

The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions
so that **YOU** can make money online without
falling for the scams



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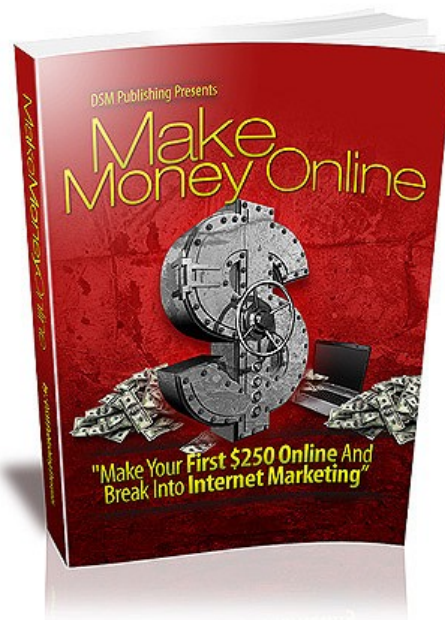
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Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.



If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).

FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 10-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

If you would like to take advantage of our Internet Marketing Superclass & discover how to make money online then [click here](#)

TRAFFIC GENIUS

Long ago in the early days of the “world wide web” people used to believe the saying “If you build it, they will come”, today, unfortunately that statement doesn’t hold up at all, you can build it, but you will have to drive the traffic to it, otherwise, your site will simply sit there on your hosting quietly minding it’s own business, desperately waiting for Google, Yahoo or some other search engine to find it out there all Lonely and Lost.

So just what can we do to get that laser targeted traffic to our little lost site, all is not lost, and there are plenty of ways to drive that traffic to our sites, with a little bit of consistent and steady work you’ll soon see those visitor figures increasing from single numbers a day to hundreds per month.

If you want your site to succeed, you **need** that traffic. Even if you are short on time, or you are new to having a presence on the Internet, or perhaps you don’t even have any technical skills, there should be at least one method in this e-book that you can choose to use and start to see an increase in visitors to your site.

We’ve got listed the known ways to drive traffic to your site for no cost other than your time and determination to get that footfall.

Let’s take a look at what we can do.

Optimise Your Site for the Search Engines

The most basic thing you can do is to make sure that when the search engines visit your site, they know what your site is about. So how do we tell them?

We use our tags correctly. All pages of your site should contain the following information for the spiders to read.

1. The title Tag
2. The Meta Keywords tag
3. The Meta Description tag.

All of these bits of information are listed at the top of your page and contained within the <head> section of the page.

When you build your site using any WYSIWYG editor make sure you add the Meta description tag and the Meta keyword tag section to the header as most of the editors do not do this automatically.

Here is a new page source view in Kompozer, note the required tags are missing !!!.

```
<html>
<head>
<meta content="text/html; charset=ISO-8859-1" http-equiv="content-
type">
<title></title>
</head>
<body>
<br>
</body>
</html>
```

Let's look at how an optimised page source view should look like.

If our site is promoting let's say Learning to play the Guitar, I've just Googled "learn to play guitar" and the top site, listed number one on the first page gives me this.

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<META HTTP-EQUIV="Content-Type" CONTENT="text/html; charset=UTF-8">
<title>Learn How to Play Guitar | Learn Guitar Online | Free Beginner
Guitar Lessons | Learning Guitar Player</title>
<meta NAME="Keywords" Content="guitar lessons, free guitar lessons,
learn guitar, how to play guitar, guitar, play guitar, learn how to
play guitar, beginner guitar lessons, learning guitar, guitar player
, learning guitar online, learn to play guitar">
<meta NAME="Description" Content="Learn how to play guitar online at
Guitar Player World.com with free guitar lessons and resources. Learn
guitar and get free beginner guitar lessons for learning guitar
online.">
```

Look how clever they have been with their page title.

