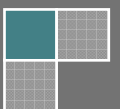


2009

SEO Marketing Report

The Verhoeff Documents: A Special Report

Increase your marketing capacity online with SEO that drives your website to the top front page of Google and other Search Engines, FAST! With more than ten years of Internet Marketing Experience, Jan Verhoeff presents professional keynote dynamics of Internet Marketing Copywriting that will give you high-performance recognition and visibility on the Internet Search Engines.



LEGAL DISCLAIMER AND STATEMENT

I feel saddened that this statement is required, because our world is coming to a shameless and selfish end. However, I must, therefore:

By using this report, you agree to terms of use outlined below. Materials or information in this report may be used for general informational purposes online. Neither the author, the publisher, nor the distributor assumes responsibility or liability for errors or omissions in these materials.

This information is provided "as is" without warranty, either express or implied, including without limitation of implied warranties of merchantability, fitness for a particular purpose or non-infringement. No warranty is offered for the accuracy, availability, or completeness of information provided by websites to which this report is linked. This report is an educational resource only and no source shall be held liable for any damages resulting from the use of this material or information.

The contents of this book are copyrighted and shall not be duplicated, copied or otherwise distributed without the express written consent of the author and publisher of this document.

© 2008 – Jan Verhoeff @ www.makeyourfirstmilliononline.com
All rights reserved.

SEO MARKETING REPORT

Set the tone for success in your business online with high-end keyword function and dependable SEO Marketing featuring Internet Recognition and Visibility on the Search Engines.

No matter how effective your business marketing strategies are, if you can't be found online, your business won't be successful. The majority of people use Search Engines to locate what they're looking for on the Internet.

The average business online can relate to this comment, "My website costs me money and I'm not making any money from the site. I don't understand why I need a website." Does yours?

A beautiful website doesn't mean you'll attract readers, gain clients, or sell product. In fact, if your website is just sitting there, with no daily hit ratios, chances are... Nobody knows you're there.

If your business is on a side street with no daily traffic and you don't advertise, or let people in on the concept that you're THERE, your business will die. The same is true of your website. If nobody knows you exist, your website will do nothing, stagnate, and cost you money.

SEO creates visibility, drives traffic, and promotes your business passively, so you can get on with the business of providing quality product, excellent service, and all those other important elements of a high-income business. There are a few serious steps you must go through in order to get your business recognized and visible online.

Come along and I'll show you...

(You might want a legal pad to take notes. These steps will help you design a successful website.)

PURPOSE

Consider the reasons why you do want a website.

- Are you attempting to sell something?
- Do you want to gain attention for your product?
- Is your site used to sell product or services?
- Do you wish to provide information about your products?
- Are you attempting to raise awareness about your business or products?
- Is this website your main point of sales?
- Do you have a goal for your website?

Before you begin the creation process, you must understand what you want your website to accomplish. The reality is, if your website doesn't have a purpose, it will do nothing.

In many instances, the purpose of the website is to inform the public of the products, promote products, and ultimately SELL products, but primarily the designer is creating alternative sources of income and offering

information. This kind of site can be wholly successful, and may even generate the multiple sources of income you desire, if you follow through with the information and content.

Define the purpose of your website and determine exactly what it is you want your website to do for your business. Using the questions above and any other qualifiers you may have for your website, write a single statement of what you desire your website to do. Call it your **Purpose Statement** and put it at the top of your first page.

CALL TO ACTION

End the confusion at the top of the page. Give your reader a call to action.

Now you know what you want to accomplish with your website and have a general purpose lined out for your website to fulfill. (We just wrote down that purpose statement.) It's time to set out to accomplish just exactly that purpose with your website.

You've probably been to websites where you read over the first page and jumped to another site, you weren't interested and there was nothing there for you to do. You felt confused. "What's this site for?" And you probably left the site thinking, "That's a waste of time and cyber space."

Don't let your readers get away. Tell them what you want them to do. Give them specific directions early on the page that tells them what you want from them, so they aren't confused.

You must decide what you want your visitors to do on each page of your website, and then TELL them to do it!

For each page of your website, determine what the visitor should do. Should they sign up for your newsletter? Buy product? Review information? Or schedule a service? Make it simple for them to understand what they should do and they will happily tour your website, doing what you tell them to do there.

A call to action is simply a process of telling the reader what you want from them.

Put a call to action on every page. Include one action on each page, and NEVER, EVER allow your reader to click more than three times within your website without a specific CALL-TO-ACTION.

