

Easier Internet Marketing

Incorporating Multiple Income Pathways

Issue 5



www.easierinternetmarketing.com

Inside this issue

Getting Content For Your Site!

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Welcome to Issue Number 5!

OK, so you're ready to add content to your site, or produce a blog post, write an article, or develop a newsletter. But you're staring at a blank screen, and a creeping panic starts to set in. What are you going to write about? How on earth are you going to fill a four-page newsletter?

If you ever start feeling like this then the famous words to utter to yourself are **"don't panic"**! There are in fact many sources of potential content, and in this newsletter I will introduce a few possible sources that will provide you with endless inspiration.

1. Google Alerts

This is a free service from Google that provides you with email updates for your chosen niche. If your keywords appear in a news report, on other sites or in a discussion forum then you will be updated. Just reword the content to suit your needs. To access this



service simple type in the URL:

<http://www.google.com/alerts>

and you will be asked to specify what content you want and when. Here's an example of what I entered for my weight training niche:

A screenshot of the Google Alerts creation interface. It shows a search terms field with 'weight training', a 'Preview results' link, a 'Type' dropdown set to 'Everything', a 'How often' dropdown set to 'once a week', a 'Volume' dropdown set to 'Only the best results', and an email field with a masked address. A 'Create Alert' button is at the bottom.

and here's an example of what Google alerts will provide:

Google Alert for this week

From: Google Alerts <googlealerts-noreply@google.com>
To: #####

[News](#) [Web](#)

News 10 new results for weight training

[Strength training and exercise improves aging](#)
Shawnee News Star
Weight training or resistance training is one of the few types of exercises that can slow, and even reverse, the declines in muscle mass, bone density and strength that were once considered consequences of aging. I challenge you, with your doctor's ...
[See all stories on this topic »](#)

[Iowa's 'Samson' to host national weight-lifting meet](#)
DesMoinesRegister.com
The program can be customized for individualized **weight training**. It was used by colleges for football training, and by high schools and

2. RSS feeds

Here's another great source of content. RSS (Really Simple Syndication) allows data to be syndicated or shared on the web. Basically, RSS takes information and creates excerpts of it. Readers, having signed up to an RSS feeder, will see the excerpts for the topics of their choice and can then click on the excerpt to get the full version. A free RSS service may be found at:

<http://uk.feedzilla.com/>

On this site feeds are categorised in a directory. Going through the 'Sports' and then 'Bodybuilding' links brings up the following RSS feeds:

- Lee Labrada's 12 Week Lean Body Trainer - Week 12, Day 1 (Bodybuilding)**
Tue, 22 Mar 2011 01:19:00 +0100
Welcome to the final week of the Lean Body Challenge. Today you'll be getting your 30 minutes of cardio out of the way.
Share With Friends: [f](#) [t](#) [e](#) [v](#) [i](#) [s](#) [s](#) | Sports - Bodybuilding Stories, News Feeds and News via Feedzilla
- Lee Labrada's 12 Week Lean Body Trainer - Week 12! (Bodybuilding)**
Tue, 22 Mar 2011 01:18:00 +0100
Start your Lean Body journey now! Get lean with the Lee Labrada Trainer!
Share With Friends: [f](#) [t](#) [e](#) [v](#) [i](#) [s](#) [s](#) | Sports - Bodybuilding News, News Feeds and News via Feedzilla.
- Kris Gethin 12-Week Daily Trainer - Week 12: Day 78! (Bodybuilding)**
Tue, 22 Mar 2011 01:17:00 +0100
Kris Gethin is your personal daily trainer. Follow him as he takes you and himself through a 12-week transformation. You've come this far, so Kris goes over how you can be a positive role model for others and how to make adjustments due to accidents.
Share With Friends: [f](#) [t](#) [e](#) [v](#) [i](#) [s](#) [s](#) | Sports - Bodybuilding News, RSS Feeds and Widgets via Feedzilla
- Kris Gethin 12-Week Daily Trainer - Week 12 (Bodybuilding)**
Tue, 22 Mar 2011 01:17:00 +0100
Get ready to get hardcore with the Kris Gethin 12-Week Daily Trainer!
Share With Friends: [f](#) [t](#) [e](#) [v](#) [i](#) [s](#) [s](#) | Sports - Bodybuilding News, RSS and RSS Feed via Feedzilla.

