy.com	4
blogannounce.info	4
blueboomerang.com	4
brownbook.net	4
buysll.com	4
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charity-charities.org	4
charity.com	4
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charityportal.org.uk	4

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<a href="http://deathndementia.com">deathndementia.com</a>	4
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<a href="http://gazingus.org">gazingus.org</a>	4

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goongee.com	4
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html5-showcase.com	4
html5mania.com	4
humanediteddirectory.net	4
icfmt.org	4
info-listings.com	4
iqnewsroom.com	4
jasminedirectory.com	4
kk-club.com	4
linkaddurl.com	4
linkcentre.com	4
linkopedia.com	4
linkpartnersdirectory.com	4
linkroo.com	4
linksnativos.com	4
linkteve.com	4
macsverige.org	4
mastermoz.com	4
moo-directory.com	4
mygreencorner.com	4
netinsert.com	4

nonar.com	4
ohs.com.au/directory/	4
onlinesociety.org	4
organiclinker.com	4
ozami.com	4
pedsters-planet.co.uk	4
phillyfirstonthefourth.com	4
prolinkdirectory.com	4
puppyurl.com	4
qango.com	4
qualityinternetdirectory.com	4
rdirectory.net	4
rightwingeye.com	4
roask.com	4
saintbarth.org	4
searchsight.com	4
seoseek.net	4
sevenseek.com	4
shobby.co.uk	4
siliconsalley.com	4
sites-plus.com	4
slackalice.com	4
spiritsearch.com	4
submitlinkurl.com	4

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<a href="http://webbozz.com">webbozz.com</a>	4
<a href="http://website-services.biz">website-services.biz</a>	4
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<a href="http://wikidweb.com">wikidweb.com</a>	4
<a href="http://wpbartsdistrict.com">wpbartsdistrict.com</a>	4
<a href="http://wpgala.com">wpgala.com</a>	4
<a href="http://wpinspiration.com">wpinspiration.com</a>	4

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<a href="http://addurl.nu">addurl.nu</a>	4
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<a href="http://internet-heaven.co.uk/stuff/add.php">internet-heaven.co.uk/stuff/add.php</a>	4
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<a href="http://devoteclub.com">devoteclub.com</a>	3
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<a href="http://directory.pr-club.net">directory.pr-club.net</a>	3

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<a href="http://dirwizard.com">dirwizard.com</a>	3
<a href="http://divide.org.uk">divide.org.uk</a>	3
<a href="http://documentosbinarios.com">documentosbinarios.com</a>	3
<a href="http://donation4charity.org/pages/charity-directory">donation4charity.org/pages/charity-directory</a>	3
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<a href="http://indexking.net">indexking.net</a>	3



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<a href="http://newhealthdirectory.com">newhealthdirectory.com</a>	3
<a href="http://nkssnet.net">nkssnet.net</a>	3
<a href="http://nometrix.com">nometrix.com</a>	3
<a href="http://onlineshoppers.ca">onlineshoppers.ca</a>	3
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<a href="http://primodirectory.com">primodirectory.com</a>	3
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<a href="http://rubberstamped.org">rubberstamped.org</a>	3
<a href="http://search-o-rama.com">search-o-rama.com</a>	3
<a href="http://searchwebworld.com">searchwebworld.com</a>	3
<a href="http://secondwavesystems.com">secondwavesystems.com</a>	3
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<a href="http://thebrickwall.com/directory/">thebrickwall.com/directory/</a>	3

thegreatdirectory.org	3
ukcharities.org	3
usawebsitesdirectory.com	3
worldwidelist.net	3
wpfloat.com	3
yourjoker.com	3
directory-free.com	2
directory-global.com	2
emedinews.com/directory/	2
html-five.net	2
iwebtool.com/directory/	2
kiwidir.com	2
needacomodation.com	2
pegasusdirectory.com	2
site-sift.com	2
webahead.net	2
websiteopening.com	2
almapubliclibrary.org	0
bigall.com	0
hitwebdirectory.com	0
directoryexpert.org	
rapidenetwork.eu	
douz.org	
webbozz.com	

