

The Complete *Internet Marketing* Strategy

How to Marry SEO, | Content Marketing, | Social Media and More



The Complete Internet Marketing Strategy – How to Marry SEO, Content Marketing, Social Media and More

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CHAPTER 1

The Power of the Web

Chapter 1: The Power of the Web

The internet can help you to live your dreams and to design the perfect lifestyle that will make you truly happy.

Whether you have a small business that you want to turn into a big business, or whether you want to make money writing a blog on a topic you

love – internet marketing can do that for you.



As an internet marketer, you can make a truly 'passive income'. That means earning a living by writing an amazing website once or creating a product *once* and then letting the income roll in forever more. You can even do this as an affiliate marketer, by selling someone else's product.

As an internet marketer you can earn a little money on the side, writing articles for other people.

The only problem? Most people have no idea where to begin with this.

When I tell a lot of people that I make money online, their response is often to look at me perplexed.

“What do you sell?”

“Well.... Nothing...”

“Where does the money come from?”

I actually had to promise my grandma that what I was doing wasn't in any way illegal because she found it so hard to understand that I could make money without leaving the house!

My sister recently decided she no longer wanted to do her current job and that she'd like to start off online like me. She asked me how she could get started, what she needed to learn and what a good resource would be for her to begin.

And I was just kind of lost for words. Truth be told, there *isn't* really a great resource out there for people just getting started. Truth be told, there is a huge amount of misunderstanding regarding what internet marketing is, what it's capable of and how you should get started with it.

This is why you see so many businesses get it entirely wrong. Have you ever visited a business site, only to see that it looks completely unprofessional and cluttered? Have you ever visited a brand's social media page to see that it hasn't been updated in months? Or that what *is* there is just uninspired and unlikely to convince *anyone* to buy from them?

A lot of small businesses will recognize the power of the web to bring them money and customers but they won't have any clue how to begin. Thus, they will often end up just hiring the first SEO (Search Engine Optimization) company they can find and