

SAVING MONEY IN INTERNET MARKETING

**10 TIPS ON HOW YOU CAN
SAVE MONEY ONLINE**



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Foreword

Have you spent way too much on internet marketing? Maybe you are a novice who has spent hundreds or thousands of dollars on e-books and courses with little returns, or you might be bringing in money online but want to know how to bring down your overheads. These tips on saving money in internet marketing will leave you with more revenue in your wallet at the end of every week.

Chapter 1:

Save On Hosting

Synopsis

If you're conducting your business online, among the first tasks on your list is probably to come up with cheap web hosting. There are a lot of website hosting options available, and the prices range from free to really expensive. It can be perplexing as you try to weigh your choices.

Get It Cheap

You'll see companies proposing free hosting, but never has the byword "you get what you pay for" truer than here. While you might not get a monthly invoice for hosting your web site, you'll pay in other ways. Basically, you're renting a space on another company's site – not true domain hosting.

Marketing your site will be just about impossible. You'll also be hard put to find any free hosting sites that offer any satisfactory level of customer service or technical support. Your web site will normally feature ads, and they're unlikely to support your business goals – they might even promote business in direct competition with yours.

However there is one that I know of who does a pretty good job when it comes to offering free hosting...

<http://members.000webhost.com/>

So, forgetting about gratis site hosting, what about companies that provide cheap hosting services? In many cases, you'll have the same experience as you would with free hosting sites – except that you'll be invoiced every month.

While there are a lot of cheap web hosting services that are good, you need to understand what you're looking for as you measure them. Picking out a bad hosting service may

eventually cost you far more than you may ever save on your hosting tab. Your web site could go down for days, or even weeks. If you build up your site as a revenue source, this may become a huge problem, and the web site visitors you worked so hard to draw in might never come back.

All the same, that's not always the case. There are a few inexpensive web hosting services that offer hosting packages that are both low-cost and dependable, user-friendly and controllable.

It's crucial to know what you are buying prior to you committing. A couple of questions you want to have answered are as follows:

- What sort of customer service is available?
- Does your hosting supplier provide technical support?
- How much hosting space will you actually have?
- What if your site grows and you require additional space?
- Does your hosting package include an e-mail account?
- Is your hosting service compatible with your site builder?
- Will you be able to use PHP, MySQL, databases, directories, and a shopping cart?
- Will your host track your site traffic?
- What sort of files are allowed?

A few inexpensive web hosting companies offer extra perks that might be of value for your business as well. You might be able to produce a blog through your hosting account. You might also be able to host several sites through one hosting account.

What's crucial is to do some research prior to you choosing a hosting company. Make certain to assess comparable hosting packages because not all of them are produced equally. It's a really beneficial idea to check with other site owners to find out which hosting service they utilize, and whether they have been satisfied with the service they receive.

Chapter 2:

Save On Domain Names

Synopsis

It's obvious that you are able to save money on domain names by using sub-domains, but there are things you should know before making any suppositions.

Sub It

What are Sub-domains?

If you believe you're knowledgeable enough to know what I'm talking about, then feel free to go on. You'd be surprised at how many individuals confuse sub-domains with subdirectories and even unrelated matters.

Your stock domain name, as accessed on the net, will look something like `http://mydomain.com`. Most web servers automatically tag on the trailing slash so that it would look like `http://mydomain.com/`. The utilization of "www." in front of a domain name is a throwback to the early days of the net when individuals didn't know it was not required. Most web servers will send it to the same location as it would be without it today. That "www", incidentally, is a sub-domain of the domain, which is what the domain name refers to in the 1st place.

A great example for sub-domains is the Blogger service placed by Google. Every site on Blogger is a sub-domain of `blogspot.com`, looking like `http://myblog.blogspot.com/`. Blogger servers host thousands of blogs, each one with a unique sub-domain name. They even map a sub-domain of "www" to the sub-domain, which is a little overkill if you were to ask me.

Most adequate web hosting services, even for shared hosting, let sub-domains be used. A few have some restrictions, but the best ones don't. If you have inexpensive web hosting which does not let sub-domains be utilized, other than the stock "www", then you need to move to a different web hosting provider. Sub-domains cost them zip except some minor administrative work and if they will not support that, I wouldn't trust them with anything additional anyway.

