

## [A Simple Three Step Internet Marketing Plan](#)

You can argue that internet marketing is more important than content. After all, if you don't market your site, you won't make any money.

Internet marketing is not a short-term strategy. It is also not about getting attention or clicks or visitors or inquiries. It is about building relationships. These relationships lead to sales.

Keeping up with all of the changes to internet marketing can become a fulltime job. Certain techniques, when used properly, will generate a steady flow of traffic to your website.

There are dozens of techniques you can use to market your business online. Some are free; some aren't. Below are the main three I use on a regular basis to generate traffic to my site.

### 1. Search Engines

Search engines are one of the most effective tools for gaining customers online. With a good search engine optimization and marketing strategy, you can drive plenty of traffic to your site.

The secret to a good search engine marketing campaign is to choose keywords that are frequently searched for but don't have a lot of competition.

The way to find good keywords to optimize your site for is to do a search. Use a tool like Good Keywords, <http://www.goodkeywords.com>, and search for your main topic.

If your main topic is business, then start there. You don't want to optimize for the term "business" though, because this term is too broad. Search terms with three to four keywords will get you more targeted traffic than broad terms.

Look for keywords that are searched for at least 1,000 times. Then, using tools like Web CEO, <http://www.webceo.com>, you can optimize your page.

You want to optimize different pages for different keywords. Although conventional optimization wisdom says to optimize a page for no more than three keyword phrases, I recommend you choose the main phrase for your main page. Optimize other pages for other keyword terms you have chosen, one per page.

### 2. Article Writing

Another of the most effective marketing strategies is article writing. You apply the "give before you get" principle. Give others a taste of the information you offer on your site.

Write a good headline. Include your keywords. Add five or six different points with one to two paragraphs explaining each point.

Include a beginning, a conclusion, and a resource box, and you have an article.

Remember, your resource box is your selling point. Don't distract others with a bunch of affiliate links in your articles. Save your links for your resource box and only use one or two.

If you're really serious about getting your article published, you'll serve your audience, not yourself.

Writing quality content is the core of successful internet marketing. Even if you think you can't write, if you are passionate enough about your topic, and you have an audience of readers who are interested in what you have to say, you can create content.

### 3. Linking

Linking with RELEVANT websites is by far the easiest way to market your site. The problem is that most webmasters do it wrong, and they get poor results.

Make the sites you exchange links with relevant to your site. Remember, linking to another site is like an endorsement of your site. Links to unrelated sites are a waste of time.

Use your most important keywords as part of your anchor text. This will help improve your rankings in the search engines.

Internet marketing is more than just getting visitors to your web site or promoting your website. Internet marketing is about making yourself different. By providing valuable information to your visitors, you'll give them a reason to buy from you.

### About the Author

Jinger Jarrett wants to give you free publicity for your business. Find out how you can submit your articles, press releases, and ads for free when you visit her "Internet Marketing for Free" blog at <http://www.askjinger.com>

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