

- **I'm no Web Marketing or Internet Guru!!!!**
- Like you I'm a Dedicated business man with many different priorities; the only difference is I have taken essential time and learnt the priorities and techniques of successful web marketing to have a leading edge over my competitors. Delegating the work to a so a called "expert" taught me they were simply taking the Mick ! (p ***)

I understand my business more then anyone else.... All it required was to take the leap in grasping the simple techniques and then delegating knowing what results to expect!

- I want to share and show you that its you who has to take the lead, not someone whom you employ if you want real success!
- paresh raja

**Polite request: Switch off your mobile phones
Give yourself a cracking chance !**



50 Top Web Marketing Tips in 50 Minutes:

With an introduction on the basic priorities of web presence and marketing.

- Practical Priorities for a busy Business Owner
- Your “Masala” and “Vaghar” for a Sound Website

going e: Its no rocket science:

paresh raja / jbs, uk/india

“In business, location is everything — and that includes where you are on the Internet. The way people find that online location is through search engines. So, while a pure brick-and-mortar consideration of location involves being on a good street with a highly visible sign, the online version means ranking high when someone does a search to buy what your “store” sells. Search-engine optimization (SEO), the art of improving your search rank, isn’t hard, but it’s something a lot of small businesses don’t pay attention to — either because **they’re too busy**, or because it sounds both technical and **scary**. ”

Actually its no Rocket Science!!

Let me explain! Like you I run a business...

Lets Divide the Subject in 3 parts and essentially
SEO: Search Engine Optimization is a process of 3 parts

Think of it like the process to make a triangular **Layered
Paratha:**

1)The small circle is rolled :

The BASICS< SHOW WHAT YOU'RE ABOUT

You outline what you're about in a obvious way; totally visible: Like the Paratha Dough opened; you lay out the **basic keywords** about your business.

Its OBVIOUS it's a dough; a paratha in process.

2) Its folded in Half after oil and flour sprinkled: it's a semi circle:

We are ADDING Content: Fresh and Regularly; better and more researched keywords; with **Meta Description** which describes your site/ product / service; as well as REGULAR updates on your site, i.e **FRESH CONTENT!**

The Half circle begins to take shape for a triangular paratha, but not quite there!

3) Semi circle is Folded again in Half so now it's a triangle shape

MORE IS ADDED: flour and oil and then folded once more:

The paratha looks authentic and seems possible that it will upon more rolling take a triangular shape:

Make your site TRUSTWORTHY by **linking** to Authoritative and Trusted sites of similar nature and associated topic. Search engines give great authority to sites which have links pointing to them, i.e inbound links.

Summary: THE Circle Dough!

Step One

STATE THE OBVIOUS and START CORRECTLY:

The First Step is SHOUT about your self: obvious keywords that you know best describes your products; put your self in place of the web searcher. What would you type as words or phrases in looking for the particular product:

What are you selling or promoting, and where.

I sell Costume jewellery online: so on my **Title Tag:**

I make it clear to *Humans* AND to *Spider-Bots* (which crawl your site) what you're about.

The **TITLE TAG** of any website is most important to identify what you are and what you sell and help get you found in search.

Be accurate: A good Dough Circle:

Costume Jewellery uk, Swarovski crystal jewellery, wholesale Costume jewelry uk

Inaccurate description would be: The square circle!

Gorgeous diamond style jewellery in gold and silver finishes

Paresh explains:

The Semi Circle Dough:

Step Two:

DEFINE YOUR SELF:

Write quality material about the products or your services, with researched keywords which are highly searched for. Add fresh content and on regularly basis so the site is seen as active and dynamic by the search engines which will crawl the site more if it sees this evidence.

A new product introduced should be with good written content describing its virtues and values.

The triangular Dough Takes shape:

Step Three:

REACH OUT and SHOW YOU'RE REAL. LINK

What Search Engines, (like Humans) like most is that you are Genuine, Trustworthy and Well Thought off.