(Yes, Honey, You should write down CALL TO ACTION on your note paper.)

TARGET MARKET

Everyone does NOT want your product. Not everyone NEEDS your services. This misconception is the norm.

While it may be true that everyone NEEDS your product, not everyone will buy your product. So, you must know who will buy your product and design your website to attract those people. Here are a few questions to help you figure out and understand who you're targeting with your website.

- What age group do my customers fall into?
- Are my customers male or female?

- How well educated are my customers?
- What hobbies do my customers participate in?
- Do my customers have any specific interests?
- Do my customers have children?
- What income levels do my customers have?
- What solutions are my customers looking for?
- How active are my customers?

Answering these questions will give you a clearer picture of who your customers are and what they'll be looking for on your website. Not only will you better be able to design your website, but you'll have a better understanding of where to market your site, how to create marketing and advertizing plans, and who your most interested prospective customers will be.

CAPTURE

Probably the main reason to have a website is to capture the names of visitors who come to your website. Regardless of what else you do on your website, building a viable marketing list of visitors who come to your website and having the ability to invite them back is imperative. You **MUST** create an auto-responder of some sort that captures your visitor's name and email address.

You want permission to send that visitor an invitation to come back and view your latest product or service.

In order to get them to leave their name and email, give them something of value. You could offer a newsletter, a weekly tip or free e-course, an ebook or a special report. Give them coupons and discounts. Be sure your offer is relevant to the content of your website and related, so your customer will want to leave their name and email.

Put your customer at ease by letting them know you're not collecting names to sell to an outside source. Give them value and security.

BY CAPTURING NAMES – YOU'VE CREATED A VIABLE MARKETING LIST

Black Book Marketing - SECRET List Building Terminology Rocks the Internet

Pat Williams was a dynamic lady with incredible wisdom. Her most profound marketing tool was a little black book. She carried that book everywhere she went, and she always had a pen with it. But, most people wondered what she had in that little book and why it was her secret marketing tool. She valued that list of names and kept it close by, always. So what was so important about that little black book?

The little black book was full of names.

In 1965, Pat was a bundle of energy flowing through a powerful network marketing group, building the network and selling products. She was already a proven success. She'd let go of the beans and tortilla income and was quickly approaching financial

independence. The secret of her little black book: there were names in there. Many names. People would give Pat their name, address and phone number and that information wormed it's way into the list.

Someone once asked how they could get out of her marketing list. She answered, "I have no dead bodies in there."

Frequent contact keeps the list updated.

What good is a marketing list if you don't call those numbers? Drop them a line, give them a call. Christmas Cards, birthday cards, thinking of you notes, a phone call, or whatever you could imagine, Pat Williams stayed in touch with her black book list. Her objective was connection, and she remained connected no matter what.

Market to your list.

Not only did Pat stay connected to her list, but if she had something she wanted to sell, she told everyone in her little black book about it. Everyone knew if they didn't want to buy, Pat sold only the best, high value products, so they'd pass around the information to their family and friends. Pat's little Black Book of marketing effectively sold to millions of people.

Who's in your list?

Address books are no longer little black notebooks, but more often a list of referral links on the internet. How could you more readily promote your black book?

Learn how to promote your products to your list at <http://advertizeyourbusiness.com> and receive a FREE gift when you subscribe to our FREE ADvertiZe Ezine.

The simplest methods of marketing are simply getting to know who you're marketing to and showing them that you understand what they need. This method of marketing brings repeated customers to your website, acknowledges that you're a viable business and gives your customers an expectation about your business.

List Marketing gives you feasible return customers with referral status to your business site. These are the customers who were interested enough in what you offer to invite you to tell them about new products, services, and information you present on your website.

They asked you for a referral.

Be brave, remember to tell them about events they may want to know about, and invite them to frequently visit your website for new information, new products, and new services you offer. Give them opportunities to buy from you and tell their friends about what you offer. Provide enough FREE gifts that they'll want to see you coming, and remind them occasionally that you really appreciate them, by asking them what you can do to better serve them.

These are important steps to making your business profitable.

But, you're probably still wondering how you can get them there in the first place...

SEO – Search Engine Optimization is about driving your website to the top of the search engines with high ranking keywords and phrases, along with a host of other integrated activities that get your site ranked high on the search engines... Because your site is recognized these efforts are known as Search Engine Optimization.

The easiest way to get your site ranked is to use Keywords and Keyword Phrases.

