Internet Marketing

What's it all about? Find out in these 4 steps

TRAFFIC

PRODUCTS AND SERVICES

CONVERSIONS

BUSINESS SYSTEMS

INTERNET MARKETING START
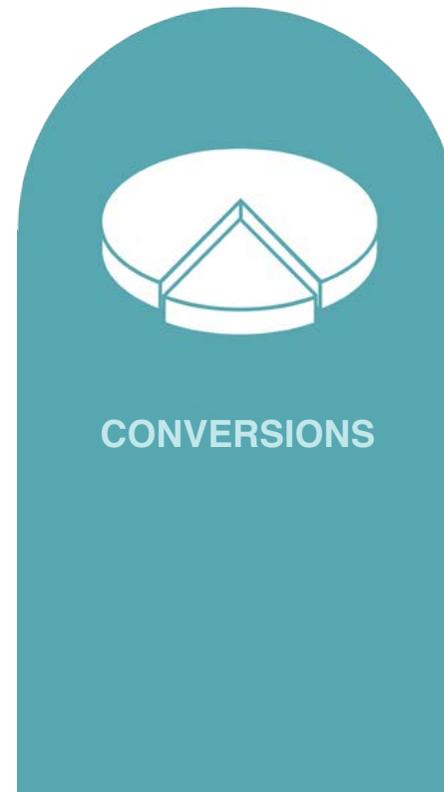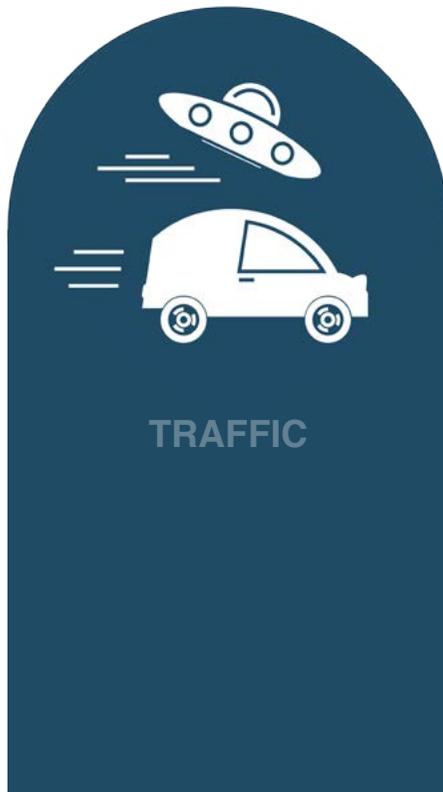
Traffic is about the number of people who visit your website.

You can attract traffic through:

- **Organic Google** searches. This is where your site contains the specific information that people have searched Google for. It usually takes some research to find out what words people are searching for and then making sure your website, and specifically certain pages on your site, are optimised to attract this traffic.

- **Social media** sites, such as Facebook, Twitter, Pinterest and Instagram can lead people back to your site. If you post to these sites, make sure to include a way for people to be taken back to you website, where you offer your products and services. A great idea is to set up a fan page for your business on Facebook, to let people know what's happening in the business and to generate traffic.

- **Paid advertising**, such as banner and Facebook ads can be a good way of getting traffic. Again, you need to test and track results to make sure your ads are as effective as possible.

We define products and services as the value you offer in exchange for something.

These could include many things, such as:

- Physical products

- Downloadable products including audio, infographics, ebooks, seminars, cheatsheets, software or membership

What you would like in return for the product can vary too. You may be offering something in exchange for people signing up to your email list or you may be selling a product for money.

If you are offering a new product, it's best to start with research. Is there already a market for your product? Find people who are interested in it by checking places such as Facebook groups, forums and the number of people searching for it though Google AdWords.