```
<title>Learn How to Play Guitar | Learn Guitar Online | Free Beginner
Guitar Lessons | Learning Guitar Player </title>
```

They have chosen their "keywords" precisely too, there are just 12 of them, and they are highly targeted towards the nature of the site. Take a look at the section <meta NAME="keywords" Content=

The description of their site page is precise and not how cleverly they have even added their site web address into the description section. The search engine knows exactly what the site is about, and who it is targeted to and it's no wonder it's on page one.

Unfortunately, the site isn't number one on Yahoo, Using the same search term at Yahoo, the top unsponsored site shows this information in their tags.

```
<HEAD>
  <TITLE>Free Guitar Lessons - Beginner Guitar Lesson One - A Free Online Guide to Teach You How to Play
  Guitar From Scratch</TITLE>
  <meta name="keywords" content="guitar lesson how to play guitar lesson one beginner getting started
  learning guitar lesson online free chords scale tuning learn guitar">
  <meta name="description" content="An online guide, containing free guitar lessons to help you play play
  guitar. Pull out that old guitar in the basement, and you can start learning within minutes.">
```

Again we can see they have very cleverly used their <title> tag to be as descriptive as possible.

Their keywords and description are again specific and highly targeted to their niche.

Using Alta Vista search engine for the same phrase "learn to play Guitar" this same site is again top of the search engine listing and it has achieved 2nd ranking on the first page of Google.

What can we learn from this?

Use the title tag: don't just call your page index or sales page or something really short, think about your title what exactly is your site is about?

<TITLE>Free Guitar Lessons – Beginner Guitar Lesson One – A Free Online Guide to Teach You How to Play Guitar From Scratch</TITLE>

Use your keywords responsibly, be precise and to the point, do not use more than 25, and make sure your description does just that, describes in a quick statement exactly what the site is about.

H1, H2 and H3 Tags are important too.

Most search engines also pay attention to what you have inside your header tags. Search engine crawlers look for these to determine the relevance of your page too. Ensure that the H1, H2 and H3 tags are relevant and targeted to the content on your site; try to have only one

keyword in each Header line.

Alt Tags are important too.

An Alt tag is a html tag that gives a description to an image. Make sure that your Alt tags are descriptive and accurate: you should never ever stuff your keywords into an alt tag.

The only purpose of an alt tag is to provide a text description of what the image is.

Site Maps and their Importance

Site maps serve two distinct purposes, one to help your visitors navigate through the various sections of your site and the other to provide search engines with a quick way to find and index every page on your site.

A static sitemap of all the web pages on your site greatly improves the chance that all of your site will get indexed by the search engines. A site map page is the best page to submit to the search engines manually because it will include a list of all the pages on your site.

All of your site map links should be in plain text and point to every page within your site with descriptive words that make it easy for both your visitors and the search engine spiders to understand. Site maps are essential as an optimization technique and should always be linked to from your index page or home page and your site menu.

There are two ways to build your site map, manually, or using a site map creation tool.

Manually create your site map.

It is easy to create a sitemap manually by using what is known as a nested list structure. You can create one by using your WYSIWYG editor or manually using notepad.

The only drawback with creating your site map manually is that every time you change your site, either adding or deleting pages, you will have to manually alter your site map to keep it relevant and up to date.

Site map generators

There are many sitemap generators available for you to use, some free and some paid for. Using a site map generator is quicker and easier than manually creating your own.

One free and easy to use one is located here at

<http://www.sitemapdoc.com>

You can use this site to create a brand new site map, edit an existing one, check you keywords and lots more things too. Simply follow the on screen instructions and the site will create your sitemap for you.