These are the common words used to search for a specific topic on Google or other search engines. Whatever words you would search for to find your topic; those are the words you'll want to optimize in the content of your website, in the title, and in reference links to your website, to raise the awareness of your site on the Internet.

The key component of using keywords and keyword phrases to get your site ranked high is to make sure your keywords are traffic driving words that really do create a buzz of action and activity. If they're empty keywords, nobody will visit your site and you've wasted a lot of time.

There are tools that you can use for this, but common sense works well too.

I recommend that first; you search the words yourself on Google and several other search engines. See which pages are on the first page of these search engines, and then review the pages. Do they have a purpose for using the words? Are they relevant to the keywords you're selecting and the purpose you've chosen these words? Are the provided contents related to your topic?

Seriously consider the relevance of the words you've chosen and the characteristics of the phrases. Do they say what you want to say?

Review the following article for specific ideas about keyword phrases and positioning in the Search Engines.

Maximize Search Engine Positions with Keyword Phrases

Are you hoping to increase your position on the Search Engines to Front Page top of the list of 2 Million in a way that will Maximize Targeted Traffic to your website? So are the other two million sites on the Internet! But I can show you how to accomplish that - if you're really interested.

Keyword optimization offers the most lucrative positioning for AdSense Marketing because when you optimize your articles and content with keywords and keyword phrases that bring your pages to the top of the Search Engines, your sites get noticed. My keyword for this paragraph is "Keyword" and I've used it more than five times, quite naturally, in the paragraph while explaining the process of using keyword phrases.

Keywords should not appear redundant and over used and should be comfortable to read out loud. If you're in doubt about the use of your keyword phrases, read the paragraph out loud to your dog, your kids, or the television audience. Use keyword phrases to optimize your search engine position with maximum effectiveness by implementing specific keyword choices.

Keyword positioning makes a big difference in your placement in the Search Engines. If your keywords are spread throughout the web page, interlocked with links and

photo descriptions, and interwoven in the text with headlines and sidebars, they will grab the attention of web crawlers. Your page will arrive quite nicely at the top end, with just keyword positioning, although it will take some time.

Adding long tail keyword phrases to your website can increase Search Engine Traffic to your site and Target the Traffic to your Specific Niche Market. Bold use of keyword topics and phrases within your website increase traffic flow and page rank, provided the keywords are relevant to the topic of the page.

I want to warn you against keyword stuffing, however, because not only do the search engines not appreciate it, your readers tire of overused words rather quickly. The key is to use words specifically with full meanings implied and utilized, because the words are necessary to your article.

Would you like to speed up the process of optimizing your web pages with the Search Engines?

Brand Your Market with search engine optimizing keywords - the SECRET is at <http://brandyourmarket.com> where you can sign up for a FREE copy of The Branding Iron Ezine.

There are five specific steps that will lead your website to top ranking among the search engines. These key components of search engine optimization will give you an edge in most any market. By using the information found in this document and these five specific methods, your pages will rank high within a few weeks, if you've chosen effective keywords to optimize.

SEARCH ENGINE OPTIMIZATION - 5 SECRET WAYS TO BE SEEN ON PAGE ONE EVERY TIME

Have you ever wondered what you can do to bring your website to the top of the search engine? There are five simple ways to bring your website to the top of the Search Engines and keep it there. I'll share the secret and give you ideas that help to promote your site consistently.

1. Reciprocal Links - Sharing and exchanging links with friends is an awesome way to get your site linked well and keep it up on the top of the Internet Search Engines. Just practice linking to others and offer many opportunities for others to link to your site.

2. Keyword Definitions - Define your keywords and keyword phrases with long tail descriptions that make your niche stand out. By choosing your long tail keyword phrases well, you can optimize links to your site and always be on the top of the search engines front page.

3. Keyword Density - On the Introductory page of your website, density of keywords does count. Keyword density of 4 - 7% increases your ability to get and keep top page visibility on the Search Engines. By using your keywords in natural conversational thoughts this option stands out.

4. One-way Links Home - Bringing links into your website from high quality sites, helps to increase incoming traffic flow without the mass confusion of reciprocal links. This happens with Article Marketing where article publishers refer traffic to your site via the article.

5. Title Tags - What you title your page says a lot about placement. Using keywords in the first part of your title improves page rank, and improves your Search Engine placement. Using title tags on photos and graphics in your site increases visibility. Remember to use Tags on your website.

Are you looking for ways to improve your website, increase traffic, and bring more repeat traffic to your webpage?

I'll be including a few articles specifically about driving traffic and generating well targeted buying traffic to your website along with this report.

