



Internet Marketing Secrets

Newsletter #133 - December 20 2007 - by Michael Campbell

Organic SEO is dead... 1994 - 2007. May it R.I.P. Things have changed and the old rules of SEO no longer apply to today's fast paced world of Web2.0. Here's the new way to get top search engine rankings in 2008. Read this Web2.0 case study and you'll discover how to market old your old products with new techniques.

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Internet Marketing & SEO News

Two Awesome Internet Marketing Podcasts

This stuff is almost too good to share. I could have easily sold these interviews along with a workbook for over five hundred bucks. But consider them to be deposits in the bank of Karma... for you reap what you sow... what goes around comes around... insert cliché here. ;-)

1) Jim Morris - Keyword Research Podcast

The first is a Keyword Research Podcast with NicheBot founder Jim Morris. Nichebot is without question my favorite keyword research tool. You could drop me off in the middle of nowhere, with nothing but a laptop and dial-up access, and I would be profitable again, in just a few hours, thanks to Nichebot.

In this podcast, you'll learn how use the Nichebot keyword research tool to find markets, judge the competition, get topics for articles, write compelling headlines and find titles for your web pages.

2) Howie Schwartz - Web2.0 Marketing Podcast

The second podcast is an interview with Howie Schwartz, the undisputed king of web 2.0 traffic generation. He is the owner of the Conversation Domination private site, which teaches internet marketers how to use web2 properties to get top search engine results, for maximum sales and traffic.

These are the social news sites, bookmarking sites, blogs and video sites that Google pays attention to. This is not the same old SEO from 2005, with it's Sandbox, where you had to wait three months to show up in the rankings.

Using Howie's Conversation Domination techniques, I get top search engine rankings in a couple of hours. Not days, weeks or months... a few hours. You'll discover how I do it on this one hour call.

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10,000 Article Offer Held Over

Mike Liebner is in a very generous mood at this time of year. He's granted my readership a little extra time to take advantage of his crazy 10,000 article deal until the end of the year. A one time payment gets you...

- * Instant access to 4,800 keyword optimized articles.
- * 400 fresh articles every month for 12 more months.
- * One year private forum with expert SEO advice.
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If you're looking for content for your websites and blogs, this has got to be the deal of the decade.

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SEO is Dead... 1994 - 2007 R.I.P.

These are weird and wonderful days. I've been so busy playing with web2.0 strategies and getting instant search engine rankings.

Jim Morris from NicheBot made a blog post announcing that our bonus podcast was ready. I hadn't yet submitted it to iTunes, so the only mention of it was on Jim's blog.

I decided - without Jim knowing - that I would do 20 minutes of web2 marketing for his post. The result? I boosted his post to #1 on Google, while I held down the 2nd and 3rd spots. Pretty cool for 20 minutes work wouldn't you say?

Later in the day while on the phone with Colin McDougall, he jokingly said, "Imagine what would happen if you spent a whole hour promoting each blog post." Hmm... "What if, I wondered."

Later that day I did another round of promo. I submitted the podcast to iTunes and pinged the major podcast directories. I also added in another handful of web2 announcements and social bookmarks.

The result? He he he...

Blammo... My blog post - announcing the podcast - won the #1 and 2 spots, with all sorts of web2 properties snagging 6 out of Google's top 10 spots.

I phoned Jim and we had a good laugh about it. He was really happy about my success. But the really cool thing is, two weeks later, my top rankings remain.

Note that I didn't do the social posts to get PageRank or link popularity. I did it for the SEO benefits... the top 10 rankings in less than 48 hours.

Now everyone's asking me what my favorite web2 sources are and how they are different from each other. So to stop the flood of mail, I'll go through them real quick, so I can get back to playing the engines.

Howie Schwartz and Conversation Domination: If you want to go fast like a wildfire, choose Howie's method. You do not need your own hosting, domain names or websites. And you don't need to know how to FTP, configure your DNS, nameservers or any of that other junk.

You build your campaigns on the backs of web2 services. You target a long tail phrase and completely obliterate your competition in the rankings and move on to the next target. He also teaches you how to outsource this work.

Conversation Domination: <http://www.cdzn.com/cd>

Colin McDougall's Fly on the Wall Club and Constant Conversation: If Howie's method is like a wildfire, Colin is a carefully controlled campfire. Like Howie you pick your market but Colin controls the conversation, even starting it if it doesn't exist.

Using Colin's method you make a calculated burn. A sustainable business model that you grow over time. You have your own domain names and hosting, and promote them through conversational marketing.

Fly on the Wall Club: <http://www.cdzn.com/fly>

Frank Sousa and Traffic Geyser: YouTube is the #4 most popular site on the internet. Frank's service uploads your video to 15 popular video sites.