They do this by seeing the amount of INBOUND links which are directed at your site.

(To get to step 3 of the paratha dough was not so difficult, but now to roll and keep the dough as a triangle as we expand it, is not so easy!)

You endeavor to link to sites which are associated with your subject or complement it... its not easy but perfectly possible.

My costume jewelry site will be good if it's linked with other Jewellery sites especially those which complement mine. I have a wedding jewelry section, so those who sell wedding attire.. western and Indian as we sell both etc. A jewellery packaging company manufacturing or selling jewelry boxes etc

Note , the emphasis is on links that point at your site; which means having websites which hold your website details on their site and point to you... rather than having Reciprocal Links. In bound links carry substantially more weight whilst the two way linking system is now almost not worthy in eyes of search engines, whom you need to please.

Trying to keep the paratha dough in a triangular shape is not so easy of the three steps, the same is for link building!

Once the Dough is ready; flat, to the required thickness and a decent looking triangle; we bake or fry it to get the end results; you may call this the Vaghar!

- **Summary:**

SEO practical priorities are:

1)

Start off with CORRECT good practice: obvious and researched Keywords, esp in Title Tag and Meta Descriptions as well as a list of keywords in the source codes, which is at back of each WEB page!

(RIGHT CLICK MOUSE ON ANY WEBPAGE; CLICK OPTIONS: VIEW SOURCE;
YOU CAN VIEW THE SOURCE CODES OF ANY PAGE.

ITS THIS WHAT THE SEARCH ENGINE SPIDERS READ!)

If the title tag is blank.... You have virtually no chances of being indexed by spiders... as you NOT telling them what and who you are. If they cant find you... then you will never be visible in a search!

*The paratha dough must look promising and obvious that it can be rolled!
It needs to start off round!*

Summary:

2) “Content is King!”

Write and Write and Write.....

CONSTANTLY;

REGULARLY (To a set pattern);

And use :KEYWORDS in your content which is used else where,

A store shelf sitting gathering dust is not an attractive proposition.

A layered paratha will only happen if you sprinkle it with flour on a oiled based....essential ingredients; to make it different, add jeera, or ajwan, or stuff it with aloo... its all to do with ingredients.

- **Summary:**
- **3)Expand your horizons :**
- Its not easy getting INBOUND one way links (i.e other websites holding your site URL and therefore a link pointing to your site) but its perfectly possible given your site has good credentials, content and is an attractive proposition. Leave that to experts to do for you!
- The small triangular dough now needs rolling and expanding: its not easy to get the triangular shape, but with **time and practice** it happens by Linking to associated websites adding Authority to your site
- *state the obvious: Title tags ;*
- *write content: advanced keywords;*
- *spread the word: Linking*

50 Top Practical Tips In 50 Minutes to UPLIFT your website to a major player in the Game!

All are practical , doable and tips which are

simple to do!

Caution:

paresh explains;

don't get overwhelmed as there is so much there! It's a question of putting priorities to some and going step by step!

A) IMPROVING YOUR WEBSITE:

1)Flash = Extravagance = Crash

No Flash

USE simple HTML type script.

Java is also not a good idea!

Search Engines read readable scripts not pictures or videos!

If there is no script(content), the Dough remains the same!
It Never turns into a paratha!!

Eg:

<http://arvindmills.com/>

2) Choose a Good Domain Name:

A obvious word in the domain name about your products is a *distinct* advantage; not just for the search engines but for the buyer... they immediately know if their on the right site for the product their looking for.!

If you're selling your main product as Indian Paratha's and your domain is saying some thing like "Savory and Tasty" ; it's says little about the product...

MAKE IT CRYSTAL CLEAR

what you're selling.

3) Highlight your phone number; it's essential; in an obvious place.

www.janeojewels.com

<https://www.janeojewels.com/>

A missed opportunity may miss a sale! Hand information over on a plate! Make it easy for buyers to find you... always on the top!