Unless you're running your sites on a dedicated server, or a VPS without a control board, then you ought to have a control panel you are able to utilize to manage your sub-domains as well as everything additional. The 2 basic control panels are cPanel and Plesk, but there are a couple of others as well. Bringing about sub-domains on cPanel and Plesk is simple, once you understand what page to navigate to.

It truly doesn't make much sense to establish sub-domains on a fancy domain name unless it's for branding purposes. This is what several commercial sites do, so that they don't have to go on purchasing domain names that might or might not be associated to their brands.

The days of purchasing one, two or three-character domain names are over, unless you happen to encounter one with a TLD (top-level domain) other than .com, .net or .org – even those are getting to be exceedingly rare. You are able to, all

the same, still find four-character domain names but it will take awhile.

When you produce a fresh site on a sub-domain, it's processed just like a brand new domain. It doesn't matter if it's placed in front of a high-ranking, established site or a low-ranking fresh site. All you have to do is consider the Blogger blogs and you'll know I'm telling you the facts.

Sites set up as sub-domains may rank as well or better than sites set up on standard domains. It all hinges upon how you name them and what you do with them, just like domain names. The most beneficial part about a sub-domain name is that you don't have to compete with other sub-domain names, except if it's utilized on your own domain.

Chapter 3:

Save On SEO

Synopsis

Do it yourself and save a bundle.

SEO Tips

Search engine optimization (SEO) is the process of taking steps to assure that your site is placed higher in search engine results than your competitors' websites. Google, MSN and Yahoo have a hold on the vast majority of daily searches performed on the Internet. In fact, Google's market share of search is so large that most SEO tips are geared toward them.

There are 2 basic types of search engine results - organic or natural, and paid. Becoming listed on the first page of results is pretty much vital as most individuals who search the Web won't bother to look any further than the 1st page of search engine results to discover you.

You are able to pay for such high placement through Pay Per Click (PPC) advertising efforts, like Google AdWords or Yahoo Sponsored Search or Microsoft's adCenter. If you outbid your rivals your site may get placed on the 1st page of search results.

Organic search results are where your site ranks on its own - without advertisement payments. Getting your site placed in the top ten search results for your targeted keywords may result in expanded traffic to your site and therefore, expanded sales for your home business. Organic SEO, then centers on improvements in your organic search rankings.

Organic SEO of your site for bettered search results is both an art and a science, but it's not nuclear science. The science part of SEO is comprehending the algorithms, or formulas, utilized by the search engines to ascertain where sites rank and arriving at decisions on which keywords - terms or phrases individuals utilize to conduct a search - to target. The "art" part of SEO is how you approach applying strategies for search engines to discover you.

Regrettably, search engine algorithms change perpetually and the search engines do what they can to keep their algorithms and strategies hush-hush. While comprehending the factors that are utilized for search rankings is kin to cracking a code, there's a wealth of info available on the web - some of it true and some of it not so true.

Keyword research is the procedure of comprehending what search terms or phrases your targeted site visitors may utilize to discover you, and then picking out the right balance between keyword popularity - the number of times the word or phrase is utilized in a search - and competitiveness - the number of additional sites that are attempting to rank highly for those keywords, quantified by the results returned by the search engine for the keyword phrase utilized. Discovering frequently used keywords that comparatively few sites are placing is the challenge. It's the foundation for all SEO attempts and can't be overlooked.

There's no doubt that an ethical SEO firm may work wonders for your site traffic. But, depending upon your comfort level with HTML there are a number of things you are able to do yourself to optimize your web site for search and acquire more traffic without the expense of employing somebody to do it for you.

Conducting your own steps to improve your site's rankings will save you money. While you might not be able to do all the things an SEO pro could do, if you have a restricted budget you'll want to do what you are able to supercharge your site's traffic. Here are some SEO tips that most of you are able to probably do yourself.

- Choose the right keywords
- Choose the right domain name
- Utilize keywords in file names and folders
- Utilize your keywords in your page titles
- Produce useful keyword material - repeat often
- Make keywords part of your META Description
- Procure high quality incoming links
- Utilize keyword text (not "click here") in your links
- Produce a site map

Although there are other strategies an ethical SEO pro will use to boost your rankings, these ten ideas will get you on the correct track, even with a seriously limited budget. Even eCommerce and other sites that are controlled by a CMS, which may make its own SEO challenges, may benefit by

abiding by these suggestions. And, if your keywords are extremely competitive, you might not ever be able to rank in the top ten search results, but you'll move up in the rankings and you ought to find traffic to your site on the rise.

