

Published based on [Beginners Guide To Online Marketing: 10 Things To Know About Internet Marketing](#)

# **Beginners Guide To Online Marketing: 10 Things To Know About Internet Marketing**

If you are serious about Internet Marketing and having your own home based business, you will need a mentor who can show you what you will need to succeed. Learning how to make money online is not difficult if you know what you are doing and what tools you need to be a successful online marketer.

1. Having a business plan is a critical step. Even for a small online business it's important to have some kind of plan before you start out. It doesn't have to be complicated or hard to create. It's just a matter of writing a few details down on paper and making changes as the business takes form.
2. A Good Niche - finding profitable niches is as simple as identifying the right keyword. Knowing what keywords are heavily searched on and have reasonable competition on the internet is known as market or keyword research. It is not enough to choose a niche you like without knowing if there is any profitability in it. There has to be targeted traffic who is ready and willing to buy a your particular product.
3. Lead Generation - also known as email marketing, is one of the ways Internet marketers make money online. A free product, hopefully of good quality, is offered in return for your email address and sometimes your name or other information. Most marketers today will ask you to opt-in - giving them permission to send you information along with the free product. They can then offer you paid products within their newsletter.
4. SEO or Search Engine Optimization - is using keywords or phrases within your site that relate directly to your site's topic. It used to be common practice to stuff the content and meta tags (within the HTML of the site) with tons of keywords to trick the search engines but doing this today will likely get your site banned. Using your keywords sparingly and wisely throughout your site and within your meta tags will help to get your site indexed quickly and in good standing.
5. Affiliate Sales - this is when you sell other merchant's products online for a commission. If you are selling hard products such as dog toys or cameras, you will likely find merchants willing to pay from 5% to 12% commission on each sale. If you are selling information products through Clickbank, you can make commissions averaging 55% and higher. You set up a site or blog and add some content, and then promote the products with an assigned affiliate id within your links.
6. Tools for Internet Marketing - the tools available to Internet Marketers today are endless. You can easily do keyword and niche research, find great content for your site, outsource most of your work through online services, or even automate the content that comes into your site or blog. Knowing what tools will serve you best is important or you could end up spending your last dime on products that don't do what they say they do.
7. Outsourcing - to ease the overload of working online, especially for newbies, you will need to outsource some of the work allowing you to concentrate on the more critical internet marketing aspects of the business. Unless you have your own team of workers, outsourcing will become a necessity in order to get everything done. Most anything can be outsourced such as article writing, blog posting, and blog and website design.
8. Blog Building - this is an effective way of putting up a quick site for free. Blogging is highly popular among most online marketers today. The cost is effective and the ability to add numerous programs (plugins) makes blogs the easiest way to get your products set up quickly with little effort. If you don't like the themes offered by blog sites you can search the Web for free themes and upload them to your blog. Or, you can hire someone to create a unique theme specifically for you and your niche.
9. Article Marketing - this is one of the most effective ways of building a relationship with your niche market by providing valuable information at no cost to your readers. It also serves as a great way to create quality backlinks to your blog or website.
10. Strategies For Internet Marketing - success with any online business is heavily based on strategies. It involves a process of marketing your site and product through a series of steps that bring attention to the search engines. Depending on your financial abilities, some of the strategies you choose to use can be free or very costly. One such approach is paper per click Advertising where you pay a fee every time a visitor clicks your add regardless of whether or not they purchase anything from you.

A good coach or mentor can save you from losing your shirt but a poor one will take your bank account along with your shirt. Find someone who will show you the ropes, then take it one day at a time.

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