The following article reveals the Snatch Formula that ROCKS the Top Page Snatch and keeps everyone buzzing over keyword income. You CAN use these techniques to build residual alternative income sources for your website.

Snatch Formula - Search Engine Optimization Rocks the Top Page Snatch

Are you lagging on the search engines and can't figure out how to get to the top of page one? While everyone else is buzzing over their keyword income, costs of promoting keyword advertizing and giving lip service to the latest buzz words with absurd cash responses, you could actually be at the top of the page, reaping rewards without spending a dime on advertizing.

Are you ready?

These simple steps will carry you quickly to the top with the Snatch Formula and along the way you can toss a nugget to your buddies who are still busting butt working day jobs to support their affiliate marketing businesses.

Snatch Formula Step One

Create a website using logical keywords with high-value information content. Design your site with value and your readers will come back, refer friends, and remember you for info products they choose to purchase. If your site provides real value, they'll be back!

Snatch Formula Step Two

Offer dynamic leads from other websites. This is so simple you'll wonder why you haven't been doing it before. You're already providing content, give them something to catch onto and bring them back to your website with a purpose.

Snatch Formula Step Three

Give more than you expect to get. Don't you get tired of web pages that give you just enough to whet your whistle and then rope you in, expecting you to buy something to get more information? IF you want them to sign up for something, tell them, then give them something for their trouble. Be generous!

Snatch Formula Step Four

Jealously guard your list. Keep those names handy and secret. Only share them with known value and quality. Bring them back frequently to see what you offer, but don't waste their time and money.

Snatch Formula Step Five

Advertize the real deal. When I go to visit a website and I've been told some special bit of information will be available, and it isn't. I get a little discouraged. Give them what you promise. Care enough about who you sell to, that you never ever want to mislead them. Give them what you say you'll give them every time, and if you miss, be honest and tell them OOOPS I blew it. People like real people.

Are you ready to grab your share market driven buying power from the Internet?

One way to get your fair market share from internet marketing is to use Article Marketing. The article below offers reasons why you should use articles to market your online business and gives details about how to write your own articles. At the bottom, there's a link where you can obtain two FREE Article Templates to help you get started with this marketing strategy.

ARTICLE MARKETING - WHY YOU SHOULD MARKET YOUR ONLINE BUSINESS WITH ARTICLES

Are you looking for reasons to market your online business with articles? Do you need a reason to write for your business? I have a few suggestions you can easily grasp and understand. These suggestions will not only give you reason to write, but a purpose of writing.

1. Acquire Expert Status

When you write about your business, you become a recognized expert in the industry. This key to online marketing gives you credibility and authority to stand in the gap for your customers. The potential for your business to grow, once you become a credible entity multiplies exponentially. People pay big money for degrees and education in any given field, experience counts as education, step up and claim your share of that money with experience you share.

2. Free Marketing Coverage

When you publish content online that can be republished in ezines, and other websites, you gain exposure for your business. Those who surf, find your links. By increasing your word counts and content value, your articles will be more readily picked up and republished. The value in the articles promotes not only your business, but any business with similar interests, products, and services. Published articles render contact information and links indefinitely when ezines are maintained and archived online.

3. Brand Recognition

When you promote your business with articles you have an opportunity to brand your business with terms, phrases, and concepts that people remember and review often. Information in any given topic will promote the use of related products. By using Article Marketing, you leave your website, your name, a key phrase, and contact information in your resource box, bringing identity and power to your business online.

Are you ready to learn more about Article Marketing?

Obtain 2 FREE Article Marketing Templates at <http://advertizeyourbusiness.com> and learn more about the SECRET of Prospering from Online Marketing. Advertize is an online business owned by Jan Verhoeff, an Internet Marketer who believes Content is King. You may visit <http://janverhoeff.com> about online marketing and a wealth of information.

FORGIVABLE WICKEDNESS - HOW CAN YOU NOT MARKET YOUR BUSINESS

We've all had those moments when we forget to market our business. Oops! We missed a grand opportunity to invite a new customer, or remind an old customer of some wonderful new delicacy we wanted to share with them and market our business in a manner that effectively represents our online interests.

You now have an opportunity to make a difference and do something about those oversights we'll refer to as forgivable wickedness. Provided you promise to dip your fingers in the chocolate forgiveness and lick the delicious decadence off, while you exercise your marketing expertise in the future.

1) Gorge Yourself on Marketing Delicacies

Know your company. What do you do? Write it down. Edit your information until you develop a savory tidbit of RICH Chocolate Decadence you MUST share about your company. Most Marketers refer to this Delightful Morsel as an Elevator Speech. Must we?