Keep in mind that SEO takes time. You won't see advances overnight, so don't be disheartened if your traffic doesn't leap through the roof immediately. And, don't expect to utilize SEO once and then forget about it. Make it a pattern whenever you update your site, go through a redesign, or plan a fresh site. Likewise, keyword popularity and competitiveness shifts over time, so revisit your targeted keywords periodically to see if they still pull in traffic.

Chapter 4:

Some On-Chest Writing

Synopsis

There are ways to keep costs from getting out of control when hiring a ghost writer. In fact, some of these ideas will literally ensure a better quality manuscript, irrespective of the quality of the writer.

Good Advice

Understand what type of audience you're targeting; this helps to form the material and save time on discussions in advance or rewrites afterwards. If this is something you can't do yourself, that's all right; that may be among the reasons to hire a ghostwriter in the 1st place, so make certain this is among the first things you discuss with her.

Have an approximation of the genre and style you prefer to utilize. There are just so many to pick from, and it truly pays to get this correct from the beginning. This is particularly true if you're paying hourly; you don't want the writer to have to needlessly rewrite entire chapters because you hadn't cautiously thought it through.

You'll have to decide when you want the job completed. Ideally, you would like to give the writer enough time to do a suitable job without haste.

Have all the particulars ready. You can always ask the writer to do the research for you, but that may really sink you in the hole. This may be a bottomless pit of work for the writer; don't let it become a bottomless pit of expenditures for you.

If you make it really clear from the beginning what you want, the writer won't have to keep asking questions. Fewer

inquiries, less to and fro and the less-frustrated, more-inspired writer will charge fewer hours.

Produce an outline or do a draft (if you are able to). This is a good way to make certain that your info is organized. It may save a couple of hours of to and fro with the writer.

There are 2 benefits to hiring on a project basis, and both have to do with the boring and time-consuming process of accounting. If a writer has to spend time and effort keeping track of hours, you pay for the time she spends on "accounting" matters and then for the material .

Ask for the lowest price. This is pretty obvious, and you might already be getting the quoted price, but it doesn't hurt to inquire. If a ghostwriter is able to give you a better price, you'll know immediately. If she states the quote is final, don't become a pest; the price won't shift. If the price is truly too high for your budget, the writer may suggest reviewing some of the items on the list.

The single most efficient way to cut down the price is to reduce the word count. In a few instances, this adds up. In others, it doesn't. Ultimately, there's an ideal size for almost every piece of material, and you don't want to scrimp. But, I've seen times when cutting down the length of the book by as much as a one-third from the original intentions may save money without compromising effectiveness.

Ghostwriters often have questions for customers. It saves many disruptions if the writer can fire off a quick e-mail and have it answered in a timely fashion. E-mail saves a lot of time, because calls inevitably take longer and they often take time to arrange, let alone the distraction of attempting to arrange phone meetings. There's a cost to utilizing the phone, and that cost is paid in both time (money) and distraction (quality).

Listen to your ghostwriter when she suggests a fresh story direction...it might cost you less in revision in the long haul! You may have a good reason to go in a different direction, but a pro ghostwriter also has a pretty good pulse on what people are looking for.

Chapter 5:

Use Warrior Forum

Synopsis

Eventually most newbie Internet Marketers find their way to the Warrior Forum and they think they have found the solution to all their troubles. Look! Over there! Somebody is selling a product that tells you how you are able to make 1,000 bucks in just a day! And over there! Someone else is selling a product that tells you how to make 10,000 bucks in only a month! Certainly this must be paradise, you believe. Look at how much income all of these Warriors are bringing in. You've at last found the one place on the entire planet where there are experienced, successful individuals wishing to share their Internet Marketing technique with you.

A Word Of Advice

The Warrior Forum is a good place to learn about marketing for a number of reasons. One of the major attractions at the Forum is the Warrior Special Offer section. You are able to find a lot of gems in the WSO section if you know what to look for.

