

THE INTERPRENEUR HUB

Your One Stop for the Latest Tech Trends in Internet Marketing

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Welcome!

Welcome to the fourth edition of The Interpreneur Hub. This month we’re offering you a bigger better round up of the latest in internet marketing trends and the all the hot topics you should know about in the world of internet marketing.

Look out for great offers on Internet Business School courses and plenty of chances to meet me, Simon Coulson and my team of experts. In fact, this newsletter I’ll be introducing a brand new way you can come meet me on the farm and fast-track your business. Read on!

Top 5 SEO Checklist for Your Website.

Making sure your site ranks at the top of search engine rankings is essential to getting your online business seen. That’s why here at the Internet Business School, we’re always keeping an eye on the top SEO techniques small businesses can use to get the edge over their competitors. So what should you be keeping in mind when optimising your site?

1) Find the Best Keywords for Your Website.

Make sure to know what your customers are searching for before you optimise your site. There’s no point spending time and money on something that won’t even bring you more sales. There are multiple tools out there which will tell you how often people are searching for select keywords. Many of these tools are absolutely free and offered by the search engines themselves.

Google will even calculate how successful your keyword choice is when you choose a listing. Investing time into finding the best keywords that generate the most leads is essential for increasing your reach.



When using any SEO tool for keywords research start with ambiguous searches, create categories and drill down to create smaller more specific groups of keywords. These groups can later be used as clusters of keywords for any Sponsored Ads you create. With SEO, these groups can also be used as directories of the content who will want to have on your website. Long tail keywords are ideal for generating sales. Rather than short vague keywords such as ‘kindle’, ‘brown shoes’ or ‘laptop’ use longer more specific keywords, for instance ‘buy used amazon kindle’ or ‘nike brown shoes size 10’.

2) Do Competitor Research

Search engines analyse incoming links to your website for their rankings. Therefore knowing how many incoming links your competitors have will give you an edge over their businesses. Of course the first step to this is knowing who your competitors are in the first place. When analysing your competition you should consider these very important linking criteria:

- Competitor rank in the search engines
- The quality and quantity of their incoming links.
- What keywords are they using in the title of their linking page?
- What percentage of links contain keywords in their link text?

Many SEO tools will provide you with quick and easy competitor research options. However here are some other factors you should consider when scouting out the competition:

Click on the link to their Site Map page and see what keywords you can find their links.

Look at their XML Site Map to find keywords in their page names.

View the HTML title and meta tags of your top competitors and make a list of what you need to target.

3) Write Content People Want to Link and Share.

Just writing a generic article full of keywords isn’t going to automatically get you a high ranking. Link-building is essential for building up a good reputation with the search engines so it’s important to get people interacting with your content and sharing it. Keep the following checklist in mind to get a higher ranking in search engine results, many of the suggestions came straight for Google.

The content educates the reader.

The content is original.

It’s exciting to share.

There are supported facts and references.

There’s enough detail that people will link it to come back later.

There’s fun and interesting videos or imagery.

It’s relevant and topical.

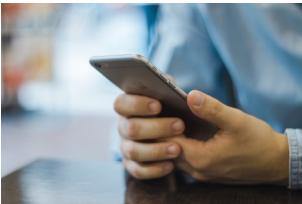
It’s controversial enough to grab attention.

There’s a discount or offer involved.

It’s easy to link on social media.

It establishes you as a figure of authority.

The site thanks people for sharing or linking it.



4) Optimise your title and meta tags.

HTML titles and meta tags should be different on every page of your website if you wish for search engines to list them in their search results. Google does not use the meta keywords tags in their ranking. Google accounts for 64% of all searches, so do not dwell too long on your meta keywords tags.

Google only shows the first sixty-six characters in their search titles. Therefore it may be best to keep your titles to under sixty-six characters whilst still keeping the title relevant to the content. When it comes to the meta description, include your top terms in a description that reads properly and doesn’t look like spam. It should give a clear indicator as to what your site is about. Amazon’s meta description is a good example of a clear explanation that includes many keywords:

“Online shopping from the earth’s biggest selection of books, magazines, music, DVDs, videos, electronics, computers, software, apparel & accessories, shoes, jewelry, tools & hardware, housewares, furniture, sporting goods, beauty & personal care, broadband & dsl, gourmet food & just about anything else.”

