

Internet Marketing 100

100 WAYS TO MARKET YOURSELF AND YOUR SITE ON THE INTERNET

_____ **Current Score**

Below is a list of the 10 primary marketing strategies. I've organized 100 specific things you can do to become more successful on the Internet.

1. Be findable on search engines & directories.

- I have inserted meta tags in my home page.
- I have used the right words in the meta tags to attract the right visitors.
- I have put meta tags on every page of my website.
- I have used a descriptive title for each of my pages.
- I have listed my site on the top ten search engines.
- I have listed my site on Yahoo.
- I have tested how well my site ranks on the search engines.
- I have listed my site on at least 5 directories related to my field/interests.
- I have learned how search engines work and have adjusted my meta tags/format to attract more visitors.
- I have listed myself on at least 25 relevant directories.

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2. Arrange for crosslinks and increase your exposure.

- I know how many links to my site there are.
- There is a link from at least 10 others sites to my site.
- I have a favorite links page with at least 20 listings on it.
- I am part of a web ring or am hosting a webring.
- I have applied to get my site linked from the awards/cool sites.
- I post to newsgroups.
- Join/get on ICQ.
- Offer a membership and give people a reason to link your sites from theirs.
- Contact 50 colleagues and get them to link to your site (and yours to theirs).
- I have listed my site on professional association's directories.
- I've approached writers/editors of 20 e-zines and ask them to put me on their quote-contact list.

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3. Provide valuable content at your site.

- I have at least 10 Top 10 Lists that share knowledge I have about my subject/expertise.
- I have identified the top 4 types of people who will visit my site.
- I offer a track for each of them to follow, or solutions to their concerns, at my site.
- I have written and posted an e-book at my site that visitors can download for free or purchase.
- I have included RealAudio files at my site containing valuable information.
- I have created a self-test that visitors can take and score themselves.
- I offer a FAQs/Q&A section to answer the most often asked questions about my product/service.
- My site is a portal containing many links to other sites related to my profession or industry.
- I have included a searchable index of my e-tips.
- I offer situational advice to anyone visiting.

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4. Offer a free eNewsletter or e-tip broadcast.

- I have selected a topic for my enews or e-tip.
- I have chosen the format and frequency of my broadcast.
- I have written 3 'issues' and sent them out to at least 100 people who I know.
- I have used Scout to announce my e-news/tips.
- I have listed my e-newsletter to 5 repositories.
- I have automated the sub/unsubscribe process.
- I encourage subscribers to pass along the e-news/tip broadcast to anyone they wish.
- Subscribing/unsubscribing instructions are at the top/bottom of each broadcast.
- I ask my subscribers for feedback, comments and questions and I respond to these.
- I offer free stuff or sell stuff as a plug at the bottom of each broadcast.

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5. Have a well-designed website.

- My site gives visitors immediate access/answers to 90% of visitors.

- My site looks professional, not hobbyish.
- The graphics of are a high quality.
- I prompt visitors to subscribe to my newsletter.
- I offer a bulletin board/discussion list where visitors can post comments/questions
- I've designed my site to lead people through it, step by step.
- There is at least one free product or service that visitors can download or arrange for at my site.
- There is at least one fee product or service that visitors can download or arrange for at my site.
- I've designed my site to lead people, step by step, to buy something at my site.
- I've got a photograph of myself on my site so people can get a sense of me.

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6. Work with the media.

- I've written a press release announcing my site, product or service.
- I've broadcast/distributed this press release.
- I am giving something away for free and have let the media know about this.
- I have let everyone in my network know that I am available for media interviews on a particular subject.
- I've written a book and had it published.
- I've gotten mentioned or featured in someone else's book.
- I've contacted 500 radio stations that do interviews and offered myself as a guest.
- I've written a pitch letter to the local news media suggesting a story that relates to my work/site.
- I've conducted a poll and released the results of the poll to the media.
- I've sent a video of myself to the morning TV talk shows and suggested a topic.

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7. Advertise and promote.

- I've purchased banner ad space for at least 10,000 views.
- I've arranged for owners of lists to let me plug my site/services/products via their enewsletter/tip.
- I advertise in opt-in mailing lists
- I've purchased promotional items with my web address
- I've put my web and email address on my business cards and letterhead
- I've sponsored a website.
- I've had at least one banner ad created
- I use an extensive signature on my email announcing all that I offer.
- I have purchased an opt-in mailing list. (not spam)

- I have run classified ads selling my product or service.

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8. Become the host of a network.

- Offer a tip broadcast/eNewsletter.
- Offer a directory/portal.
- Offer fee/free TeleClasses.
- Invite visitors to local meetings.
- Host a discussion group.
- Offer a certification program.
- Become a formal/information association.
- Launch a Virtual University.
- Run a contest.
- Offer free support/advice.

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9. Offer lots of free stuff and stuff for sale.

- Products.
- Services.
- Programs.
- Classes.
- Reports/information.
- Books/Tapes.
- Memberships.
- ebooks.
- Agents/affiliate programs.
- Advice and consulting.

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10. Keep experimenting

- Create a website that reflects/expresses what is most important to YOU.
- Keep experimenting to see what draws people in.
- Add more websites, just for the fun of it.
- Offer links from your site to cool/new resources that your visitors may want to know about.
- Sponsor a brainstorming session once a month with your colleagues/friends.
- Keep testing the ranking of your site on the search engines (and keep tweaking).
- Spend an hour a month surfing other related sites and using/adapting some of their ideas to improve your own site.
- Identify a need that the public has and create a website to serve/solve that need even if unrelated to your current knowledge/expertise/service/product.
- Take a TeleClass or buy a book on Internet Marketing to see what's new.
- Add RealVideo to your site for a stronger punch and more traffic.

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