Essentially a WSO (Warrior Special Offer) is an offer for an original product at a discounted price for Warrior Forum visitors. You are able to frequently pick up products at 20, 30, even 50% off from their normal retail price.

Although you are able to get some unbelievable bargains from some highly experienced product developers, you must be heedful because the WSO section has become so popular over the past few years that everybody and their brother is extending offers there.

There are a few things you should know about the individuals who run Warrior Special Offers to begin with. First, it costs \$20 to run an ad. There's no set time they're up, basically they remain on the forum for a long time--but every time a fresh ad is posted all of the old ones move down a notch. Each page of offerings holds 60 WSOs. After they get to the bottom of page 1 they get moved to Page 2. The individual running the WSO has the choice of moving

their offer back to the top by giving another \$20. The majority of offerings accept PayPal for payment.

A different thing is that to run an advertisement, a product vendor must be a member of the "War Room" which costs \$37 for a life membership. And lastly, when you purchase a WSO product the transaction is between you and the seller. The forum moderators don't settle complaints or disagreements between purchasers and sellers.

So, what do you look for in a prime Warrior Special Offer? The 1st thing is to view how many remarks are posted under the ad itself. Individuals are free to place questions about the product for the vendor to answer. Make certain that if inquiries are posted that the vendor answers them. If you see inquiries posted and the vendor hasn't sent responses after a couple of days--I'd be extremely suspicious of the offer.

A different thing is to seek comments posted from individuals who have really purchased the products. The more satisfied purchasers, the better. Be cautious though. There are swindlers there and it's also good too look for positive comments posted from Forum members with a high post count. I don't take any credence from comments placed by anybody with less than a hundred posts.

One antic swindlers use is to form a group of fellow swindlers and they all post good comments on each others

WSOs. Commonly these individuals have really low post counts. You ought to see positive comments placed from both high and low count posters. There should be a natural looking number of remarks from an assortment of posters.

Also look for comments from individuals who purchased the product and had troubles downloading it or in getting a valid download link from the vendor. This should give you pause when you discover something like that going on.

Likewise, look for remarks from individuals who post comments saying that they've really made money using the product. This is a great sign.

Watch the particular wording utilized in WSOs. There are a lot of individuals selling products assuring you are able to get higher Google rankings with their products. They show screen shots for pages on Google rankings, but when you consider the keyword phrase they're targeting, often it's a long tail phrase for which there's very little competition. They likewise frequently utilize combinations of very broad terms which returns millions of pages, but when you do the search for the phrase in quotes you see that very few pages are really returned for that exact phrase.

Essentially use some good sense. You'll see offers making exorbitant claims--making revenue online is like making revenue in any other business--there are no shortcuts to success!

Chapter 6:

Purchase Only What You Need

Synopsis

Learn to Be A Smart Shopper.

Be Smart

Part of being an intelligent shopper is visiting discount sites often. These sorts of sites are updated often with the newest deals, and if you're not there often, that means you're missing out. Always remember that net coupons are like paper coupons, and they may have expiration dates. Not every promotion is an ongoing promotion, and if you attempt to enter an old discount code, you may find you're too late to cash in on the savings. Don't let this occur. Be a smart shopper, and be diligent about being in the know in reference to the latest and best deals.

Visiting discount sites often is part of being a smart shopper. However, that's a great deal easier to do if you have your favorite sites bookmarked. Bookmarking a site is simple. When you're on the sought after webpage, simply click on "Bookmarks" in your toolbar. The first option should be "Bookmark this page." Click on that, and the web site is saved as one of your favorites. Make it part of your shopping ritual to check into the latest deals before you purchase.

A savvy shopper is an informed shopper. If you're in the market for an item, don't purchase it from the first site you find. Shop around. See if you're getting the best deal. And the same goes for vouchers and discounts. Don't use the

first one you chance upon. Make certain there's not a better deal out there waiting to be utilized.

Making a budget is something every intelligent, savvy shopper must know how to do. And more significantly, they must know how to stick to it. After all, being a smart shopper is all about saving time and money. A solid budget can do both. A budget is essentially an analysis of your incoming revenue. Begin with the amount you make monthly. Deduct rent/mortgage, food, utilities, and all other consistent monthly expenses. Then ascertain how much you want to put away into your savings, retirement pension, or children's college fund. Everything that's left over may be considered spendable income.

