

# Dominate your Internet Space

82% of the people who search for anything search on the web



*Google returns "relevant" content to a search query*

It's a fact that 82% or more who are searching for anything start on the web! If that is true, which I believe it is, dominating your Internet space has become more critical than ever before. It used to be okay to have an online brochure, but now with so much effort being placed on the web locating

your business, times have changed, and so must your marketing. Marketing on the web is very fluid and masked in mystery.

Many big sites have "paid search" results, sponsored links, and affiliate programs. I have always been skeptical of these programs, although I will admit some make it work for them. I just have never seen the real return verse the hype that goes into it. I tried Google AdWords once, an experiment led by a friend of mine, and the results were horrible. I then looked at a new way to get what I wanted without paying through the nose for dismal results.

These "Tips" are from my proven strategy (my book in the works), and I like organic vs. paid results.

**Organic vs. paid**

What is the difference? Well paid are like the sponsored links on Google, whereas, if you type in keywords, websites pop up on the search query's first ten slots on the first page of the Google search return. I like to be in the top ten websites, and by using my strategy, most have attained such an organic result.

Why? Relevance is Google's big thing, so we need to make your material relevant and easy for them to categorize. We need to make it easy for them to return relevant results from a client search query. Organic also has a trust value to it, contrary to paid sponsor links, which market you. Yes, you are marketing too, but you don't look like it, and that is king to this approach. Organic search results have an implied level of goodness and trust in them.

You already have started the sales process by "disarming" your potential client's self-defense mechanism of "oh no, here comes a pitchman." This is one of the keys to my approach, in that you don't look like you are selling but instead informing a potential client. Once they understand that, your message can go right in; you become a subject matter expert. You become a trusted individual and allowed into their "tribe"; thus, you can then offer values to their problems. Selling should be easy.



*The "pitchmen" cometh!*

**Video vs. reading**

Okay, so should you do video podcasting or rely on a website? Duh. Most people like to watch a video vs. reading a static website. You can convey more value, qualities, trust, and concept via video than written words. It's far easier to watch something in contrast to sitting down and reading a website. This is true on so many levels.



*Video is many times better than reading, on a website!*

That isn't to say that the written word isn't essential, but a video has such an enormous impact on the sales process, which we will cover later. People purchase via emotion backed up by logic. Video is the emotional portion of the purchasing equation, whereas the written word is the logical part.

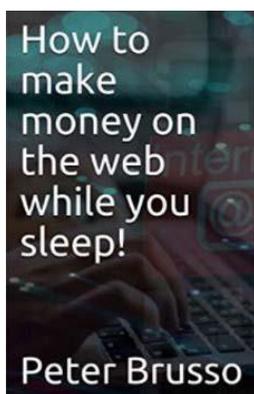
As I said, I have expounded on this concept but suffice it to say that video is a crucial component of your marketing on the web now. Video also helps you in your viral marketing efforts on the web as other video podcast aggregators are looking for content for their sites, and thus, they will grab your video to put on their site (if you do it right). The result of this is expanding your viewership.

We are an "I want it now society"; one of immediate gratification. So, with that in mind, you should offer pay per view or downloads of your material that can be packaged in a digital form. If not, a purchase mechanism to order rights now and shipped quickly.

If you do this well, it will help you differentiate you from your web competition and make it easy for your clients to decide to purchase. This can lead to reviews of products and service reviews, which help drive you up the search engine charts organically.

Also, please take a look at my new book:

<https://www.amazon.com/How-make-money-while-sleep-ebook/dp/B08HJ6GV6Q/>



I hope you enjoyed this business tip...

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