4)State a Strong Call to Action

Offer something that immediately grips them

At janeojewels.com we offer free returns and a set standard \$2 postage fee, no matter how big the parcel.

Goods are sent at RECORDED delivery always, a sign for service or a next day courier service, both prime modes of post; but a nominal fee!

<https://www.janeojewels.com/>

and..... we highlight this on every page on the website...as buyers can enter any of the optimized landing pages... so critical info must be on every page!

A solicitor or Account may offer 1 hour free consultation ; giving FREE advise !

A strong call to action!

<http://www.thawte.com/>

I LOVE THIS! SIMPLE, enduring...

5) Get Listed on Google Places

And also localize your self so those searching for a products in their area can find you first!

Eg for neotrim and janeojewels

It automatically adds a Google map for you. Your location

You can add FREE offers!

<http://www.google.com/local/add/businessCenter?hl=en-US&gl=US>

YOU will need to create a Goggle Account Here:

- <https://www.google.com/accounts/ServiceLogin?service=lbc&passive=1209600&continue=http://www.google.com/local/add/businessCenter?hl%3Den-US%26gl%3DUS&followup=http://www.google.com/local/add/businessCenter?hl%3Den-US%26gl%3DUS&hl=en-US>

Paresh@neotrim.com

Pw= 1234xxxxxx

6)Submit Your WEBSITE URL to Search Engines

A host of other things will open up for you! Its free!

It should be there, but check and see! Spiders should have beat you to it!

<http://www.google.com/submitsite/index.html>

<http://www.bing.com/webmaster/SubmitSitePage.aspx>

7)Submit your Site to DEMOZ

THE OPEN DIRECTORY PROJECT

<http://www.dmoz.org/add.html>

Its VITAL; a very **authoritative** source for search engines; well liked by search engines and will take time to get listed; no guarantee.

eg:

<http://www.dmoz.org/search?q=janeojewels>

neotrimis still not listed; may be we have not tried so hard! Its reminded me!

8) Put your Address at bottom Header of website;

- Gets you found by Local Searches;
- esp.eg: if they are looking for Hand loom fabrics in Ahmadabad wholesale
- I did a search and was not impressed: no one has optimized the above obvious phrase so I came up with Yellow pages etc ... listings.. its an easy , OBVIOUS phrase to optimize! Right???? (paratha dough....!!!)

9) Add a Favicon; adds interest and status and professionalism...

Eg:

http://www.indianyellowpages.com/india/merchants_traders/f/fabrics.htm

Its icon/logo that can be inserted in the IE browser

10) Use TRUST SIGNALS to gain more interest

Especially important if you doing a transaction on a site!

<https://www.janeojewels.com/>

Show any affiliations you have.! Trusted bodies who recognize you, etc. Who have vetted you and buyers can easily check this out as you would have provided a links form their logo to the site in question.

11) Use a recognized SSL certificate provider to maximize your ONLINE transactions

Secure Sockets Layer

Eg: VERISIGN

<http://www.thawte.com/>

People don't part money without being convinced that the transaction is taking place in a secure location.

<https://janeojewels.com/content.asp?act=secu>

we explain our security status to our buyers!

12)Check your WEBSITE speed:

People have little web patience in this VERY fast web world! *If you're slow, you're out!*

Eg:

janeojewels.com

<http://analyze.websiteoptimization.com/wso>

Or:

http://www.iwebtool.com/speed_test

Speed check result

Your domain(s): Enter each address on a new line (Maximum 10)

Check!

(eg. iwebtool.com)

#	Domain name	Size	Load Time	Average Speed per KB
1	www.janeojewels.com	150.32 KB	1.54 seconds	0.01 seconds

13) Offer Something for FREE:

- Free is a big BUZZ word for any one and will remain that way!
- We all love something for nothing!
- <https://janeojewels.com/index.asp>
- We offer a free prize each day on the website, winner is announced on the site daily
- Its also a way of getting more info about a potential client.