If your product or service is already established, research is essential to find the best keywords to get traffic to your site.
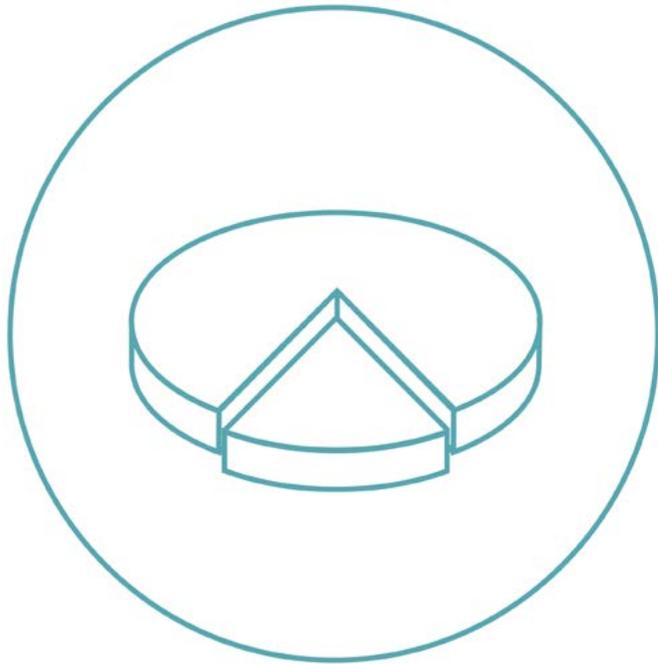
Conversion refers to how many people take a specific action.

You may want them to:

- Opt in to your email list
- Buy something
- Share something on social media
- Make a comment
- Open your email and click a link

Most people will only take action if you make it clear and specific. People often need to feel like they trust the brand before they move onto buying something. It can take time for people to build a relationship of trust with you and your brand, so be patient and keep building that trust by consistently offering value.

Value doesn't have to always be informational, it could be inspirational or uplifting too. Staying in touch with people who have joined the mailing list is vitally important for a business to stay in people's minds and continue building a relationship with customers.

Having a clean, engaging website, with clearly labelled navigation is essential to guide people to your products and services, and minimise uncertainty. If people are left in any doubt about what to do or how to do it, they will likely move onto the next site, never to return again.
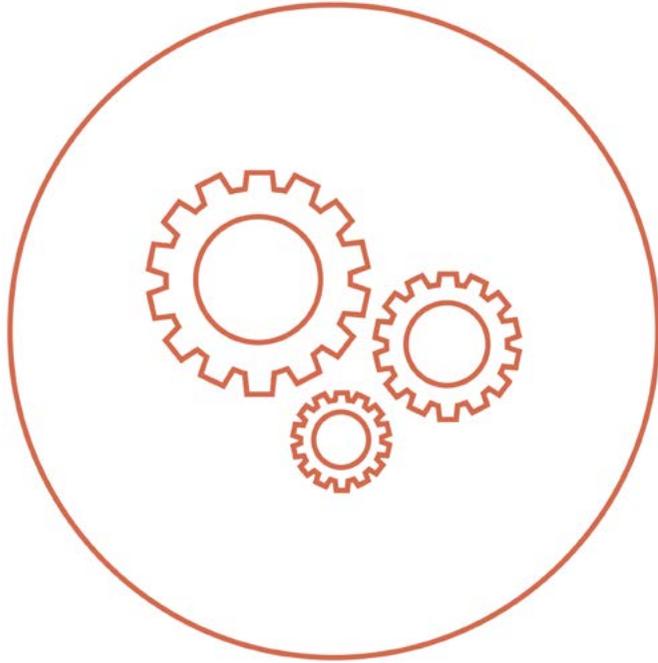
Business systems are the systems used to automate processes and make things as easy as possible.

These are the systems that are used to run a business. As much as it is possible, use systems that automate what needs to be done.

Some examples of business systems are:

- Email autoresponders
- Shopping cart solutions
- Product delivery procedures

Often when people are staring out, they are doing everything themselves. However, if the business is intended to grow, it's good to think about what can be automated, so that as it becomes viable, systems can be purchased to automate repetitive processes.

Ready To Move Ahead?

Read through the course outline and sign up if you feel it's right for you.

We'd love to see you inside the Member's Area.

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