You even don't need "real" video to take advantage of this traffic, as the Geyser now features what Apple Garageband users have enjoyed for years... slidecasting.

All you need are a few graphics and do a voice recording over the phone and ta-da! Instant slidecast videos that can be as short as a 30 second sales message, that leads to your landing page. And as Google Universal Search increases, so will the amount of search phrases that return video as the result.

Traffic Geyser: <http://www.cdzn.com/tg>

Those are my top three web2.0 marketing sources at the moment. And I've just been made aware of a few others that I will review in the future.

One thing's for sure, if you haven't added web2.0 strategies to your marketing mix, you better do so and soon... either that or be left scratching your head, wondering where your search engine rankings disappeared to.

Now if you'll excuse me, there's a highly profitable, yet little known niche I've had my eyes on. He he he. :-) And I'm going to own it in a matter of days. Wouldn't you like to do the same?

The Machine is Us/ing Us

Here is a short five minute video by Michael Wesch, Assistant Professor of Cultural Anthropology at Kansas State University. The machine IS us and it's USING us.

What it demonstrates, is how you and I are cataloging the vast amount of data on the internet. Every time we social bookmark something, we are tagging it into our own classification system. The machine is using us to tag and sort what's out there.

Professor Welsh says, "My videos explore mediated culture, seeking to merge the ideas of Media Ecology and Cultural Anthropology." But underlying all this is a message, how web2.0 is changing us from an SEO oriented culture, into a self managed and self directed future. We ARE the machine.

Watch the Machine is Using Us: http://www.youtube.com/watch?v=NLIgopyXT_g

Conversation Domination Continues

Howie Schwartz continues to dominate the conversations of any market he sets his sights on. First it was a couple marketing seminars. Then it was Halloween. Now he's stolen Christmas and he'd like to show you how he did it.

You can watch the videos and case studies, but don't blame me if you're anxious to try some of this stuff for yourself. In fact... that's why this newsletter is shorter than usual. I've been so busy applying Howie's techniques to my affiliate sites that there's little time left to write.

Oh right, right... the reason for this bit in the news section, is that Howie has added a monthly payment option. So if the yearly price was a bit to steep, he's made it affordable so you can get in and get busy.

Conversation Domination: <http://www.cdzn.com/cd>

(Actually web2.0 marketing is a heck of a lot of fun. A total blast. I haven't had this much fun marketing my sites, since 1997. :-)

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Traffic Geyser Gushes Flood of Visitors

Did you know that submitting a video to YouTube or Google, along with your keywords, can shoot you to the top of the search engines, in less than 24 hours?

If you're not using video yet, now is your chance to get started. You don't need to be the least bit technical. You don't even need a camera.

Seriously, if you can talk on the phone and download photos from your digital camera (or copy and paste stock photos) you have all the skills that are required.

Traffic Geyser: <http://www.cdzn.com/tg>

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Feature Article

Future SEO... A Web2.0 Marketing Case Study

Sitting beside me at Ken McCarthy's System Seminar in Vancouver was Shlomo Savyon. (Many of you have met Shlomo at various conferences, summits and marketing events.) He sells sterilizers like autoclaves from his site sterilizers.com.

Shlomo is a very smart person, but has the same troubles as everyone else online. How to get more traffic and make more sales.

Right now, the fastest way to get search engine rankings is to participate in what are referred to as web2.0 properties and social bookmarking sites. Many of you are familiar with Squidoo, Digg, Technorati, Delicious, Propeller, Reddit, Newsvine and others.

After posting a story or an article to your blog, you can announce it on several web2 sites like Digg and Propeller. You can then bookmark your post and the announcement pages on Digg and Propeller, using Reddit, Delicious and other social bookmarking sites.

What happens is... not only does your original post get found in a hurry, you also get inbound links from popular hubs. But it's not so much the links or the traffic - even though the hubs are very popular sites - the real benefit is enhanced search engine listings.

These social posts "jiggle the web" so the spiders come running to see what the commotion is about. You get spidered almost instantly and indexed within a few hours.

Very often your original blog post will get top search engine rankings... and I mean a #1 spot on Google. Then when you look down the list, you'll often find your Digg post in third, your Propeller post in fourth, your Reddit link in sixth and so on down the list.

I've performed this enough times on long tail search terms, that it's now part of my overall marketing strategy. But how can you apply this new style of SEO to your own situation? Remember Shlomo? Let's take him as a case study.

At the System Seminar, I suggested that Shlomo go to Google News. Why? Because what do sterilizers do? They get rid of viruses and bugs like bacteria. Type in the word anthrax (a nasty bug that can be transmitted to humans) and take a look at the blog posts and conversations that are taking place right now.

Sure enough there are plenty of fears and news stories surrounding security of buildings and personnel. There were at least 20 current stories on anthrax.