5) Optimise Your Headings and Subheadings

Headings play an important role in organising information for search engines, so make sure to include online one H1 tag when creating a page, and optional using one or more subheading (H2-H6). You can use Cascading Style Sheets (CSS), to make your headers more appealing. Here’s a piece of code you can use in your heading:

<style type="text/css">

h1 font-size: 18px;

h2 font-size: 16px;

h3 font-size: 14px;

</style>

Since a page full of headings would be completely useful, add content between them, 400+ words per page is recommended.



Get 50% off this amazing course
with the code SEO50

THE Internet Business SCHOOL

SEO has never been more important for businesses of every size. From small start-ups to big corporations, everyone needs to rank highly on Google and they'll pay large amounts to learn how. SEO experts are desperately needed to keep up with this demand.

You could be an SEO Consultant with a little help from us!

[Visit the course page to find out more!](#)

Best Traffic Hacks for Beginners.

Here at the Internet Business School, we know that getting traffic to your website can be hard work. With so many methods out there it can be confusing knowing what really works. Well, here is our countdown of lesser known hacks that can send your website traffic through the roof!

10) Get Interviewed on a Podcast.

Podcasts are massively popular and their audience increases day by day. It's estimated that 4.7 million people download podcasts every day. Being interviewed on a podcast not only generates exposure for your business but it also makes you look like an industry expert. Search for a podcast that's relevant to your area of expertise and make a list of podcasts you'd like to appear on. Start with smaller lists (podcasts with less than a thousand listeners) and then work your way up.

9) Repurpose your Blog Posts for YouTube.

Want more people to read your blog posts and sign up for your emails. Get on YouTube. YouTube has over a billion users, that's almost a third of all people on the internet. Create video versions of your blog posts and upload them onto YouTube with the same titles to bring in

traffic to your site, the links for which you can put in your video and video description.



8) Guest Post on Social Media

Also known as cross posting, find social profiles in your niche/area of expertise that are similar in size to your own. Ask the owner to share a post for you and offer to do the same for them. It's a win-win benefit for the both of you.



7) Ping People Mentioned in Your Content.

This is how you build up relationships with people that have influenced your business. Quote or mention these people in your blog posts and then when you publish your content, tweet at or email them to say you've mentioned them. Don't beg for shares and make sure you mention them in a way that is actually useful for your readers.

6) Target Direct Sharers

Buzzsumo.com allows you to search blog topics. Their 'view sharers' buttons will show you a list of people who have shared similar blog posts to yours in the past. You can then reach out to them on social media or email and ask what they think of your blog in the hopes they **will share it too. When they then share it**, send them a thank you message. Reach out to as many people as they can for maximum exposure.

5) Get on Google News

Getting your website listed on Google News definitely drives up traffic, but did you know over 60% of people trust Google News rather than other sources of News? This means it's a great place to attract traffic that actually converts. Be sure to provide current and relevant content to make the most of Google News.



4) Run a Limited-Time Giveaway

Growing a subscriber list can also be a lot of work. However viral giveaways are a great strategy to overcome this initial hurdle. Give away something to a lucky few winners. It's like running a lottery, collect emails in exchange for a prize draw. You can even ask your customers to share the giveaway with their friends to increase the chance of winning. This has been known to exponentially increase followings.

3) Offer a Free Product or Course.



Creating a new product may seem like a lot of work just to increase traffic, but it has been proved immensely successful. If you hit the right audience, present the right solution or make use of an incredibly popular current trend, your list will grow unbelievably fast. Research your customer base and work out how you can grab their attention. Then create a relevant product and watch the interest come in. Here at the Internet Business

School we present exciting offers through our site hosted on the new Kajabi.

2) Do Webinars for Another Website.

Blogging is a powerful tool but you have to be able to convert readers into customers. Webinars however, famously have amazing conversion rates and joint webinars are essential to building traffic for your website. Find websites in the same industry as you. Approach them with an offer of conducting a webinar for your readers. Pick a topic you think is essential for your visitors to know and then present on that subject.

1) Be a Case Study for a Popular Blog.

This is a great way to gain instant credibility and viewers. Use someone else's product, write a about it and then ask them to feature it on their blog. This is like using a testimonial but it's easier to get traffic back. If you use any products that apply to your particular niche, approach the maker with a case study. Always link back to your own website.

