

Is Web 2.0 a Big Waste of Time?

Or a Good Source of Links and Traffic?

Discover the truth in this revealing report!



by Colin McDougall

Web 2.0 Sites are NOT a waste of time, if you go about it the right way. In this report you'll learn how to participate in them and benefit from them.

At the end of this report I will reveal sites that you can leverage to gain exposure for your website. But the first thing you'll want to do, is [grab the 40 minute companion podcast to this report at Internet Marketing Secrets #130](#):

<http://www.InternetMarketingSecrets.com/130/>

Before I go into the "how-to" details around Web 2.0, it is important that you transform the way you think about internet marketing. Leveraging Web 2.0 for maximum benefit, requires that you avoid the temptation, to write content on a keyword density formula, and dismiss the idea of using Web 2.0 sources, as a direct method of building your link popularity.

While you can get some immediate "link love" from these sources right now, it is likely that Google will diminish the value of these links. Web 2.0 services - such as the list at the end of this report - should be used as a method of establishing yourself as an authoritative expert in your industry.

Your focus must be getting known. Use Web 2.0 only to establish trust and credibility within your industry, and you will be setting a very solid foundation.

When you focus on quality content vs search engine optimization, the kind of links Google gives the highest value to, will come to you, those are the links that are naturally awarded to you, because of the value you provide via your content.

By focusing on quality and providing real value to the web, you will see that most of your work comes early on. And as you establish your brand the work gets easier and has an exponential exposure effect.

To get started, I would like to share with you the strategies that I use to promote my websites. It is important to read this report and get an action plan together, before you start using these services.

Method 1 Conversational Marketing

Register an interesting domain. A domain that can be branded

In order to create the maximum impact from conversational marketing, you must establish credibility. You must have a domain that sounds like a real business entity.

When I talk to affiliate marketers new to the business about branding, thoughts of "I'm just a lone wolf, how can I establish brand." Many people are confused about what branding means.

What is branding?

The American Marketing Association (AMA) defines a brand as: *"a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers."*

Before you register your domain, here are the steps you should take, to ensure you acquire a domain that will scream what your message is.

When establishing brand, your goal is not to persuade prospects away from competitors, rather it is to position yourself in the mind of the prospect, that you are the ONLY provider of the product or service.

Here are examples of great brands:

* When you cut yourself you ask for a Band-Aid. The brand is Band-Aid but the product is a bandage.

* You sneeze and ask for what? Of course, you ask for a Kleenex which is of course a brand name tissue.

Your main objectives when establishing a brand are:

1. Deliver the message clearly
2. Confirm your credibility
3. Connect with your target prospects emotionally
4. Motivate the buyer
5. Solidify user loyalty

To achieve these objectives, here are the steps that you need to take, to do a good job of defining your brand. It doesn't matter if you run affiliate websites promoting other people's products, or have products of your own. The principles are the same.

Your to do list:

- 1) What products and / or services do you offer? Define the qualities of these services and / or products.
- 2) The nature of your products or services will directly impact the message that you are trying to convey. To establish a brand for your business, you will need to use your creativity, and think about human emotions, to get people excited about what you are doing in your business.
- 3) What are the core values of your products and services? What are the core values of your company?
- 4) Take a moment to list your values. What you and your company believe - and feel about issues pertaining to your industry - is paramount.
- 5) What is the mission of your company?
- 6) What does your company specialize in?
- 7) Who is your target market? Who do your products and services attract?
- 8) What is the tagline or slogan of your company? What message does your tagline send to your prospects?

9) Using the information from the previous steps, create a personality or character for your company, that represents your products or services. What is the character like? What qualities stand out? Is the personality of your company innovative, creative, energetic, or sophisticated?

10) Use the personality that you created in the previous step, and build a relationship with your target market that you defined in Step 5. How does that personality react to the target audience? What characteristics stand out? Which characteristics and qualities get the attention of your prospects.

11) Review the answers to the questions above, and create a profile of your brand. Describe the personality or character with words, just as if you were writing a biography, or personal ad. Be creative while keeping the character in mind.

