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Business Marketing Bulletin
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Top Sponsor Ads
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The Longaberger Company is America's premier maker of handcrafted baskets and offers other quality home and lifestyle products, including pottery, wrought iron, and fabric accessories.

Shop online at

<http://www.longaberger.com/dianaalexander>

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Are you just beginning your VA business? Are you confused on what to do and when to do it? Wondering if you have bit off more than you can chew? Wish someone could just answer a simple question so you could move on to the next task? Well, I have the perfect solution and it's FREE. Sign up today for a FREE 30-day mentoring program for virtual assistants. It's not your standard mentoring program ... this one is self paced. I'll help you at the pace that you want to go, not a pre-determined one. Go to www.typingbug.com/mentoring.html

for more information or email me at deneen@typingbug.com

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<http://www.seymourproducts.com/privacy.shtml>

Seymour Products is hosted by ICDSOFT Hosting. No setup fees, 1000 MB of space, \$72 per year, plus numerous features! Incredible support system...minutes, not hours! You have a bigger plan option as well.

<http://www.icdsoft.com?aff=terriseymour>

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What's New?

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Hello everyone and welcome new subscribers,

The big news today is, of course, President Obama's historic health reform plan being passed! I know people are split on this plan and that is to be expected but I think a lot of good will come from this. One of the biggest and best changes will be that children with pre-existing conditions can no longer be turned down for insurance!

You can read more about this landmark plan here:

http://www.naturalnews.com/026733_health_health_care_healthcare.html

In the News

eBay and the NRF Go After Organized Retail Crime

<http://www.webpronews.com/topnews/2010/03/22/ebay-and-the-nrf-go-after-organized-retail-crime>

New Resell Ebooks this Week: Just \$1.00 Each!

Reinventing Yourself

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2275

Romantic Relationships

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2276

Wood Burner's Guide

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2277

Brain Games

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2278

Perfect Tattoo

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2279

Small Business eCourse

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2280

Profitable Livestock

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2281

Piano Mastery

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2282

On Learning Foreign Languages

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2283

Newbies' Guide to Video Marketing

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2284

****Weekly Subscriber Special****

It's a Beautiful Day Special! ;-)

This beautiful day special is simple and straight to the point! For every ebook you order, you get one free (with any order of five or more).

Just order 5 or more ebooks and then let me know the exact titles of the ones you would like for free! Have fun browsing our almost 2200 titles and thank you! Feel free to email if you have questions!

This special is valid through March 26, 2010.

NOTE: New eBooks listed above are not eligible for Weekly Subscriber Specials.

Join the Seymour Products Trivia Challenge! Find the hidden trivia question and be the third person to send in the correct answer for a free feature ad in next week's issue of the Business Marketing Bulletin. Send your answer to terri@seymourproducts.com?subject=answer

Congratulations to **Jan Emo** for being the winner of last week's trivia challenge! Good luck to everyone this week!

Last week's Q: *What two male "mega" stars were voted "Least Likely to Succeed" in school?*

Last week's A: *There were actually several answers to this question including Dustin Hoffman, Gene Hackman, Tom Cruise and Robin Williams!*

Join in the fun and try to win a free feature ad. Good luck all!

If you know anyone who could benefit from this ezine, please feel free to forward them a copy in its entirety. Thank you.

If you would like to advertise in the BMB, please visit:

<http://www.seymourproducts.com/newsletter/advertise.shtml> for more information. Advertising prices are as low as \$5.00. BMB now goes out to 1820 subscribers.

Studies show that it takes 7 views of an ad before people take action, so to help you accomplish this we are offering some good deals on 7 ad packages!

<http://www.seymourproducts.com/newsletter/advertise.shtml>

Join me on Facebook

<http://www.facebook.com/pages/Seymour-Products/240937693051>

Join me on LinkedIn and grow your business!

<http://www.linkedin.com/in/SeymourProducts>

Follow me on Twitter and see what all the tweeting is about!

<http://www.twitter.com/SeymourProducts>

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Freebies & Biz Helpers
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This week's free ebook: Your Plants

<http://www.seymourproducts.com/ebooks-resell/dl/y-pee.zip>

HTML Tutorial for Beginners

<http://www.quackit.com/html/tutorial/>

Free Page Rank Button for your Site

http://www.w3tool.com/pagerank_button/

Need to convert text to HTML? Use this free tool:

<http://www.webtoolhub.com/tn561392-text-to-html-converter.aspx>

Free Download: Ainvo Copy

Reliable classic solution for protecting data against most threats such as computer failures, virus attack consequences, software bugs, incorrect user operations resulting in data loss or damage. The simple and comfortable interface of the program will allow even new users to quickly back-up and restore important information.

<http://www.ainvo.com/en/product.php?path=data/products/copy/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

What is the only word in English language with three consecutive Double letters. terri@seymourproducts.com?subject=answer

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eCommerce Marketing Tip
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Do You Like Writing Ezines?