## Blog Directories

<u>Domains</u>	<u>PR</u>
technorati.com	8
alltop.com	7
blogs.com	7
globeofblogs.com	7
blogcatalog.com	6
topix.net/dir	6
blogtopsites.com	6
blogtoplist.com	6
ontoplist.com	6
hotvsnot.com	6
blogs.botw.org	6
blogarama.com	6
blogflux.com/	6
icerocket.com	6
bloggernity.com	6
blogrankings.com	6
bloghub.com	6
blogsraiter.com	6
zimbio.com/company/bloggers	5
topblogarea.com	5
bloglisting.net	5
bloghints.com	5

<a href="http://loadedweb.com">loadedweb.com</a>	5
<a href="http://webworldindex.com">webworldindex.com</a>	5
<a href="http://addyourblog.com">addyourblog.com</a>	5
<a href="http://crayon.net">crayon.net</a>	5
<a href="http://blogdirs.com">blogdirs.com</a>	5
<a href="http://bloggernow.com">bloggernow.com</a>	5
<a href="http://bloggingfusion.com">bloggingfusion.com</a>	5
<a href="http://placeblogger.com">placeblogger.com</a>	5
<a href="http://regator.com">regator.com</a>	5
<a href="http://blog-directory.org/add-blog.php">blog-directory.org/add-blog.php</a>	5
<a href="http://bloguniverse.com">bloguniverse.com</a>	5
<a href="http://minnesota.com/blog-directory">minnesota.com/blog-directory</a>	5
<a href="http://blogville.us">blogville.us</a>	5
<a href="http://nycbloggers.com">nycbloggers.com</a>	5
<a href="http://blog-search.com">blog-search.com</a>	5
<a href="http://buzzerhut.com">buzzerhut.com</a>	5
<a href="http://blogscanada.ca">blogscanada.ca</a>	5
<a href="http://delightfulblogs.com">delightfulblogs.com</a>	5
<a href="http://blogtree.com">blogtree.com</a>	5
<a href="http://blogbal.com">blogbal.com</a>	5
<a href="http://bloglinker.com">bloglinker.com</a>	5
<a href="http://theweblogreview.com">theweblogreview.com</a>	5
<a href="http://flookie.net">flookie.net</a>	5
<a href="http://topofblogs.com">topofblogs.com</a>	4

<a href="http://blogs.avivadirectory.com">blogs.avivadirectory.com</a>	4
<a href="http://rateitall.com/s-4679-blog-directory.aspx">rateitall.com/s-4679-blog-directory.aspx</a>	4
<a href="http://blurtit.com">blurtit.com</a>	4
<a href="http://theseeking.com">theseeking.com</a>	4
<a href="http://fybersearch.com">fybersearch.com</a>	4
<a href="http://info-listings.com">info-listings.com</a>	4
<a href="http://bloggerschoiceawards.com">bloggerschoiceawards.com</a>	4
<a href="http://blogio.net">blogio.net</a>	4
<a href="http://A1weblinks.net">A1weblinks.net</a>	4
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<a href="http://spillbean.com">spillbean.com</a>	4
<a href="http://photarium.com">photarium.com</a>	4

<a href="http://blogpoint.com">blogpoint.com</a>	4
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<a href="http://blogsbycountry.com">blogsbycountry.com</a>	4
<a href="http://blogdirectorysubmission.com">blogdirectorysubmission.com</a>	4
<a href="http://blogannounce.info">blogannounce.info</a>	4
<a href="http://lazyblogdirectory.com">lazyblogdirectory.com</a>	4
<a href="http://blogratings.com">blogratings.com</a>	4
<a href="http://top-blogs.org">top-blogs.org</a>	4
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<a href="http://webloogle.com">webloogle.com</a>	4
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<a href="http://blogdirectory.org.uk">blogdirectory.org.uk</a>	4
<a href="http://lisblogsource.net">lisblogsource.net</a>	4
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<a href="http://portal.eatonweb.com">portal.eatonweb.com</a>	3
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<a href="http://blogzooop.com">blogzooop.com</a>	3
<a href="http://blogratedirectory.com">blogratedirectory.com</a>	3
<a href="http://search4blogs.com/bloggers/index.php">search4blogs.com/bloggers/index.php</a>	3
<a href="http://blogsthatfollow.com">blogsthatfollow.com</a>	3

