

# INTERNET MARKETING *Strategy*



**HOW TO  
MARRY SEO**

**HOW CONTENT  
MARKETING**

**SOCIAL MEDIA  
AND MORE**

# Internet Marketing Strategy – How to Marry SEO, Content Marketing, Social Media and More

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# CHAPTER 1

## The Power of the Web

### Chapter 1: The Power of the Web

The internet can help you to live your dreams and to design the perfect lifestyle that will make you truly happy. Whether you have a small business that you want to turn into a big business, or whether you want to make money writing a blog on a topic you



love – internet marketing can do that for you.

As an internet marketer, you can make a truly ‘passive income’. That means earning a living by writing an amazing website once or creating a product *once* and then

letting the income roll in forever more. You can even do this as an affiliate marketer, by selling someone else's product.

As an internet marketer you can earn a little money on the side, writing articles for other people.

The only problem? Most people have no idea where to begin with this.

When I tell a lot of people that I make money online, their response is often to look at me perplexed.

"What do you sell?"

"Well.... Nothing..."

"Where does the money come from?"

I actually had to promise my grandma that what I was doing wasn't in any way illegal because she found it so hard to understand that I could make money without leaving the house!

My sister recently decided she no longer wanted to do her current job and that she'd like to start off online like me. She asked me how she could get started, what she needed to learn and what a good resource would be for her to begin.

And I was just kind of lost for words. Truth be told, there *isn't* really a great resource out there for people just getting started. Truth be told, there is a huge amount of misunderstanding regarding what internet marketing is, what it's capable of and how you should get started with it.

This is why you see so many businesses get it entirely wrong. Have you ever visited a business site, only to see that it looks completely unprofessional and cluttered? Have you ever visited a brand's social media page to see that it hasn't been updated in months? Or that what *is* there is just uninspired and unlikely to convince *anyone* to buy from them?



A lot of small businesses will recognize the power of the web to bring them money and customers but they won't have any clue how to begin. Thus, they will often end up just hiring the first SEO (Search Engine Optimization) company they can find and hoping blindly that the company will maintain its side of the bargain and actually help them get to the top of Google.

Sometimes that happens. Other times, the company uses outdated, spammy techniques and the business goes bust.

Either that, or the company does nothing much and the small business just wastes a lot of money.

But how is the company to know whether their SEO agency is doing a good job when they don't really understand how SEO works?

## This Book



This book then is that resource. This is the book that can take you from zero knowledge regarding the economy of the web, SEO, internet marketing... all that stuff... and bring you up to speed. You'll learn the technical skills to build a brand,

promote it online and create a marketing campaign. You'll also learn additional skills that can take you to the next level – skills like design, website development and videography.

And you'll learn how to leverage all those skills, how to harness them, and how to use that to accomplish *all kinds* of amazing things.

Yes, small business owners will gain the skills they need to be able to build their businesses online. But likewise, you can also take these skills and go freelance. You'll

be able to make money on the side, or as a full time career, by selling your new-found internet marketing skills.

Or, if you prefer, you can take those skills to create your own blog or YouTube channel. Then you can promote a cause that matters to you, you can become internet famous as a comedian/musician, or you can make a living writing about something that fascinates you.

Either way, you'll learn the raw skills and you'll be able to devise a marketing strategy that takes all of them into account with perfect synergy.

The web can do incredible things for you, you just need to know how to work it. So, let's figure that out together, shall we?