Offer to write ezine for other website owners. You could charge a fee but for more exposure do it for free as long as they mention you as sponsor of the ezine. This could be a great way to explode your website traffic and your business!

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Feature Ad
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Quickest & Easiest Way to Get Traffic
<http://expresswebtraffic.com/aff/1203>

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Feedback
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Please send in your comments, suggestions, questions, etc to
terri@seymourproducts.com?subject=feedback
We appreciate all feedback, good or bad!

*I am so happy that I discovered your page! What a treasure! Straight-forward way of doing business. Never been so easy! Thank you so much.
Edgar

*I love your site, your products, and the promise that this business brings. But most of all, I love the very person that you are! I have found a wonderful friend in you! * Bernadette*

*I like your site and expect to be buying some of those packages. Your prices are excellent! *Stan*

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Helpful Ezines

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Learn Internet marketing strategies that you can apply to your business and profit from. Also submit your own free ezine ad weekly. Plus post free weekly ads. Web based with RSS Feed tie-in.

<http://www.ezine.duckerpromotion.com>

Business Opp News

Weekly ezine full of free marketing tools, tips & proven strategies to help you succeed online & offline– faster & smarter - no matter what business you promote. <http://BusinessOppNews.com>

Karen Gates' Achieve Online Profits is a free online marketing ezine for new and experienced internet marketers who are looking for links to free list building programs, free website traffic programs and free and low cost opportunities to make money online. Advertising options everyone can afford. Know more, earn more. <http://karengates.com>

If you would like your ezine listed here, please contact me to find out how. terri@seymourproducts.com?subject=ezine

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Feature Article

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How to Research Keywords for Your Internet Marketing Niche

by Jay Allyson

Keyword research is the cornerstone of your business success. Effective keyword research is what enables you to generate highly qualified prospects from your website traffic.

Whether you're promoting a business opportunity or selling tools and services from a sales page, you cannot hope to be profitable unless people visit your website.

However, you must attract not just anyone, but visitors who are interested in the product, service or opportunity you are marketing. The better the match, the more targeted your visitors and the higher quality they are as prospects for your business.

Why keyword research is important to your business success

Your best strategy will be based upon driving targeted visitors to your website. Keyword research is partly about exploring your niche 'target' market and partly about forcing the search engines to find your pages and rank them highly.

Getting on the first page of the search results is important to your business, since this is where the majority of people will find you. 70% of web searchers never look past the first page and the 'hottest' area on page one is upper left side where the top five sites are listed.

So how does keyword research help you target your visitors? Well, first, it can help you identify what words or phrases people are typing into their search engine, especially those most predisposed to your offer – in other words, highly targeted prospects equals high quality traffic.

What do people who are seriously interested in starting a home business on the Internet, for example, actually search on? What exact terms or questions are they searching on? This tells you where they are in the decision making process – are they ready to buy or apply or are they still browsing?

Second, how often (to a degree) your page uses certain words and phrases will determine how a search engine values it. All major search engines use 'algorithms' to decide how highly to rate any page they analyze. Such algorithms are essentially little programs, called spiders, which scan the text on your page and then index it based upon what the words and phrases tell them the page is about.

A properly constructed webpage should focus on one particular keyword or phrase you are targeting. Placing your main keywords at specific locations across your page means the search engines will 'see' them. These are the page title, description, meta tags and body, even the alternative text 'tags' for your images and videos. This is partly what search engine optimization (SEO) is all about doing.

How to identify your best keywords

The first step in your keyword research process is to find keywords that best match your most targeted visitors' searches. Get into the minds of your prospects. What are their hopes, fears, desires, dreams?

Can you recall what your search was when you were exploring starting a home business? What are your main issues, needs, concerns?

As Perry Marshall says: "What's the conversation that's going on in their head?" The more you can step into your prospects shoes, the more targeted and specific you can make your keywords.

You are not looking for one golden shot here. You should identify a range of keywords and key phrases, come at it from all angles, test them out and see what converts best for your particular business.

First go after one niche you can relate to personally. For example, moms looking to work from home around the kids or people who want to own a franchise business. Either may have an entrepreneurial spirit. People's initial search may clue you in on where they are coming from.

The second stage is to identify keywords that are profitable. It's important not to go after the obvious or most popular keywords, like home business or Internet marketing. These are far too broad and it will be either too expensive or take too much time to rank high for these in either the natural or the paid search results.

The focus of your keyword research must be on identifying longer more specific search phrases, we call "long tail keywords", that give you a good chance of appearing in the top 5 results on the first page of Google, Yahoo or MSN.

How to use free tools to identify long tail keywords

There are many different ways of undertaking effective keyword research. Many actually make use of free or low cost tools. I'd advise starting with the free ones.

The simplest method is just to brainstorm. Write down every phrase or term you can think of that could possibly relate to your business opportunity, product or service.

Another way is to use Google itself. Type in a broad phrase like home business and you'll see it returns millions of pages relating to that keyword.

But watch what happens as you are typing. Google will create a short list of popular searches that start with that broad keyword, so you can then type in these, and get more suggestions again. You'll also find related keywords at the bottom of the results page for any search you do.