Sometimes shoppers are so excited for a great deal, they don't truly stop to think whether they really need the item itself. A savvy shopper must learn to defeat this. Just because something is inexpensive, doesn't mean you need it. Likewise, be wary of coupons that simply seem like a great deal. Saving \$10 sounds great, but it's not so great if you have to spend \$100 to get it. So remember, utilize coupons to save on purchases you were already going to make, and the savings will truly begin to add up.

The best way to become a savvy shopper is to be informed. Be informed about the products you're purchasing, be informed about the retailers you're purchasing from, and be informed about the deals you're utilizing to buy them. Just

be informed. Don't purchase things carelessly, or you may be missing truly great deals.

There are literally thousands of deals out there. But you're not really saving any money if you purchase things you don't need. Any sum of money spent on something you won't use is still income wasted. So be heedful not to capitalize on a deal just because it's a great deal. This will only lead you to overspend and overbuy. If money is an issue for you, as it is for so many of us, set a budget for yourself. And above all, stick to it.

Chapter 7:

Stop Purchasing Traffic

Synopsis

Are you spending money on worthless traffic? If so quit right now. Most traffic schemes are scams and seldom deliver quality traffic. Focus instead on quality and targeted organic and PPC traffic only.

Free Traffic

There are a lot of ways to get free traffic to your site, but the method that I utilize beats all the traditional methods hands down - and best of all...it's free!

I have utilized all forms of advertising, but most of the good forms of advertising cost money. Like all business owners, we have to examine our investments and attempt to cut cost in order to get a larger return on our investments.

Now, you're probably questioning what I could possibly be doing to bring traffic to my site without spending a dime on advertising. Well, you're looking at it. Do you see it so far? I'm writing some content. It's utterly that easy!

I will author an article about a topic that I know and am comfortable with, and then I'll go and submit these articles to assorted sites on the Internet. Are you worried that sites won't accept your article? You should not be. This is a win / win situation for all parties affected.

First of all, webmasters love these articles. I have even had webmasters come back to me and ask if I have any more. Why do they do this? Because it helps their search engine

rankings by supplying visitors to their websites beneficial material. After they place your article on their site a portion of their visitors will visit your web site. Once you've placed enough of these articles out on the Net, your traffic will dramatically step-up and so will your search engine rankings.

Perhaps you're new to the Internet business and don't have adequate experience to write about anything pertaining to the Internet business. No issue there either. Everybody has some life experience that they can write about. Perhaps you are a stay at home mom and you're good at changing diapers. You better believe that there's a mother to be out there someplace who's surfing the net looking for info on how to change diapers.

Now, your likely not going to be able to author an article about changing diapers and get it listed on a home business site. But there are plenty of sites that will accept an article of this nature and still drive traffic to your business web site. I'd suggest doing a search on your favorite search engine for "submit baby articles" or something of that nature. Be originative, you will never run out of sites willing to accept your article.

After I've completed my article, I will write a short autobiography about myself and include my site address in it.

The Net was created with the purpose of providing info to the public. Become an info provider and you will be repaid beyond your wildest dreams. Remember that the Net has created more millionaires than any other vessel in history.

Chapter 8:

Have A Look At Your Adwords Spending

Synopsis

How long has it been since you ran through your PPC ad groups to see which are working and which are blowing your money? Doing this may save you hundreds of dollars per month.

Check Your Ads

The active world of information technology has let many individuals gain strides when it comes to fruitful business ventures. Google offers an advanced approach in marketing, called AdWords. It's an advertising service that covers local, national, and international text and banner ads. It commonly consists of one title line and 2 content lines.

Due to the developing numbers of users that pass through Google on a daily basis, Google AdWords is a sure fire way to pump up your business network. You are able to try it out and follow these easy precepts in order to ensure that you get fantabulous profit.

When keywords are typed in Google search, AdWords works by matching up 2 constructs called bidding value and quality score. This furnishes a clear ranking of sites involved in the result found. Let me walk you through an illustration. Imagine you've a credit score of 4 to be number 1 and you bid a buck to get the keyword 'hot holiday spots'. Your ranking will be ascertained via the formula: $\$1 \times 4 = 4$. Let's suppose another individual decides to bid for the same keyword but has a greater score of 10 consequently by following the calculation he only needs \$0.4 ($4 = \0.4×10) in order to outrank you on number 1. Furthermore, he may have a lower per click rate of \$0.4 as compared to your \$4.