Want to learn more about how to get new leads to your site?

Why not attend our **Ultimate Traffic Hacks course?**

Discover everything you need to know to rapidly increase your website traffic and convert visitors into buyers. Get 50% off with coupon code TRAFFIC50.

[Come visit the course page to find out more!](#)

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Success Stories - Karina Motelli

The 3-day diploma graduate who generated £13,000 in just eight weeks.

Karina Motelli once thought she was the path to an ideal life. She'd been told that going to school, and working in Corporate for big companies was the true path to money and happiness.

Yet Karina wasn't happy. Her hectic life in Corporate left no time for what she held most important in life. In fact work was taking over her life! There was no time for holidays, to visit her family, nothing that let her rest, recuperate or even just enjoy life.



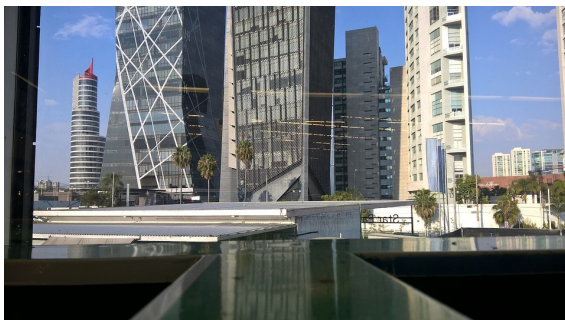
Suddenly everything took a turn for the worse. She became ill with cancer, fell into depression, suffered from loneliness and anxiety as her work barely covered her outgoings. Exhausted beyond belief, she finally managed to get a few weeks off work. She took the time to visit her estranged father, only to lose him a few weeks after the trip.

Yet in the time they had, she made a promise to move to the UK and start again. She came looking for a solution to finally leave her job and start enjoying life. She started to seek out that solution by attending seminars.

Karina attended one of my seminars. As she listened to him talk, she identified with my story. She decided to attend my Accredited Internet Marketing 3 Day Diploma Course.

After taking the course, she found the courage and determination to make a real change to her life. Since then she has made some staggering achievements, becoming an industry expert in her field. These achievements include:

- Setting up her own Internet Marketing Consultant Business called Aldora Global
- Finding clients who required website and social media creation and marketing.
- Creating VIDIX - an affordable form of video advertisements for social media.
- Creating and Selling her first eBook in both English and Spanish.
- Helping her sister to establish her own successful online business, with courses and eBooks sold in Costa Rica and Central America.



- Partnering up with an industry leading music producer to set up a bespoke wedding song company.

All of these produced earnings over £13,000 in just eight weeks!

She's also got an even more promising career ahead of her. Recently she has been asked speak at an empowerment for women seminar in the US, to tell hundreds of women about her story, struggles and amazing successes.

Here at the Internet Business School, we all hope that her story and energy will inspire many to build themselves a better life and a brighter future.

Congratulations on everything you've achieved Karina!

Do you want to be the next success story? Come to a FREE workshop, just like Karina did and see how you can change the direction of your life!

www.thenextentrepreneur.co.uk/

What could you achieve with direct support from me and my team of experts?



I'm offering an opportunity to join me in my thirty-five acre estate in rural Kent. This event has been organised to help old and new business owners alike focus intensely on their business plan, learning how to make money faster with the help of me and my team of entrepreneurs—one to one.

I usually reserve my coaching for the graduates of the 3-Day Accredited Diploma course, however I'm now opening up this business-changing opportunity to a select few members of his list for the first time.

All you have to do to be invited is a complete a short application form on the Discovery Day website. I will personally review all the applications and then one of the team will contact you to arrange the best date for you both.

Do you have an existing business that hasn't unlocked the full potential of internet marketing?

Perhaps you've just started up and need to gain the insider knowledge that big businesses use to fast-track their success?

Maybe you have a great idea that you desperately want to launch online, but need the expert help to get there.

Or perhaps you just have the burning desire to become an Interpreneur and follow in the footsteps of a world-class team of successful students?