You can also use the free keyword research tool at Wordtracker.com to drill down in much the same way.

Although these "long tail" keywords will generate lower volume, they are usually far less competitive. For example, look first at home business, then you might drill down to "home business opportunities in Denver" or "best home businesses in UK".

A good rule of thumb is to identify a keyword that comes up with around 5000 searches for its specific exact match search (i.e. when you add quotations round it). E.g. "how to start a home business".

Once you have a list of potential keyword phrases you believe are a good match for your business, you can move on to more detailed research based on actual search volumes and potential CPC (cost-per-click).

Use Google's own free keyword tool, which can be found under Tools in your AdWords account. SEOchat.com, QuantCast.com and Spyfu.com also have some free tools you can use to spy on your competition.

It's certainly getting more competitive out there on the Internet. Check out Google Trends (Google.com/trends) or NicheBot (nichebotclassic.com) to review the competition. Be on the look out for new terms coming up that match your business then test those out using the free keyword research tools again.

Keyword research is the solid foundation for your marketing and therefore your business, so using some ingenuity and persistence to find gaps in the current competition in your niche can really pay off.

Ranking high for your keywords

Once you have your list of potential long tail keyword phrases, you should check out the competition in terms of what websites and other content is already out there. This will allow you to create unique content around your keywords that stands out in the market place.

Put each keyword into your favourite search engine and review what comes up. If one of your keywords generates search results for a lot of authority sites or sites with a high page rank, you may find it hard to get your domain website ranked high.

However, you might have good success with a blog page, an article or a video tagged with that keyword phrase, since the search engines love web 2.0 properties like these. But if there are lots of videos out there already, just make sure you create a different web 2.0 property, e.g. a Squidoo lens or hub page, or podcast maybe.

If you develop content that is both unique in type and keyword-rich for your chosen niche, you are putting yourself ahead of the game. Both the search engines and your human visitors will love your stuff and hopefully pass it on and jump start the social viral marketing process.

Testing how well your keywords convert

At the end of the day, all the keyword research in the world will only give you an indication of likely success. The real proof of how effective your keyword research has been is in the testing.

It's important to track your keywords against conversions rather than click through rates. This is the only true test for whether you've hit a profitable niche for your business.

In summary:

- The ability to conduct effective keyword research is a fundamental skill that any serious Internet marketer or business owner must acquire.
- Create content based on those long tail phrases that is of value to your niche and your visitors, checking that there isn't already a tonne of stuff out there on that topic or issue. The aim is to rank your content on the first page of the major search engines.
- Without a profitable keyword list, you will pay dearly for each click in the paid search advertising and there is little chance that you will ever be able to generate targeted, focused leads from free organic traffic.
- Effective keyword research should therefore be the cornerstone of your marketing and your business.

Jay Allyson Top Master Marketer & Internet Home Business Coach Just getting started with Internet Marketing? Follow our professional blueprint for success: GetRichLifestyle.com [Pro Marketing for Entrepreneurs](#)

If you would be interested in any of my articles for reprint or reference you can see the complete list at www.seymourproducts.com/articles/index.shtml Feel free to use any of the articles you feel are appropriate for you!

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 Feature Ad
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Thousands of companies that sell wholesale and dropship their products.
<http://www.worldwidebrands.com/?kbid=1028>

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 Let's Have Some Fun!
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Site of the Day: "The New York Academy of Sciences works to advance scientific knowledge, mobilize science to address major global challenges, and increase the number of scientifically informed individuals in society. We accomplish this through a broad and dynamic range of programs and services." <http://www.nyas.org/>

Quote of the Day: *The first peace, which is the most important, is that which comes within the souls of people when they realize their relationship, their oneness with the universe and all its powers, and when they realize that at the center of the universe dwells the Great Spirit, and that this center is really everywhere, it is within each of us. *Black Elk, Oglala Sioux*

Fun Free Download: Wheel of Words 2.0

A circular crossword game!

<http://sites.google.com/site/wordgamessite/home/wheel-of-words>

Fun Movie Quotes: Guess the Movie and Win a free ebook!

Send in your answers and we'll let you know if you got it right! If you are the second person to send in the correct answer, you will win a free ebook.

You got a dream... You gotta protect it. People can't do somethin' themselves, they wanna tell you you can't do it. If you want somethin', go get it. Period.

terri@seymourproducts.com?subject=quote

This week's riddle: Numbers

What row of numbers comes next in this series?

1
11
21
1211
111221
312211
13112221

Answer at the end of the ezine.

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Subscription Management
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To receive this newsletter:
Send any email to:
subscribe@seymourproducts.com

To not receive this newsletter:
Send any email to:
unsubscribe@seymourproducts.com

Contact Info:
Terri Seymour
terri@seymourproducts.com
support@seymourproducts.com

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Answer to Riddle:

1113213211 After the first line, each line describes the previous line:

One One
Two Ones
One Two, One One
(and so on...)