The point here is you are able to reduce your cost by taking good care of your quality score.

You are able to guarantee that what comes in is more than what goes out by producing an effective landing page. Your chief objective is to make certain that individuals visiting your web site will have the motivation to come back and finally be influenced to tap into your services or purchase your products. The landing page is the beginning page that your guests see. It's where you'll put up a space that will let your visitors place their contact info. During the 1st visit the conversions ratio is less than 2 percent. Given this stat your technique would be to better the presentation of your landing page and acquire as many contacts as you are able to. Users may not be attracted to your site's service during their 1st try but if they see a great deal of improvement they may reconsider thereby giving you a chance to make a sale. Don't get too agitated. It would be very tempting for you to venture into multiple ad campaigns. Don't get carried away as this would lead you to more losses in the long-term. It would be better to center on a single project and establish its foundations.

If you believe you are able to rest after a successful setup, think again. Observe your campaign closely. If you believe one campaign isn't doing well then you are able to pause it for a while. Before pressing the go button make certain you've modified all the aspects that require improvement.

The mixture of business and info technology may be very unpredictable. Faultless timing and effective structuring is significant to keep you afloat. But don't be content with being just standard, hit hard and win big.

Chapter 9:

Get Busy

Synopsis

While you don't directly spend money when you read forums and blogs all day, you're losing revenue by not working. It's easy to spend all day long on IM forums and blogs, reading and excusing this behavior by stating you're learning. You might be learning, but when will you put these thoughts into action.

Get Going

Everybody is given twenty-four hours a day to do what needs to be done. But have you had that feeling when you feel that twenty-four hours aren't enough? In some cases, yes, they aren't. But many times, twenty-four hours really are too much, only that you spend a good deal of your time on things that shouldn't be done at the moment. If you feel like your twenty-four hours are going too fast, leaving you with unaccomplished schedules, possibly you need to alter how you run things.

If you're the sort of individual who just goes with the flow of the day, there's a good chance of you accomplishing little. If you don't plan your day, you're less likely to regulate your priorities. So the most beneficial thing you are able to do is to list all your planned activities in a day. Categorize them according to your priorities and center on doing the most pressing things. As you carry out your day, put a check beside the things you've achieved so that you have a visual reminder of how productive you're becoming.

Distractions come in a lot of forms—unnneeded calls, office visitors, the Net, TV programs, emotional hitches, and the list continues. The fact is that, distractions follow you

wherever you go, so you can't wish them away. What you have to do is dismiss them. This is why it's essential to list your priorities. When you have your priorities listed, you become more centered and determined not to succumb to distractions.

Procrastination isn't everyone's favorite word, but it's, in some way, everyone's favorite pastime. The danger with procrastination is that it becomes a life-style, and when it becomes that, it will catch up with your life and leave you sadly unproductive. An authority said that procrastination is really an emotional battle, as individuals choose to do things they feel comfortable doing and elude the things that they don't like. Consequently, the solution to procrastination is to do what needs to be done, no matter of how you feel about it.

It's unbelievable how easy tasks can take so much time to achieve. Writing an e-mail, for example. Or reading e-mails. Or checking voicemails. You enjoy doing such things and before you know it, you've spent time enough for doing 2 tasks on only one easy task. The best counter poison for this is to have a time limit for executing things. Writing an e-mail should only take 5 minutes, reading e-mails 10 minutes, and so forth. When you have time limit, you are able to center more on performing a task and racing to complete it before your mental alarm sounds.

The best advice is to be committed not to waste any of your time. As you know, wasted time won't drop in again, and you lose forever that one opportunity of utilizing a single moment wisely. So get your act together and work your way towards being productive.

Wrapping Up

Internet marketing in itself is a wide domain that's supported by assorted theories and strategies, but not all of them are effective enough in order to yield sales. The chief idea of any internet marketing technique is to produce an internet presence by using different internet marketing services for driving some revenues and getting the maximum return on investment. However, you need to make sure you are saving money in the process.

Use the strategies in this book to save some money on your internet marketing costs so you are able to better your bottom line.