14) Re Write Your About Us Page Regularly.

- Statistics show , one of the most read pages on websites is the About us page; People want to trust!
- Its great Marketing as re writing means new content for Spiders to index!
- The Old indexed page is also found in search... DEPENDING on how you optimized it with Key words!
- It's a win win situation.
- Provide the Basics at the Top as an Overview
- ***Your About page should answer the Five W's:***
 - *Who are you?*
 - *What do you do?*
 - *When did you start doing what you're doing?*
 - *Where are you?*
 - *How are you accomplishing what you claim to do?*
- More at: <http://sixrevisions.com/content-strategy/about-page-guidelines/>

15) Make your website seen properly by all browsers: VITAL

Browser Statistics Month by Month

2011	<u>Internet Explorer</u>	<u>Firefox</u>	<u>Chrome</u>	<u>Safari</u>	<u>Opera</u>
March	25.8 %	42.2%	25.0%	4.0%	2.5%
February	26.5 %	42.4%	24.1%	4.1%	2.5%
January	26.6 %	42.8%	23.8%	4.0%	2.5%

- **Source:** http://www.w3schools.com/browsers/browsers_stats.asp

16) Have a Good Contact us Form Page:

Contact us link must be Visible at Top or in a Obvious place!

Make sure the Buyer gets a copy of the submitted inquiry request.

Make sure your programming is such that its delivered / forwarded to your inbox and not waiting to be seen when you log to your CMS (content management system) on your website.

IT must be actioned immediately! That's why people contact you!!

Indian & Chinese websites are the worst for responding to enquiries on web contact us forms!!

Even Top airlines!!! KINGF....

I know...

<http://inspectelement.com/articles/superb-examples-of-form-design/>

17) Navigation on Website Is Simple and Easy to Understand

**Make it easy to find what they are
looking for.**

Menus: These are the tributaries of the website.... Channel the buyer in direction which is logical , giving them a clear choice as well being clever and guiding them almost where you want them to go.

<https://www.janeojewels.com/>

lets have a look

top line of menu

: a layer of sub categories with pictures.... See janeo

: a Second line of menu where a Quick browse option is offered.

We found this was really successful and leads to better sales!

18)Have a 3 click website for a sale!

- Browse, select and add to basket .
- The 3 click process starts from the moment they select the item they like
- Don't make them fill in silly forms and information if they don't want to; give them a choice! Once you start making buyers do what they don't want.. they loose interest and you will inevitable loose a sale / enquiry at the very last moment!
- If it's unnecessary, leave it out!

b) WEBSITE PROTOCOLS;

its extremely wise to follow these rather then create your own

19) Stick to Website Protocols, don't be too ambitious;

not good!

COLOUR: White ; White ; White.

WHITE IS GOOD !

It's a perfect color as back ground.

The emphasis is on your product and your content. Don't Distract from the main point..... You want to sell not be admired!

20) Font:

Certain fonts work best and buyers are accustomed to them; give them something very different, and you're confusing them!

They will leave the site!

- Times Roman
- Verdana
- Arial

21) Position of Menu:

Top Across or Left hand down

Max 2- 3 layers per menu (i.e sub menus)

Again people are use to that!

Most important information on the LEFT!

Why?

22) DON'T EVER FORCE BUYERS TO SIGN IN TO VIEW or PURCHASE.

They are free to do as they please!

<https://www.irctc.co.in/>

OR

<http://www.makemytrip.com/railways/>

The Only time you want people to register is when they are about to make a purchase or send you a commercial enquiry.

23) GIVE AN INSTANT PASSWORD

REMINDER ON LINE

Don't email it to them, program so that a facility is there so you capture the potential!

<https://www.janeojewels.com/Amethyst-Cubic-zirconia-necklance-cube-pendant-jewe>

24) A SEARCH function is Vital;

- all Buyers expect this now;
- Make sure it works, and does not come up with null values.