How about if we call this tidbit of marketing pleasure and delight – the Decadent Marketer's Statement? Wouldn't that be more effective? I challenge you to use this easy to say statement to market your business frequently.

2) Never Hide the Evidence of your Indulgences

Do NOT lick that mustache! While others may accuse you of Blatant Advertizing, and NOT so sweetly, at Chocolate Marketing Concepts your self indulgent behavior is rewarded with more Rich Dark Chocolate otherwise known as marketing success. Display the results of your effort proudly. Advertize!

Present your successes with accolades that reveal and market your business for you, in word of mouth marketing efforts that effectively present your business achievements. The success of your marketing endeavors should be obvious, blatant victory.

3) Identify the Aroma of Decadent Marketing

Before it even loses the wrapper, the sweet aroma of rich dark chocolate has me licking my lips and drooling in anticipation. The best chocolates always have elegant gold wrapping. Brand your business with elegance and repose in the luxury of success. Marketing your success with elegant wrapping is just another way of letting your customers know there's QUALITY inside. There's nothing wrong with glitter and glimmer! Elegance and grace go hand in hand with the Rich delicate flavor of darkest chocolate. Compare and Brand your Market with luxury.

4) Use Temptation Marketing Strategies to Entice Your Buyers

You've been there, standing at the counter, about to check out, and that gold wrapped dark chocolate coin is calling your name, tempting you to buy "just one". Dazzle your customers with temptation marketing strategies.

Just a morsel of indulgence wrapped in glitter, enticing them at the check out counter will create a need to purchase. Don't let them leave without just one more item. Some call it up selling.

This form of after market sales is common on the Internet with 'more options'. The key to making it work well is to give your reader an escape hatch. Allow them to leave if they must, but give them a method of coming back later for more marketing enticements. Perhaps they need to simply save the page and come back. Give them directions that will allow them to come back and a marketing strategy that might previously have been a real turn off will bring them back for more sales.

5) Bring Them Back for More with List Marketing Options

Make your product irresistible so they'll come back for more. Remember the seven layer chocolate cheese cake that you could only eat four bites of, because it was so rich and sweet, but you desire another piece. You dream of Seven Layer Chocolate Cheese Cake. You want it. You know you can't resist. Do you go back and get another piece, and take a friend to share it? Of course you do. Make your products and service irresistible! Give them more than they expected, and bring them back for more - with friends.

Word of mouth advertizing and marketing are the best opportunity for FREE Marketing that you'll ever have. Be sure you left the customer with a decadent taste in their mouth, one they can't resist, so they'll return. The Marketing Strategy of bringing return customers includes quality customer service and consistent value.

If you desire the forgivable wickedness of Decadent Chocolate Marketing Concepts - get your morsel of The Chocolate Drop - FREE at <http://chocolatemarketingconcepts.com> and you'll receive a FREE Gift via email.

THE WRAPPING

In each of these articles and suggestions you'll find useful detailed steps to making your business online profitable. No matter how much business you get from the Internet, the reality is you'll want to maintain a profile of high ethics and quality product along with the best customer service. Your reputation is visible. Protect it.

There are a few sites you may be interested in if you're looking for Internet Marketing.

Brand Your Market – at <http://brandyourmarket.com> – offers valuable information about branding your market for recognition and identification on the Internet, in mailers, and for a wide array of marketing options. Visit the site for more information.

Advertize Your Business – at <http://advertizeyourbusiness.com> – offers detailed information about Article Marketing and Internet Marketing in general. You won't want to miss this info. It's priceless and it keeps changing with the Internet so your marketing strategies are always up to date.

Decadent Marketing – at <http://decadentmarketing.com> – brings deliciously decadent and sinful marketing enticements to the table, without extravagance, or guilt. You can feel free to indulge shamelessly in these calorie free tidbits of decadent delight.

Make a Million Online – at <http://makeyourfirstmilliononline.com> – offers you a premium opportunity to get on board with an Internet Marketing Ship bound for SUCCESS. While others promise instant gratification and hyped success opportunities, Jan Verhoeff focuses on the constant business plan and marketing strategies that get you where you want to go, one successful step at a time.

ANOTHER FREE GIFT:

Be sure to sign up for **Cool Millions** at <http://makeyourfirstmilliononline.com>

if you haven't already – you'll enjoy the information and humor
of this fundamental ezine for web-trepreneurs.