Create compelling copy - Be interesting and useful.

Far too many webmasters focus on targeting keywords, before thinking about their story.

Note that I used the word story, it's very important to create stories. People like reading stories, so with every article that you write, think along the lines of telling a story.

It's easiest to tell your own stories from your own experience, however.. if you don't have a story that relates to your industry, then make up a story.

Create Characters

With every product and service you are promoting, there is an audience. There are certain demographics that you will be marketing to.

When you are putting your "stories" together, you must consider who these people are, and how are you going to help them solve their problem.

Before you write the stories, that will attract your target market, you need to put a character profile together. It is best to think of an actual person you know, that fits into the demographic profile you are marketing to.

Keep a document of who this person is, to ensure that when you are creating your copy, that you are always providing your audience, with the information they want, and it's in the format they want to see it in.

To find out who your target market is, you will need to do a little homework. Here is how to learn about who your market is:

- 1) Search your keyword in Google
- 2) List who your top competitors are
- 3) Visit <http://www.quantcast.com> to get general demographic information
- 4) Now, create your character(s)
- 5) Produce your "stories" for this market

Stay in Tune with Your Industry

Keep a close eye on your industry and stay current with what's happening, so that you can get involved in online conversations, and provide intelligent, informed commentary.

Use news feed services such as Google Alerts, to get up to the minute information that pertains to your industry. Yes, this is a lot of work. I recommend having somebody on your team watch and report on the latest developments.

Did you know that you can get "prepared in advance" for what the media will be printing? You can view what newspapers, radio and television will be running.

You can see what ads, guests and topics will be discussed for up to a year in advance in some cases. This gives you tons of time to get ready, for stories that could get major coverage.

Let me show you one of my best kept secrets - to leverage traditional media - for your online marketing efforts.

My business partner, Colin Wiebe, worked at a major daily newspaper for 15 years. One of the best tips I have received from him, is to take a look at Media Calendars, to see what advertisers will be promoting in the coming weeks and months. You can leverage these future promotions, to position yourself to be at the top of the search engines, when products in your industry will be getting future media coverage.

Compile a list of authoritative sites within your niche that allow you to contribute your content

By identifying authority sites, and contributing to them regularly, you can start driving traffic and making sales on your website immediately. In fact, I have made \$600 by taking 30 seconds to post a response in an authoritative blog.

Not bad for 30 seconds effort!

It might take a little time to find sites, that will accept your contributions and comments within your industry. Make sure you keep a file - listing these sites as you find them - for future reference.

Here is a tip to save you some time in identifying these sites:

Perform Google searches for phrases such as "<your keyword> comments" or "<your keyword> contribute".

Quite often these sites use the free hit counter service, www.sitemeter.com. I like to look for the SiteMeter icon on the page, and click to view their traffic volume. Yes, some webmasters leave their traffic stats open for you to view. This makes it easier to prioritize which sites to contribute to.

Plan a story - People love stories

Planning stories for your website is going to be very easy, because you have gone through the processes that I have outlined above, and put a lot of thought, and effort, into what your brand is.

It's best to have a list of several discussion items. Try to create stories around your products - but you must avoid shameless self-promotion. You will need to create interesting stories about your product or service, without looking like a sales pitch. Web 2.0 doesn't like sales pitches at all.

When you are promoting your site in Web 2.0 remember this piece of advice:

Nobody wants to be sold something.

If I approached you and said "Hi, I'm Colin and I have a coaching program. You should buy it." All that will do is repel you, and I will never enjoy having you as a customer.

However, when I tell my story of working long hours, for very little money at my "real job" and then starting a successful home business etc, then you are more inclined to stop and listen.

Use Web 2.0 as a mechanism to tell your story to create awareness about your website. When you have a good story to tell, you will get traffic and more importantly gain the respect of influential bloggers.



Assemble your team

To make maximum impact, you will need a team to help you. There is going to be a ton of content required to promote your site. In some of my industries, I have as many as 75 different Web 2.0 accounts. There is no way that I can manage that as an individual.