25) Make sure all your internal LINKS work;

- Its basic good programming! Page to page must connect and without lengthy downloads!

We half way there is EVERY ONE OKAY!

26) CHECK the LOAD on your WebPages:

- if they are too heavy, with large pictures pixels etc... transfer from one page to next will be **VERY slow:**
-
- you can check here
- <http://www.websiteoptimization.com/services/analyze/>

c) **SEO TIPS. Don't get too excited!!!!**

- **Caution:**
- I know you probably feel this is the most important; **but it ISN'T!**
- If you don't get the above right, SEO will NOT help by it self!
- **YOU** have to look at the whole **HOLISTIC** approach to your web business, all aspects come together to provide a single result!

27) Title Tags are Vital

- **If you don't tell search engines what you're showing and selling.... There is no hope!**
- **Treat each page like a home page.. so every page needs a title tag!!!!**
- **E.g.: Home page:**
- **<https://www.janeojewels.com/index.asp>**
- **<http://neotrim.com/>**

28)Product page and every other pages need a title tag:

- <https://www.janeojewels.com/Amethyst-Cubic-zirconia-necklance-cube-pendant-jewel>
- etc
- **We optimize every single webpage on our website!**

29) Meta Descriptions are vital too

- **These are what you see at search: They lie BEHIND the webpage, telling search engines more detailed information about that page/ product, you... etc; must be keyword enriched!**
- <http://www.bing.com/search?q=neotrim.com&mkt=en-us&FORM=TOOLBR&DI=>

30) Have a set off **RESEARCHED** **KEYWORDS** on the view source page of every page!

- *(Come to my Keywords Master Class Seminar; ask the JBS team)*
- <http://neotrim.com/>
- right click mouse on webpage; **VIEW SOURCE**

31) Submit your product pictures to Google Images:

- **Its Free** and adds extra SEO value to your products; pictures are uploaded with attributes which describe the item(keywords) and appear in Google search as part of Google images.
- Here is the link and how to do it: Its called Google Base:
- <http://base.google.com/support/bin/answer.py?hl=en&answer=59260>

going 'e' : Its no rocket science: paresh raja & jbs academy; uk / india

costume jewelry uk online - Google Search - Windows Internet Explorer

http://www.google.co.in/search?q=costume+jewelry+uk+online&hl=en&prmd=ivns&source=lmns&tbm=isch&e

File Edit View Favorites Tools Help

Windows Live HOW TO UPLOAD PICTURES FR

What's New Profile Mail Photos Calendar MSN Share

Sign in

costume jewelry uk online - Google Search

Web Images Maps News Orkut Translate Gmail more

Search settings | Sign in

Google

costume jewelry uk online

About 7,850,000 results (0.21 seconds)

Go to Google.com Advanced search

Everything

Images

Videos

News

More

Any size

Large

Medium

Icon

Larger than...

Exactly...

Any type

Face

Photo

Clip art

Line drawing

Any color

Full color

Black and white

FIORELLI JEWELLERY

Internet 100% 11:16 PM

- <http://www.google.co.in/search?q=costume+jewelry+uk+online&hl=en&prmd=ivns&source=lmns&tbm=isch&e>
- Move mouse on each picture to see the key words used! Hence they appear on search.

32) You must open a Google Account so you get all the Analytics FREE about your website PERFORMANCE.

- Key Insight into how many people visit your site, from which browsers, from which counties etc etc.
- You get Exact and unique Analytics about your web presence.