Clicking on the feed then takes you straight to the article.



There are many other RSS Feed Reader sites so it's worth looking around.

3. Groups and Forums

Groups and forums are sites on the internet where people with a shared interest meet, get to know each other, and stay informed. Members can ask questions of others, and the answers to questions can provide you with a wealth of content. You could then use the Q/A content on your blog or site, focusing on each topic mentioned. Groups and forums also offer a marketing angle in that if you offer answers to questions then in most cases you will be allowed to put a link back to your site under your name.

For example, I simply typed into Google 'weight training forums' and a whole host of possibilities were provided by the search. My focus happened to be 'weight training for the over-40s', and it took only a few minutes of

searching to find the following forum:

A screenshot of a forum thread from 'Over 40s'. The thread title is 'How long have you been training?' by James, with 71 replies and 6291 views. The last update was on 02 January 2011 18:50 by Biker. Another thread is visible below: 'What do you think guys' by thecoder, with 9 replies and 271 views, last updated on 18 March 2011 22:44 by strikalite.

	Topic	Replies / Views	Last Update
🗨️	How long have you been training? by James [Page: 2 ... 3 4]	71 / 6291	02 January 2011 18:50 Biker ↩️
🗨️	What do you think guys by thecoder	9 / 271	18 March 2011 22:44 strikalite ↩️

4. Magazines, books, etc

Stroll into any magazine store or book shop and you will find a wealth of material. Collect together some examples for your particular niche and then collate information into suitable content. Just avoid direct plagiarism! Written forms of communication tend to come in developing levels of expertise. In scientific writing, for example, there are many popular science magazines on the shelves – these are written for the general reader who has limited knowledge about the subject. The next level up is the magazine aimed at the more professional scientist. Finally, we get to the journals which are highly specialized and have a particular professional audience.



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Choose your level carefully and make sure you are pitching your content to the right audience.

5. PLC and Public Domain

Both of these areas are rich sources of information, and I can only discuss them very briefly here – definitely topics for future newsletters!

PLC, or Private Label content, material consists of products that you can download from sites such as:

<http://www.resellrightsmastery.com>

With PLC you may not only resell the product but you may also edit the content or product and claim it as your own.

By definition, public domain means “creative works that for one reason or another are not protected by copyright law and are ordinarily free for all to use”.

With careful research it is possible to discover some real gems in the public domain that you can purchase and use as your own – more on this in a future newsletter!

Recommendation:

Have I wetted your appetite for Public Domain works? If so, then visit my site at <http://www.easierinternetmarketing.com> and click on the **Secret Public Domain** link under ‘Recommended resources’.

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and
Multiple Income Pathways**

In the next issue:

Getting started with eBooks

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Articles extra!

Building Valuable Web Content... Fast
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By now most everyone who runs a website is aware that content is king. Whether it is in the form of photos, products, blog entries or articles webmasters are obsessed with adding content to their sites. It isn't always easy to do. There is a fine balance between pleasing the search engine to get high rankings and pleasing the visitors to your site, and lets face it visitors are the priority since they are the ones with the wallet.

Lately the search engines have been giving better placement in their rankings to sites that are loaded with good informational articles, articles that are well written with no spelling or punctuation errors. Remember the search engines sole purpose is to give the most relevant results to a search query.

So to create this content you have several options, all with their advantages and disadvantages. The best method but most time consuming is to simply write the articles yourself. You can also go to a free article directory site like article city and use the articles there for free. Hiring a writer at rentacoder is a great option but the cost of getting good articles is quite high. Another option is to join a private label article site and use those articles on your site.

Let's take a look at the 4 most common methods described above and see which is right for you. There is no question that writing articles yourself is the best method of creating great content. Content that is original and written in your own voice. However if you are like me it is far to time consuming to write 40 or 50 article a month, with the research and proof reading who has the time?

Article directories are a convenient source of free content but remember you get what you pay for. It is possible to find very well written articles on these sites but most of the time you will only find one article on each topic which makes it hard if you operate a niche web site. Since these are free articles you are required to include an author's bio with every article that you publish. It may seem like a small price to pay but remember this; that bio is a doorway straight out of your website. So as you can see free is not always the best.