<a href="http://blogsfor-small-business.com">blogsfor-small-business.com</a>	3
<a href="http://blogdir.co.uk">blogdir.co.uk</a>	3
<a href="http://blogfolders.com">blogfolders.com</a>	3
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<a href="http://blogshaven.com">blogshaven.com</a>	3
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<a href="http://blogsranker.com">blogsranker.com</a>	3
<a href="http://liquida.com">liquida.com</a>	2

<a href="http://bestblogs.org">bestblogs.org</a>	2
<a href="http://ablogin.com">ablogin.com</a>	2
<a href="http://anse.de">anse.de</a>	2
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<a href="http://directory.bloggertalk.net">directory.bloggertalk.net</a>	2
<a href="http://2searchblogs.com">2searchblogs.com</a>	2
<a href="http://ajdee.com/pages/Blogs/index.html">ajdee.com/pages/Blogs/index.html</a>	2
<a href="http://blogicas.com/directory">blogicas.com/directory</a>	2
<a href="http://surrealblog.com">surrealblog.com</a>	2
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<a href="http://goblog4i.com">goblog4i.com</a>	2
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<a href="http://fuelmyblog.com">fuelmyblog.com</a>	1
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<a href="http://weblogs.co.in">weblogs.co.in</a>	1
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<a href="http://geoblogdirectory.com">geoblogdirectory.com</a>	1
<a href="http://heliosblogs.com/allcats.html">heliosblogs.com/allcats.html</a>	1
<a href="http://bloggercyber.com">bloggercyber.com</a>	1
<a href="http://bloggerinternet.com">bloggerinternet.com</a>	1
<a href="http://exclusivedirectory.net">exclusivedirectory.net</a>	1
<a href="http://bloggerglobal.com">bloggerglobal.com</a>	1
<a href="http://blogswirl.com">blogswirl.com</a>	1
<a href="http://directories.totalblogdirectory.com">directories.totalblogdirectory.com</a>	0
<a href="http://blog-collector.com">blog-collector.com</a>	0
<a href="http://mynewblog.com/lastsites">mynewblog.com/lastsites</a>	0
<a href="http://blogdumps.com/index.php">blogdumps.com/index.php</a>	0
<a href="http://blogit.com/blogs/default.aspx">blogit.com/blogs/default.aspx</a>	0
<a href="http://blogtagstic.com">blogtagstic.com</a>	0
<a href="http://directory.ubdaily.com">directory.ubdaily.com</a>	0
<a href="http://splogspot.com">splogspot.com (www.)</a>	0
<a href="http://blloggs.com">blloggs.com</a>	0
<a href="http://directory.blogaz.net">directory.blogaz.net</a>	0
<a href="http://urldigger.com">urldigger.com</a>	0
<a href="http://global-blogs.info">global-blogs.info</a>	0
<a href="http://bloggazines.com">bloggazines.com</a>	0

## **Article Directories**

**Domains**                      **PR**

TheFreeLibrary.com	7
Ezinearticles.com	6
GoArticles.com	6
SelfGrowth.com	6
Gather.com	6
ArticlesBase.com	5
ArticleDashboard.com	5
ArticleSnatch.com	5
ArticleCity.com	5
Isnare.com	5
YouSayToo.com	5
Focus.com	5
IdeaMarketers.com	4
SooperArticles.com	4
Amazines.com	4
ArticleRich.com	4
ArticleBlast.com	4
ArticleTrader.com	4
Wrytestuff.com	4
EvanCarmichael.com	4