[CLICK HERE FOR MORE DETAILS](#)

Whilst you learn, you'll get to experience Simon's Internet Millionaire lifestyle. You'll be mentored at Darling Buds Farm, Simon's home and a restored farm full of luxury five star B&Bs. Darling Buds Farm was the exact filming location for the hit 90s TV series "The Darling Buds of May"

..... and it still looks as if David Jason Pam Ferris and Catherine Zeta Jones could turn up at any moment! (Actually—as you can see—they did!)



Apply for your chance at attending the Discovery Day that could change your business life!

<https://internetbusinessschool.co.uk/mentoring-discovery-day/>

The Most Powerful Lead Magnets I've Seen

I'm going to use the online marketing niche as our example to explain this technique, but keep in mind this could work equally well in other niches, too.

Consider this:

When people have a specific problem that's driving them crazy, they'll do almost anything to fix that problem NOW.



For example, a bride-to-be has an acne outbreak the day before her wedding - what wouldn't she do to fix her problem?

A woman is in immediate danger of losing her job – what wouldn't she do to convince her boss not to fire her?

Parents are worried about their child drinking alcohol – how can they teach their child to drink safely?

Their need is great and immediate.

Do you think they might pay to find the solution? Of course. Do you think they would enter their email address into an opt-in form to get the solution? You bet they would!

So how do we use this knowledge in a niche such as online marketing? Simple: If you pay attention to forums and blogs, you'll notice there's always some sort of online marketing crisis.

For example, Google just changed how they rank websites, and now thousands of online marketers are losing tons of money.

Think they might like the solution?

Paypal is suddenly seizing accounts without warning and freezing the funds. Would the account owners like an answer on how to unfreeze their accounts? Would everyone else like to know how NOT to get their accounts frozen?

You bet!

Facebook just changed (fill in the blank) and now marketers are unable to (fill in the blank) or maybe they're banned, or... Aweber just did the unthinkable, and marketers everywhere are freaking out. XYZ hosting site just got hacked, big time. Websites are down and backups are missing – what to do?

The list goes on and on. Keep tabs on the forums and you'll find a new crisis every month and often every week.



**Not at the lead magnet stage yet?
If you're stuck on ideas for where to start, why not book on our
FREE One Day Internet Money Making Strategies Workshop,
designed to get you headed in the right direction.**

As you've probably already guessed, your lead magnet is going to offer the solution to the latest marketing crisis. Just imagine how fast marketers will give you their email address when you have the answer they desperately want NOW.

Right about now you're asking, "But how am I going to find the solution when they can't?" Good old-fashioned research, that's how.

Go to the help sections of the websites involved in the latest crisis and find out everything you can. If possible, call the website and ask all the questions you need to ask. Hit the chatrooms and forums and glean all the helpful info that is available. If you find an expert who knows what s/he's talking about, do a quick phone interview.

Timing is everything on this, and you have got to act fast. If the crisis hits on Monday, ideally you want your lead magnet up no later than Tuesday to take full advantage of the tsunami of new leads you're going to get.

Not bad, right? And here's the best part – your opt-in rate will be sky high. It will almost certainly top any squeeze page you currently have.

And by the way, when you've got the solution everyone is desperately looking for, what does that make you? The trusted expert and authority, that's who. Do you think people will open and read your future emails?

You bet your life they will.

Now here's the trick to getting your squeeze page in front of as many of these marketers as possible:

Outsource people to search out forums and threads where marketers are talking about this problem.

If someone is looking for help, that's where you want a link to your solution. Have your outsourcers post a link to your squeeze page offering them the answer they seek. Yes, it's that easy. Oftentimes that thread and even your post offering your lead magnet will end up on page one of Google for that particular search.

Not bad, right? Oftentimes that thread and even your post

One more thing – if you want to take this just one step further, it can blow wide open. Get podcasters to interview you, and do guest posts on as many blogs as possible.

Think about it – this problem is all over the online marketing community. What podcaster or blog owner doesn't want to have someone with the solution to offer their listeners and readers? Just one post on a major blog or podcast can result in a thousand subscribers in 48 hours. If in doubt there's a great way to discover how to get your word out there.

Remember to position your solution not just as the answer to the problem, but also as the way to AVOID the problem for all those who aren't already experiencing it. This way you'll be able to grab not only the marketers looking for a solution, but also everyone else who wants to avoid this headache.

Wealth loves speed. Now go find the latest crisis, research the solution and start building that list!