If you don't have the cash to pay for an army of employees, consider partnering with others for a revenue share. In fact, I do this all the time. One benefit of revenue sharing, is that all parties have a vested interest in the business doing well. Many employees that I have hired in the past, have a vested interest in my company.

Start or take over the conversation

Now that you have a list of authoritative Web 2.0 sites in your industry and some story ideas ready, it's time to start talking in the blogosphere.

What? You don't know how to talk in the blogosphere?

Let's make this simple for you. It's exactly like talking on the telephone. The only difference being that every "call" is a global conference call, which is cool because you are getting in front of thousands of people.

Method 2 Entering Buyer Awareness in the Search Engines

The steps for entering the buyer awareness - by dominating your content in the search engines - are quite similar. However, in these cases, you are not creating a conversation. You are submitting your supporting content to Web 2.0 sites, to rank in the search engine.

What if every result in the top ten listings at Google was talking about you?

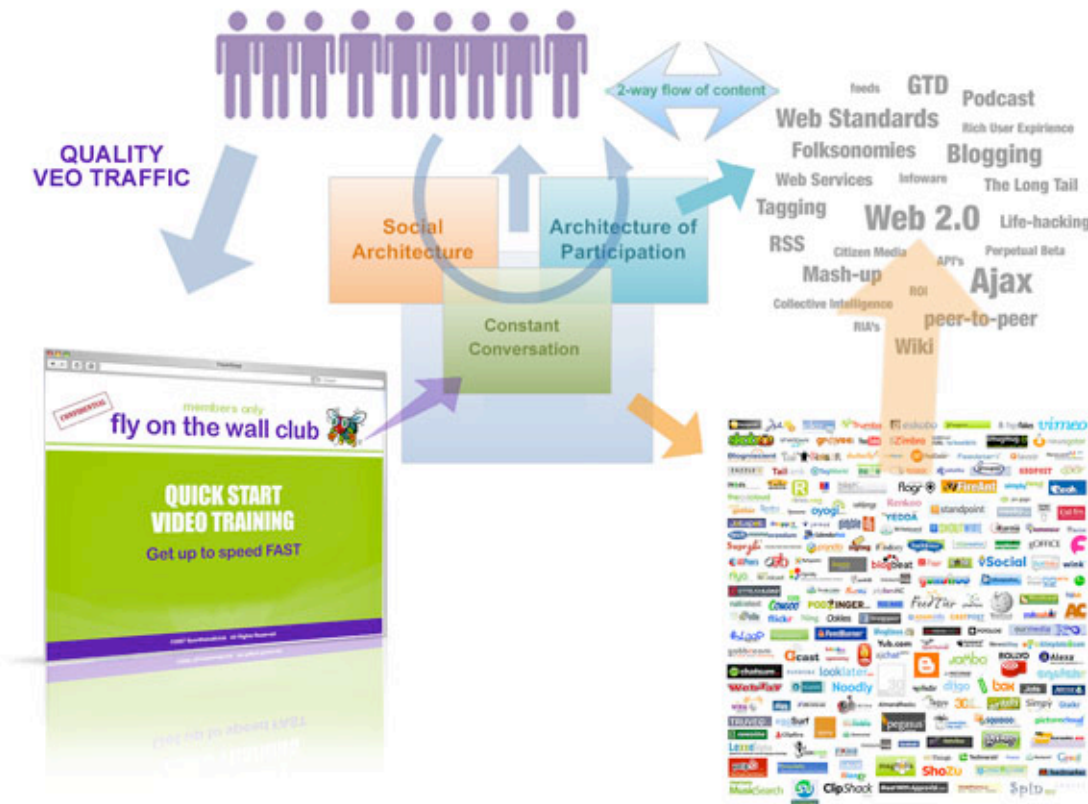
Do you think that would create a perception with web searchers that your site must be the best site out there?

Of course they would perceive that your site is the best, because everywhere they go, your site is mentioned.