**Video Sharing**

youtube.com	9
vimeo.com	9

<a href="http://dailymotion.com">dailymotion.com</a>	7
<a href="http://metacafe.com">metacafe.com</a>	7
<a href="http://truveo.com">truveo.com</a>	7
<a href="http://videoegg.com">videoegg.com</a>	7
<a href="http://videobomb.com">videobomb.com</a>	7
<a href="http://veoh.com">veoh.com</a>	6
<a href="http://liveleak.com">liveleak.com</a>	6
<a href="http://ifilm.com">ifilm.com</a>	6
<a href="http://stickam.com">stickam.com</a>	6
<a href="http://stupidvideos.com">stupidvideos.com</a>	6
<a href="http://blinkx.com">blinkx.com</a>	6
<a href="http://magnify.net">magnify.net</a>	6
<a href="http://sevenload.com">sevenload.com</a>	6
<a href="http://grindtv.com">grindtv.com</a>	6
<a href="http://selfcasttv.com">selfcasttv.com</a>	6
<a href="http://flixya.com">flixya.com</a>	5
<a href="http://ourmedia.org">ourmedia.org</a>	5
<a href="http://mefedia.com">mefedia.com</a>	5
<a href="http://orb.com">orb.com</a>	5
<a href="http://videosift.com">videosift.com</a>	5
<a href="http://shozu.com/portal">shozu.com/portal</a>	5
<a href="http://pandora.tv">pandora.tv</a>	5
<a href="http://eyespot.com">eyespot.com</a>	5
<a href="http://vmix.com">vmix.com</a>	5

mediamax.com	5
phanfare.com	5
clipshack.com	5
gofish.com	5
freevlog.org	5
loomia.com	5
glidedigital.com	5
vongo.com	5
vlogmap.org	5
dropshots.com	4
bigcontact.com	4
flurl.com	4
bofunk.com	4
fireant.tv	4
broadbandsports.com	4
clipmoon.com	4
gawkk.com	4
vidmax.com	4
sumo.tv	4
qoof.com	4
openvlog.com	4
podesk.com	4
popcast.com	4
tubetorial.com	3

magnoto.com	3
poddater.com	3
pixparty.com	3
grinvi.com	3
pooxi.com	3
divicast.com	3
broadsnatch.com	3
woomu.com	3
everybit.com	3
custom-niche-videos.com	2
evideoshare.com	2
boltfolio.com	2

## **RSS Directories**

<b><u>Domains</u></b>	<b><u>PR</u></b>
topix.net	7
blogdigger.com	6
feedage.com	6
feedcat.net	6
finance-investing.com	6
jordomedia.com	6
medworm.com	6
redtram.com	6
rssmountain.com	6
swoogle.umbc.edu	6

automotive-links.mustangv8.com/RSS-directory	5
chordata.info	5
gabbr.com	5
plazoo.com	5
rssmicro.com	5
rsstop10.com	5
urlfanx.com	5
5z5.com	4
educational-feeds.com	4
feedagg.com	4
feedplex.com	4
feedsee.com	4
keegy.com	4
medical-feeds.com	4
newzalert.com	4
ngoid.sourceforge.net	4
oobdoo.com	4
paiddirectory.com	4
political-humor.net	4
postami.com	4
rss-directory.us	4
rssbuffet.com	4
rssmotron.com	4

solarwarp.net	4
4guysfromrolla.aspin.com	3
anatech.net	3
moneyhighstreet.com	3
rsschomp.com	3
rssfeeds.org	3
xmeta.net	3
anse.de/rdfticker	2
feedgy.com	2
goldenfeed.com	2
wingee.com	2
leighrss.com	1
readablog.com	1
feedlisting.com	0
millionrss.com	0
rssfeeds.com	0