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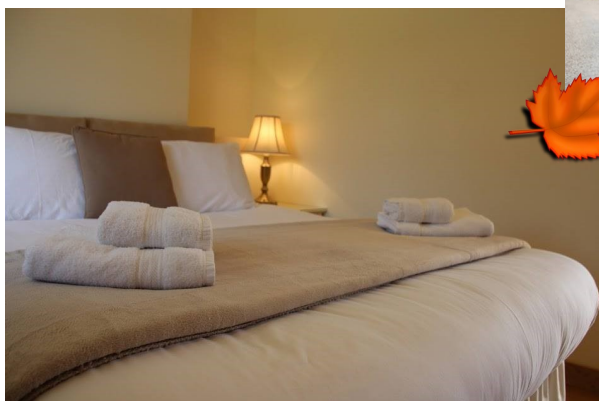
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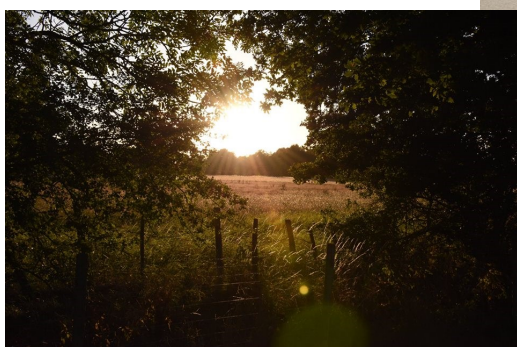
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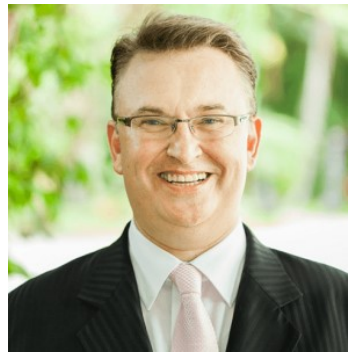
To book your stay at the farm visit darlingbudsfarm.co.uk

We look forward to seeing you soon!

Did You Catch David Cavanagh's Recent Webinar?

Are you looking to make an extra £2000 or more every week?

Perhaps you're stuck in a terrible job and want to turn your life around?



Do you want to give yourself and your family more time for fun?

Yes— then read on.....

Internet Marketer and entrepreneur David Cavanagh has struck gold.

Everyone he shows his webinar to has gone on to make a lot of money without minimal hard work. The best thing about it? You don't need any experience whatsoever to start. You just need to watch his webinar. So, what can you learn from him?

David will teach you:

- The latest and greatest in selling to people all over the world.
- How to find people who want to spend money with you.
- The essential steps to making people say yes eighty percent of the time.
- Four ways to copy and clone David's money-making system so you can start raking in the cash.

These are only some of things you'll learn on this VIP training webinar. To say anymore would be giving too much away!

If you didn't catch it first time around

—here's the link to the replay:

<https://attendee.gotowebinar.com/recording/1063655839726144769>

Or you can get in touch with David directly: www.davidcavanagh.com

How Can We Help You Make Money Online?

We've got a **wide variety of courses Live and In Person** that will help you start a business online — whether that's as an **SEO Consultant**, or if you want to make money building **wordpress** websites for other businesses, or want to explore wordpress in more depth

or if you want to be an expert in getting **traffic**.

If you have your own ideas, then we can fast track that for you with our **Rapid Implementation Workshops**.

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<https://www.internetbusinessschool.com>

Want To Work Directly With Me ?



If you have an existing business or are a start up and you want to work directly with me and my team of experts, the discovery day coaching and mentoring event is your option.

Get Invited To My Discovery Day!

Experience the millionaire lifestyle for yourself (no charge!) —whilst fast-tracking your business' success. It's not for everyone, so you will need to **[Apply here!](#)**



Beginner Level, Or Want To Get To Know Us?

We've got that covered too — sign up for the **FREE** one day internet money making strategies workshop

Are you just starting out, or do you want to find out more about who we are and what we do? If you want to take the first steps to financial freedom using the power of the internet and the tools and strategies from us, and become your own boss, this event is for you. These events always sell out so book your seat here: **thenextentrepreneur.co.uk**

Got questions?

If you ever have any questions about courses, workshops, or perhaps if you want to tell us what you thought of this newsletter, you can always get in contact with us at **support@theinternetbusinessschool.com**

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