

INternet Marketing Roadmap

By Kent Smith

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Do you ever feel as if you have fallen off into a great BIG black hole when you start trying to promote your business online?

Not all is lost, it is not some great conspiracy to keep you running in circles.

Here is the picture: You go to your first site to place an ad or a link when you come across a link that leads you to another resource and then ANOTHER and then (Whew!), well you get the idea.

By this time its 2 A.M. and you've been surfing for 3 hours, your head hurts, your eyes are blurred and still have only posted to 7,423,089 FFA pages and put a couple of free classifieds up.

Tomorrow you are checking your counter to reveal....drum roll please....2 hits! Do what?

This is not to say that FFAs, free classifieds, replicating web pages and all the other types of things don't work they just don't work very well. They can also be very time consuming and distract from your main marketing efforts.

This IS to say that you may have missed the mark long before you started trying to publicize your great new business.

You must get a roadmap of where it is you want to go!

The map is pretty simple:

1. Find something you have a passion for then do a little research

2. Find a product that is complementary to that passion.
If you can't find one then it may be time to make your own.
3. Develop a keyword rich content site
4. Continue to add content on a daily or weekly basis.
5. Use some press releases and announce site to let the world know of your new venture
6. Submit your sites to the search engines.
7. Publish your own ezine
8. Submit your articles for publication in other ezines and web sites
9. Participate in forums and discussions
10. Follow up, follow up.

If you even do part of the list above you will be light years ahead of most of your competitors!

Plan your efforts.

Everything from deciding WHO your customer is, what affiliate program to get involved with, to planning your site, profiling your customer, deciding what your MWR is, how you will follow up and even YES how you will promote.

All of the promotion and traffic in the world will be of little or no value to you or the company you are trying to represent if you do not take the time to plan these things.

I am a big believer in the concepts in the Make Your Site Sell book by Ken Evoy. They are straight forward, no bull, proven ways to build a profitable online business regardless of the product. He addresses ALL of the points above and then some!

You can get this book for less than it would cost you to go to the nearest restaurant for dinner and I would suggest you get it right now. Go ahead!

<http://www.web-biz-today.com/cgi-bin/track/tracker.cgi?1>

Once you are done finish the rest of this article.

If are not ready to take the leap and actually spend less than US\$20, I would highly recommend that you get one or all of Ken's free courses, especially the Affiliate Mastery course.

This course and 3 others are at <http://web-biz-today.com> . Each is an intensive 5 day course delivered to your email and will give you plenty to think about as you go through them. I have used them all and go back to refer to them almost daily as I go through my routine.

Don't you just love this stuff?

Now, once you have done all the things you need to get your home based business moving at web speed you will have the

time to actually go surfing OFFline or do something that does not require the use of a mouse!

Kent is a published author, webmaster and online marketer!
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