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Goals

Ecommerce

Custom Reporting

My Customizations

Custom Reports

Advanced Segments

Intelligence Beta

Email

Help Resources

About this Report

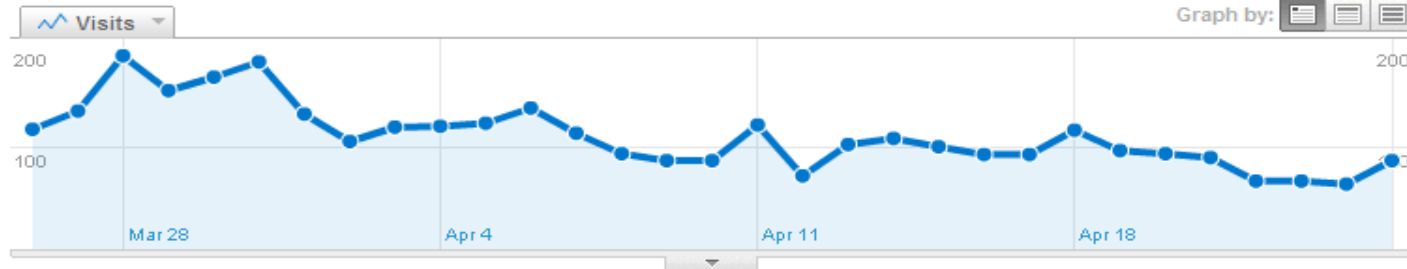
Conversion University

Export Email

Advanced Segments: All Visits

Dashboard

Mar 26, 2011 - Apr 25, 2011



Site Usage

3,454 Visits

48.73% Bounce Rate

12,242 Pageviews

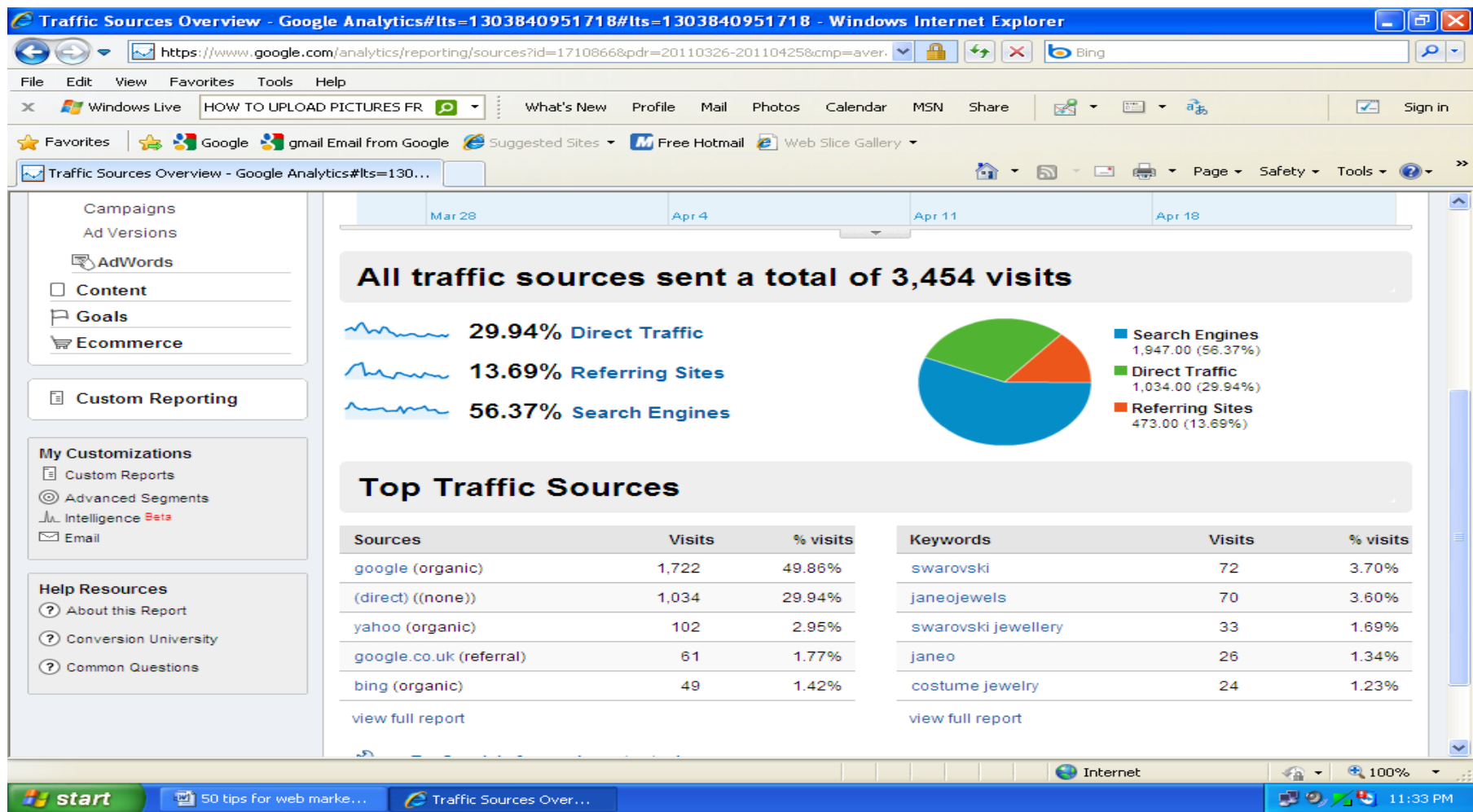
00:02:19 Avg. Time on Site

3.54 Pages/Visit

78.60% % New Visits

33) Make decisions based on Information you get via Analytics, and change your marketing strategy based on facts unique to your site which are 100% accurate.

- key words , etc etc.. a wealth of information:
- Below chart telling me best keywords searched, where the traffic is coming from etc; I can plan my strategy based on looking at this!
- You can set up your account to do a host of things including getting a daily or weekly report posted to your email! You don't need to log in.



- Set up a Google Analytics account (which is SEPARATE from a Google account , though user and password will remain same) here:
- <https://www.google.com/accounts/ServiceLogin?service=analytics&passive=true&nui=1&c>

34) Use your Google Account for ADWORDS and find the best keywords for your industry

sector which you can use in all your content as well as a Paid Adwords Campaign (PPC) Pay Per Click Campaigns.

Tools > Keyword Tool

Find keywords

Based on one or both of the following:

Word or phrase (one per line) Website

costume jewellery

Only show ideas closely related to my search terms

Advanced options Locations: United Kingdom Languages: English

Search

About this data

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/>	☆ costume jewellery	<div style="width: 100%;"></div>	60,500	33,100
<input type="checkbox"/>	☆ costume jewellery uk	<div style="width: 100%;"></div>	4,400	4,400
<input type="checkbox"/>	☆ indian costume jewellery	<div style="width: 100%;"></div>	1,900	880
<input type="checkbox"/>	☆ costume jewellery wholesalers	<div style="width: 100%;"></div>	33,100	5,400
<input type="checkbox"/>	☆ vintage costume jewellery	<div style="width: 100%;"></div>	12,100	1,900

- Google Keyword Tool
- The Google keyword Tool is hidden! Its located at :
- https://adwords.google.com/dashboard/Dashboard?__u=9294864894&__c=6321473754&st
- Under Reporting and Tools Tab!