A very good way to build content for your site is to hire a writer at sites like rentacoder or elance. You can get very well written articles that are right on topic and exactly what you are looking for, after all you are hiring the writer to write them for you. This is a great way to leverage you time as well you spend a fraction of the time it takes to write the articles yourself. The only downside is the cost. You can hire a writer for as low as \$5 per article all the way up to several hundred dollars per article. This can get very expensive if you need to have a lot of content written for your site. Month after month a webmaster can spend thousands of dollars. For most, this cost simply is prohibitive.

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Articles extra!

Joining a private label right (PLR) membership site is the best of both worlds. You get great content that is targeted towards niche websites at a price that is very affordable, often for less than \$1 per article. Private label right membership sites produce article packages that you are free to do with as you please. You can re-write the articles cut or copy paragraphs together to create new articles and at the end you can call them your own work. PLR sites usually limit their membership to a couple hundred members to prevent the search engines from being saturated with the same content. With all the variation in the way these articles are being used it is unlikely that you will have much competition. After all people are manipulating the articles to create original content.

Having the edge when it comes to the search engine rankings can bring you tons of free traffic. It is well accepted that articles not only please the search engine but also the visitors to your website. As you can see there are many ways to get great articles some are far better than others.

Dave Markel is the owner of Great Niche Content; a PLR membership site. Visit his site at <http://great-niche-content.com>

Source: <http://www.submityourarticle.com>

Permalink: <http://www.submityourarticle.com/a.php?a=4049>



Articles extra!

Creating Content: The Easy Way

There is little doubt that quality content has a number of real benefits for your web site, not least increasing levels of repeat visitors, and valuable revenue streams such as advertising and the sale of products or services related to the content you provide.

The only difficulty is that creating such content can be costly, taking up valuable time and resources. This article examines different ways you can add content to your web site quickly, giving you maximum benefit for the minimum cost.

Syndicated Content Streams

Syndicated content is content provided by others for use on your web site. Certain sites provide 'content streams', where you can simply place a few lines of code on your web page, and forget about it. The content provider then regularly updates the content it provides. The end result is that your site remains fresh and dynamic, at virtually no cost to you.

The content provider either charges a fee for the privilege of using their content, or they prefer to benefit through traffic, such as by placing a link adjacent to or within the content. One provider at interestalert.com even offers to pay you for adding a news feed to your site.

Here are a few examples of some content providers you may wish to try:

1. http://www.1afm.com/free_content/ - provides a range of different content types such as news headlines or jokes.
 2. <http://submityourarticle.com/syndicate> - a number of different content feeds you can add to your site, displaying articles relating to internet marketing and online business.
 3. <http://www.brainyquote.com> - adds 'quote of the day' to your web site, from a range of different topics and authors.
 4. <http://freesticky.com> - an index of resources you can use to quickly add content to your site, with a wide range of content areas to choose from.
- Free Reprint Articles

Free reprint articles are a type of syndicated content, and they are widely available.

The benefit for you is the provision of quality content on your web site, attracting targeted visitors via inbound links from the search engines. The benefit for the author of the article is their name and URL in the resource box (or 'author bylines'), which builds up targeted traffic to their web site, and builds up their 'brand' and online credibility.

Here are just some places where you can find articles to quickly put up at your web site:



Articles extra!

1. <http://articlecentral.com>
2. <http://goarticles.com>
3. <http://ideamarketers.com>

Invite Content

Add a page to your web site where you invite your visitors to submit their content, in return for a link back to their own web sites. This will give you a steady stream of content you can choose from, and save you time in searching for it elsewhere.

As a twist on this, if you create original content on your own site, make it easy for visitors to use it on their own sites - remember, many of your visitors will be actively or passively looking for content for their own web sites. Just make sure they always include a link back to your site in return, so that you stand to benefit too.

Over time, as well as increasing the amount of content on your own site, providing your content to others will gradually but significantly increase your traffic levels, and is far more effective than the more popular 'link swapping' craze, that usually just leaves your link sitting unclicked in an unvisited links page.

The common phrase is that 'content is king' - the Internet is a content-driven medium, and the more successful web sites are those with the best content. By using some of the techniques above, you can increase the amount of quality content on your site with the minimum amount of effort and expense.

Steve Shaw creates systems and software for effective e-marketing. His powerful PopUpMaster Pro software creates popups that beat the popup blockers and can significantly increase your conversion rates. For more information: <http://www.popupmaster.com>

Source: <http://www.submityourarticle.com>

Permalink: <http://www.submityourarticle.com/a.php?a=228>