The screenshot shows the SitemapDoc website interface. At the top, there is a navigation bar with several buttons: "Create New Sitemap" (highlighted in red), "Edit Existing Sitemap", "Google SERP Rank Checker", "Keyword Analyzer", "Place Page QR Codes", and "Geo Sitemap KML Gen". Below the navigation bar, there is a main heading "SitemapDoc - XML Sitemap Generator and Editor". Underneath, there are several promotional links: "Sitemap Generator" with a subtext "Create a sitemap the quick and easy way. Download a free trial today! www.inspyde", and "Google Analytics" with a subtext "Web Analytics From Google. Sophisticated, Easy, Free! www.Google.com/Analytics". There is also a small "Ads by Google" logo. The main content area features a form with a text input field containing "http://www.", a "Create Map" button, and two checkboxes: "Include HTML Map + RSS" and "Check Images". Below the form, there are several links: "Ads by Google", "Site Map Generator", "Generate SiteMap", "XML SiteMap Creator", and "XML Tools". On the right side, there is a large advertisement with the text "Want More Hits To Your Website?" and "Increase Your Traffic".

This online sitemap generator will produce a site map for any site with less than 500 pages. This only works for static html sites. If your website is built using wordpress then there really are some excellent plug-ins to make your site map with too.

Always ensure that your site map is kept up to date.

Search Engine Submission

Do not waste your life trying to submit your site to every search engine out there. Apparently there are at present more than 420 active search engines out there on the web. If submission to each one took 20 minutes,

it would take you 140 hours of solid non stop submission. (That is nearly a week with no sleep!)

If you really want to submit your site yourself to the search engines, just focus on the major ones, and make sure that the only page you are submitting is your site map.

Here is a list of the top 4 Search engine sites.

1. Ask.com <http://about.ask.com/en/docs/about/webmasters.shtml#18>
2. Bing.com <http://www.bing.com/webmaster/submitsitepage.aspx>
3. Google.com <http://www.google.com/submityourcontent/index.html>
4. Yahoo.com
<http://help.yahoo.com/l/us/yahoo/search/indexing/indexing-06.html>

Any easy way to find out if your site has been visited by the web crawlers is to check in your stats program if you have one available to use with your hosting account.

Don't get suckered into spending a lot of money with firms that advertise search engine submission, nowadays, most sites are picked up very quickly by the search engines, what you really need to concentrate on is keeping those crawlers and bots coming back on a regular basis.

Frequently Update Your Content.

There is nothing worse than visiting a website or blog than finding it still is the same as last time you visited it some months ago, and what's more important, the search engines and their little crawlers and bots don't like it either, you need to feed your site with new and updated information.

A frequently asked question is how often you should update your site. If it's just a personal blog that is just for your own self indulgence then it won't matter how often you update it. If your blog is trying to attract regular readers then you obviously need to post regularly.

If you want to attract and get your visitors to routinely check out your blog every day then you will have to post every day. Search engines like blogs that are continually updated so bear that in mind if your main site is a blog.

Static sites should be updated as needed, be especially careful not to

remove already indexed pages unless you have a 404 web page not found page on your site. If you do update your static site, remember to update your site map too.

What is a 404 web page used for?

When a visitor comes to your site from a search engine and you have moved the page they were looking for all they will see is a “page not found” this is the “404” page. You don’t want that visitor moving on to another site, so use this page to redirect them to either your home page, or your site map.

Here is a very good tutorial on how to set up your own 404 page on your site.

<http://www.thesitewizard.com/archive/custom404.shtml>

Start a Self Hosted Blog

As previously mentioned Search Engines Love Blogs: But what is a blog? A blog is a type of website that is usually arranged in chronological order with the newest entry (blog post) being at the top of the main page and the oldest entry being at the bottom of the last page. Like most things on the World Wide Web, blogs have come a long way since they were first unleashed onto the internet. There are now so many things you can do with a self hosted blog that were unheard of in the early days.

If you host your own blog on your own web hosting space, you can be in complete control of its content and what content you choose to add.

With hosted blogs such as blogger.com you have to ensure that your blog is inline with their terms and conditions. You do not have the same flexibility with a hosted blog as you do with a self hosted blog.

