

**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.