

20 Ways To Start Internet Marketing The Right Way

Tip #1

Content is King

Continually add content to your website and make sure it is high quality, useful and evergreen (not time-stamped).

Tip #2

Use Analytics

Google analytics is a very powerful tool that can tell you everything you need to know about your traffic – and it's free.

Tip #3

Keep Up

SEO changes constantly to keep up with the search engines. Make sure you have a way to stay updated on the latest.

Tip #4

Know Your Market

Make sure that you know who your customers are, what problem they are trying to solve and how you plan on solving it.

Tip #5

Be Sociable

SAways use multiple social media platforms for your business, but don't promote all the time; instead, be sociable.

Tip #6

Make Goals

You will be able to achieve internet marketing success a lot faster if you have a clearer picture of where you are going.

Tip #7

Go Local

Optimize your website for local search in the area where you are located. It will bring in lots of traffic, even if you are online only.

Tip #8

Learn Best Practices

Figure out what the experts are doing, what “SEO Bible” they live by and then copy their best practices until you develop your own.

Tip #9

Start a Podcast

A podcast can do several things: make you an industry expert, drive traffic to your site, build a relationship with your customers.

Tip #10

Use Influencer Marketing

Influencer marketing is a new trend, but it can be extremely effective and today, there are lots of “internet celebrities” to tap.

Tip #11

Write Strong CTA's

A strong call-to-action is your best tool for getting visitors to your site from the reading stage to the buying stage as fast as possible.

Tip #12

Optimize for Mobile

Everyone uses their mobile devices to browse the internet these days. Some people rarely use their computers at all.

Tip #13

Maintain a Blog

Blogs not only make you look like an industry expert, they also create tons of long-tail keywords that you will be indexed for.

Tip #14

Learn to Do Keyword Research

Figure out how to use Google's keyword research tool. Figure out what keywords you need to be targeting on your own site.

Tip #15

Check out the Competition

Use tools that you will find on SEOBook and other websites that allow you to see statistics about competitor sites such as pagerank.

Tip #16

Engage your Audience

Use your blog comments section and social media to have real conversations with your fans that engage them and build relationships.

Tip #17

Use PPC Intelligently

Spend time on research before you begin your PPC campaign to find keywords with zero competition but a trickle of traffic.

Tip #18

HTML Titles & Descriptions

Make sure you are using irresistible HTML titles and descriptions for every single page and post that your site contains

Tip #19

Advertise

Even a small advertising budget can make a pretty significant difference to a website over time, and there are lots of free ways too.

Tip #20

Create a Brand Identity

Make sure that you have a solid brand identity that is instantly recognizable and unique in the market.