Before I go on... let's talk about what I mean by supporting content.

Think of supporting content, as content that's written as a "neutral" third party. You can think of this as article marketing on steroids.

What you will have is a "network" of sites and people that will propel your message into the top results.



From "The Constant Conversation" www.constantconversation.com

Clear as mud? The above image depicts just a sample of the flow of information. As you can see, there are tons of Web 2.0 and social bookmarking sites that you can leverage.

To do well utilizing Web 2.0, you can start with a handful of Web 2.0 sites, but I urge you to re-invest some of your earnings to hire "ghost buzzers"

It actually is somewhat complicated, and that's why I'm here... to offer help and guidance.

Summary:

To get the maximum exposure for your website here is a list of the top 15 services that I use:

Propeller.com, Digg.com, Plime.com, Blogowogo.com, Scribd.com, ClipMarks.com, itunes.com, metacafe.com, Squidoo.com, Wikipedia.com, del.icio.us, Technorati.com, Hubpages.com, YouTube.com

There are many more services than what I have listed here. And there are quite often niche specific sites. You should always be on the look out for Web 2.0 services specific to your industry as well.

As I mentioned at the beginning of this report, it is important to provide only useful information, that is not a blatant sales pitch about your products and services. Be a story teller and problem solver. Remember that most people don't like being sold something.

Most people want to hear a story of how a product or service made a difference, and by the association of how your product or service saves lives, heals pain (emotional or physical), or creates a special feeling.

When you make somebody's life better, and tell the world via stories, you will attract links to your site, which results in higher rankings, and you will start seeing repeat customers and word-of-mouth referrals.

Web 2.0 goes beyond the search engines. It has created a new world of instant traffic. So avoid any manipulative tactics and focus on content, whether it's video, audio or written text. Give your audience a great experience and you will be greatly rewarded.

For personalized coaching and mentorship visit:

[The Fly on the Wall Club](http://www.cdzn.com/fly)
at <http://www.cdzn.com/fly>

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A D V E R T I S E M E N T

SEO 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 results? Someone who holds down top position in one of the most competitive markets? Someone who trains you not in geek speak, but in everyday English?

I'm talking about Colin McDougall, author of the highly acclaimed [VEO Report](#). He's not a "search engine" guru. He's just a regular hard working guy that doesn't give up. He keeps at it until he finds what works.

If you think competing for wedding favors or barbecues is hard, try credit card applications. Colin has top search engine positioning for several keywords in this hyper-competitive market.



Now Colin shows and tells all. If he can do it... so can you!

What he's offering is missing from almost every other private site... personal assistance. If you get stuck with your internet marketing, or SEO efforts, Colin will be there to help you through it.

I've spoken with Colin quite extensively about his new club. I am convinced that he is dedicated to helping you succeed and achieve your goals. He is collecting a huge database of your questions. The most frequently asked ones will be addressed through teleconferences, podcasts and webinars.

There won't be any CDs or DVDs, as content delivered in these mediums are usually obsolete by the time you receive them. By using podcasts, conference calls, and video, new marketing strategies can be explored while they are still emerging. Whereas old tactics that used to work, can be dismissed and put away, once and for all.

For example, in issue #130 of the [Internet Marketing Secrets Podcast](#), Colin revealed how to get your site #1 in Google, in as little as six minutes. It's one of his favorite SEO tricks of all time: <http://www.InternetMarketingSecrets.com/130/>

Once listen to the podcast, you'll know this secret and dozens of others. But it doesn't stop there, Colin's "Fly on the Wall Club" has hundreds of SEO training videos, tips, tricks, suggestions and strategies for your online marketing.

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

Seriously folks... in a land of opportunists, all just trying to sell you stuff, almost none of them have walked the walk. They all talk up a storm, but in reality, almost none of the marketers have ever practiced what they preach.

So here's a refreshing change, from someone who not only competes and wins. He battles it out for some of the most competitive keyword terms on the planet. Now just imagine what he could do for your market!