You can sign up with my hostgator coupon for \$0.01 by [clicking here](#).

With relatively cheap webhosting and a \$9.98 domain name your blog can be up and running in less than 24 hours.

If the thought of having to install software and setting up of the blog scares you, then there are lots of script installers out there who will quickly set up your blog for you. Prices do vary from ridiculously cheap to frighteningly expensive, if you need your blog setting up for you, we would recommend the services of <http://www.webscriptinstallations.com>

Keywords Use them wisely

We are not going to go into a lot of depth on keyword research; there are enough publications out there on the subject already.

With keywords it is best to have a list of around 20 to 25 when you are creating your page for your site or your latest blog entry. Try to use each keyword or phrase only once, do not make the page/post hard to read by using too many of your keywords.

With practice, you will be able to create great unique content and keyword relevancy for your site or blog and the search engines will reward you for this.

Internal Linking

When you are linking to internal pages within your site, don't be lazy use your keywords effectively. It is a good idea to use key words to describe the page you are linking to.

Instead of something like "[click here to go to the next page](#)" use a keyword link that describes what the next page on your site is about. "[Further ways to get targeted traffic](#)"

Use keywords for your file <title> names

When naming your sites pages or blog posts, it is important to include your keywords in the title. Some of the search engines will use these to determine your page rank.

Which do you think will help you get listed better?

Page1.html

Page2.html

Page3.html

Or

Laser-targeted-traffic.html

Further-ways-to-get-traffic.html

Real-traffic-secrets.html

It is beneficial to hyphenate your words, as this makes it easier for both

your reader and the search engines to read. Remember to use the hyphen and not an underscore mark.

Get Links from Other Sites in your Niche

Commenting on blogs is a good way to brand yourself and your business: it can also be a fantastic way to get a free back link to your site, possibly even targeting your specific keywords.

Go to Google and carry out a search for “do follow” blogs. “Do follow” means that when you leave a link to your website in your comment and the search engines will see this as a valid back-link. Simply go to Google and use any of these search terms.

“do follow” blogs, do follow blog, or blogs that follow.

Pick out blogs that are relevant to your niche copy and paste their URLs to a txt file on your computer for future reference.

Select one blog, read some of the entries, find one that you feel comfortable commenting on, where you can add value to the original post. Leaving a comment like “Great idea, thanks for sharing” is not a comment, it’s a spam line, so don’t do it.

Give the blog post you are commenting on some real feedback, can you give or add additional information that will enhance the original post. Before you submit your comment make sure that there are no typos of misspellings, take the time to review your posting before you hit the submit button. If it is allowed, anchor text one of your keywords such as ` Laser targeted traffic` You can target a main keyword of your site or a longer keyword phrase. Use a separate keyword for each blog comment do not use the same on all the time, search engines do not like it.

Never ever spam someone else’s blog; you wouldn’t want them to spam yours. If you can try to comment on one “do Follow” blog a day.

Guest Blogging

Do you have an “expert” level of knowledge in your subject?

Could you become a guest blogger for other blogs out there that are in the same niche?

Guest blogging is the exchange of content from one blogger to another

you simply get their permission to post on their blog.

Guest blogging is a win/win for both parties, blog owners win because they get excellent free content for their site; the guest blogger wins because they get more links back to their site.

How to find sites to Guest on

Use the search engines to find blogs in your niche that accept guest bloggers. Use search terms for your niche if your niche is “cake decorating” use the term “cake decorating blogs” or “cake decorating guest posts” compile a list of blogs that accept guest bloggers save it to a text file on your computer.

Niche browsing, once you’ve compiled your list of blogs in your niche market, take a look at them and see if they accept blog posts on their sites. Look for text like “write for us”, “become an author” or “submit your article”. If you find any click the link and submit your post, article, offer to the site owner.