## **Doc Sharing**

<b><u>Domains</u></b>	<b><u>PR</u></b>
issuu.com	9
slideshare.net	8
scribd.com	8
docstoc.com	7
thinkfree.com	7
keepandshare.com	6

memoware.com	6
yudu.com	6
ziddu.com	6
docs.zoho.com	6
slideboom.com	6
authorstream.com	6
edocr.com	5
filefactory.com	5
uploading.com	5
wepapers.com	5
esnips.com	5
my.huddle.net	5
slideserve.com	5
pdfcast.org/pdf/	5
easy-share.com	4
gigasize.com	4
glasscubes.com	4
slingfile.com	4
slidelive.com	4
mypllick.com	4
docuter.com	3
doxtop.com	3
gazhoo.com	3
kewlshare.com	3



bookgoo.com	3
slideburner.com	3
midupload.com	2
persianupload.net	2
zshare.net	0
gotomyfiles.com	0
twidox.com	0
pex.webexone.com	0
re-pdf.com	

## **Press Releases**

<b><u>Domains</u></b>	<b><u>PR</u></b>
businesswire.com	7
prlog.org	6
betanews.com	6
i-newswire.com	6
pitchengine.com	6
pr-inside.com	6
prlog.org	6
businessportal24.com	5
cgidir.com	5
free-press-release.com	5
information-online.com	5
live-pr.com	5
newswiretoday.com	5

openpr.com	5
prleap.com	5
przoom.com	5
pr.com	5
sbwire.com	5
pressbox.co.uk	4
afly.com	4
bignews.biz	4
businessservicesuk.com	4
clickpress.com	4
dmnnewswire.digitalmedianet.com	4
freepressindex.com	4
ideamarketers.com	4
it-analysis.com	4
it-director.com	4
onlineprnews.com	4
prfire.co.uk	4
prfree.com	4
prmac.com	4
pressbox.co.uk	4
pubarticles.com	4
theopenpress.com	4
enewswire.co.uk	4
1888pressrelease.com	4

<a href="http://addpr.com">addpr.com</a>	3
<a href="http://bigrockwebdirectory.com">bigrockwebdirectory.com</a>	3
<a href="http://signup.ecommwire.com">signup.ecommwire.com</a>	3
<a href="http://exactrelease.com">exactrelease.com</a>	3
<a href="http://express-press-release.net">express-press-release.net</a>	3
<a href="http://free-press-release-center.info">free-press-release-center.info</a>	3
<a href="http://itbsoftware.com">itbsoftware.com</a>	3
<a href="http://mediasyndicate.com">mediasyndicate.com</a>	3
<a href="http://newsmakers.co.uk">newsmakers.co.uk</a>	3
<a href="http://prurgent.com">prurgent.com</a>	3
<a href="http://pr9.net">pr9.net</a>	3
<a href="http://pressabout.com">pressabout.com</a>	3
<a href="http://pressexposure.com">pressexposure.com</a>	3
<a href="http://pressmethod.com">pressmethod.com</a>	3
<a href="http://prfocus.com">prfocus.com</a>	3
<a href="http://ukprwire.com">ukprwire.com</a>	3
<a href="http://usprwire.com">usprwire.com</a>	3
<a href="http://postafreepressrelease.com">postafreepressrelease.com</a>	2
<a href="http://prfriend.com">prfriend.com</a>	2
<a href="http://prbd.net">prbd.net</a>	2
<a href="http://pressreleasecirculation.com">pressreleasecirculation.com</a>	2
<a href="http://releasewire.org">releasewire.org</a>	2
<a href="http://emeapr.com">emeapr.com</a>	1
<a href="http://netforcepress.com">netforcepress.com</a>	1

astro-business.com	0
bitboot.com	0
clickanews.com	0
clickanews.net	0
netbizresources.com	0
netforcenews.com	0
netforcepr.com	0
netforcetechnology.com	0
newsactive.net	0
newsinsites.com	0
newsphase.com	0
our-newsletter.com	0
pagerelease.com	0
pr80.com	0
pressreleasesonline.co.uk	0
seenation.com	0
tectrical.com	0
technifuture.com	0
technofrantic.com	0

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