I suggested that Shlomo join these conversations, comment on their blogs and put their fears at ease. And in doing so, position his products as a solution to their problems. (Sterilizing the mail would prevent exposure to the key personnel inside the building.)

Since the stories are topical and they are being discussed right now, Google is - to coin a Howie Schwartz phrase - camping out on these blogs, ready pounce on any updates. Any comment to those blogs (just ping the RSS feed) or related news stories will be spidered immediately.

Then there's the Colin McDougall method of "starting" the conversation. If there are no blog posts or news stories to jump on, have some articles written and ready to go, to start a discussion, or keep a conversation going.

Shlomo could go to NicheBot for a little keyword research. Within minutes he could discover what people are searching for. Just about any result that NicheBot returns for the phrase "autoclaves" could be a good topic for an article.

For example, the phrase "autoclave sterilization protocol" gets an average of twenty searches per day, yet there's only one competing page on the internet for that exact phrase. Another is "autoclave sterilization trays" which has 68 searches per day and zero competition.

Imagine Shlomo writing an article on the various types of sterilization trays. He could post it to his blog, announce it on a few web2 sites, and throw in a few social bookmarks.

He would simply dominate the top 10 spots in the search engines and almost be guaranteed of getting all that traffic. Yep... one article per long tail phrase and he would pretty much own everything.

Could he add video to the mix? You bet! It would be easy for Shlomo's staff to do a quick two minute hand held video demonstration, starting with his most popular makes and models of autoclaves.

He could demonstrate the features and benefits of any given model, along with size, weight, capacity, and comparisons between similar models. He could then upload one copy of the video to Frank Sousa's Traffic Geyser and it would handle the tedious task of uploading it to 15 of the most popular video sites.

Then when someone searches Google for the make and model number of any popular autoclave... up comes Shlomo's video in the search results. And what would you rather do, if you wanted to find what this baby could do... read a crusty old spec sheet, or watch a video? :-)

But what about "traditional" SEO. In addition to dominating the long tail, Shlomo would like more links to his main site. How can he get medical research labs and medical schools linking to him?

There are two ways. Both involve using a PDF report. Remember the "autoclave sterilization protocol" keyword phrase? He could write an official report, based on the manufacturers recommendations for sterilization times, wrapping procedures, tips and techniques.

He could then give this report to the medical labs and schools. The report would contain links to his site. The labs would link back to him, telling others where to find the report. But there's a better idea...

Write one report and make them download it from his site. He could reason it something like, "Sterilization techniques and standards continue to improve on a daily basis, so in order to abide by all the changing government regulations, you must download the "official" report from this site."

Well, you get the idea. (And if the report could get an official endorsement by a recognized association, that would be gravy.)

But instead of letting visitors download the report straight away, trade them their contact info for the report, and build a readership at the same time.

Then finally, add an affiliate program into the mix. Instead of having his staff write articles, announce on web2 sites, do the social bookmarking, etc, why not have dozens or hundreds of affiliates doing that work for him.

A quick poke at NicheBot revealed some interesting markets. I found out that Medical labs and schools are just the tip of the iceberg.

Who else uses sterilizers? Government officials, crime labs, hospitals, dentists, orthodontists, tattoo parlors, body piercing places. etc. And each has their own way of searching, with different keywords and long tail markets.

Shlomo went back to New York after the System Seminar, and I'm sure I set his head buzzing. I'm happy to hear he set up an affiliate program, which you can join here, if you're willing to work hard and promote it seriously:

[Join the Sterilizers.com Affiliate Program Here:](http://www.cdzn.com/sss) <http://www.cdzn.com/sss>

My conclusion? I hope that I've shown you... if you think about it, even something as unique as a sterilizer or autoclave, can be positioned and sold to the existing markets using web2.0 strategies.

So go ahead and jump in... jump into the conversation, or start your own. People are waiting and they're online right now. They're talking about your products. Are you ready to join and dominate the conversation? If you don't.... who will?

That's it for this issue my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.

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Web 2.0 Training for Competitive Markets

What are your main keywords? Would you like to be in the top 10 search results on Google... the most heavily used search engine? Of course you would... who wouldn't love to get all that traffic?



How would you like to be mentored by someone who consistently has his site in the top 5 results? Someone who holds down top positioning in one of the most competitive markets? I'm talking about Colin McDougall, author of the highly acclaimed [VEO Report](http://www.cdzn.com/veo): <http://www.cdzn.com/veo>

If you think competing for wedding favors, or barbecues is hard, try credit cards. Colin holds down top 10 positioning, for several keywords in this hyper-competitive market. If he can battle it out, for some of the most competitive keyword terms on the planet and win.... just imagine what he could do for your market!

[Join Colin McDougall's Fly on the Wall Club](http://www.cdzn.com/fly) <http://www.cdzn.com/fly>