Make sure you write good content for the other sites, if your submission is poor, it is unlikely to get approval and you’ll have just wasted your time. Your aim is to get visitors from this site over to your site, so make them want to find out more about you by posting to your best ability.

But I don’t do blogs

If you are not a blogger, there are other ways to get links back to your site.

Give testimonials, have you purchased a product that you really like, can you write a short precise of the best points of using that product. Does the product owner publish testimonials on their site?

Submit your testimonial only if it is honest and true. Do not make up a fake testimonial just to get a link back to your site. Be honest and be sincere. Other people will read your testimonial and will remember it.

Some website owners like you to submit a picture of yourself when you submit a testimonial others will only publish a short statement from your submission, it is up to the individual website owner as to how they re publish your testimonial.

Forum Posting

Join some high traffic forums, sign up as a member, read their rules, never ever make spam posts just to get your post count up.

Your aim is to become a valued and trusted member of the forum and for other forum members to look forward to your contributions.

Once you have submitted your registration and been accepted as a member of the forum look for a link that says “edit profile” or “profile” Use this to your advantage. Add your picture, your website link, add a signature file. This is your billboard for the other forum members to find out about you and your site. Don’t leave it unused this is very valuable virtual real estate.

Make sure you read the forum rules, and comply with them. Find out how many links you are allowed in your signature file.

Does the forum allow you to advertise in your posts, does the forum allow affiliate links, as long as you comply with their rules, you should be fine. Forum posting does bring traffic to your sites. A word of warning though, visiting forums can be a severe drain on your time, so visit wisely.

Use Google and the other search engines to find forums that are in your niche target area, again, make a list of them in a txt document.

Get your site listed in the Directories

Here is an excellent resource to a list of top ranking directories.

<http://www.tipsntutorials.com/Top-Directories/>

The listings on these directories are edited by real people, not automated scripts. These directories are popular and having a listing will increase your traffic and ranking power. Make sure you write a meaningful description of your site.

If you have a blog, seek out the top blog directories and submit your blog to those too. Simply follow the sign up information and submit your site.

Promote your website using free classified ads

Classified ads can be a great way to get more exposure for your website.

Classified advertising is free, so it's great if your budget is a little stretched. By using free classified advertising you can get free targeted visitors to your website.

Make sure to find the right category for you ad, this is important you don't want it deleted because you posted it in the wrong section. Make sure that your ad is allowed, and not against the rules of that particular site.

Write up your short ad, take some time, try and come up with a compelling headline. Have a look at some of the other ads to get ideas, try and figure out what was good, and what was bad. If your first ad doesn't do well, re tweak it next time around.

Post your ad make sure that you have some kind of tracking script on it so you can see which one of your ads performs the best and on which classified site.

Here is a list of some of the free ad sites on the web.

[Craig's List](#)

[US Free Ads](#)

[ClassifiedAds.com](#)

[Business Opportunity Classifieds](#)

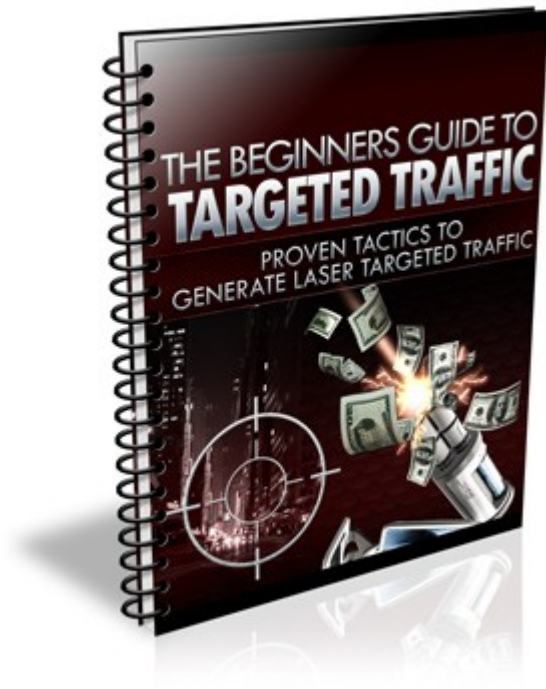
[Oodle](#)

[AdPost.com](#)

Here is what a typical free ads site looks like.



This month's tutorial is all available with full unrestricted private label rights on the following link:



<http://www.ebooks-land.com/products/premium/targetedtraffic.html>

You will receive:

- Your full ebook (this is a mini version)
- All the designs including full minisite
- Along with your own sales page

Then all you would need to do is upload it on to the internet and you have your product.

PUT INTO PRACTICE

1. First of all have a really good think and decide what type of traffic building you would like to do or go for a combination. I personally prefer SEO as the results are more long lasting.
2. Then put your plan into action and write down exactly what you are going to do.

And last but not least.....

3. Go and implement it!

See you next month

Samantha Milner

Samantha Milner

Author – The Ultimate Fast Track Tutorials

Sign up at <http://www.dsm-publishing.co.uk> and receive the new fast track tutorials direct to your inbox.