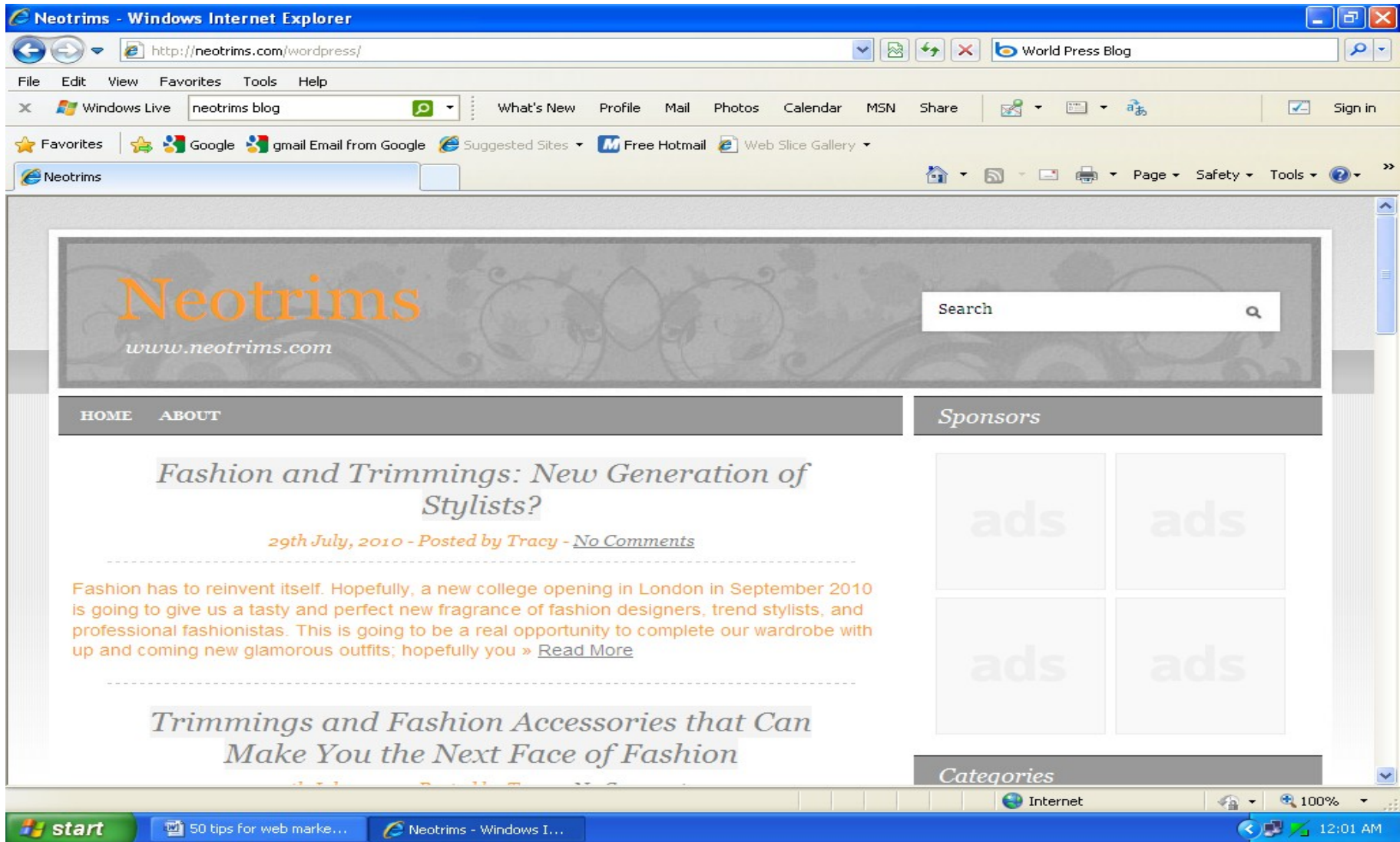
Come to my Master class on: Google Analytics: what is it and how to start using essential parts of it! A practical 3 hrs Session, ask the jbs team here!

35) Write Content: Start Blogging;

More content = more keywords = more results

on Search!

- Open a Blog Account and link it to your website:
- Googles BLOGGER is Free!
- Most Blogg Platforms are free...
- Neotrim's blog Eg
- <http://neotrim.com/wordpress/>



- Create: a blog: Blogger: <http://www.blogger.com/create-blog.g?hca=true>
- Wordpress: <http://wordpress.com/>
- Tecnorati: <http://technorati.com/ping/>

36) Start a Blogging commentary strategy:

- commenting on Associated blogs , getting a relationship going so you are seen as a friend/ genuine. Interested, and leave appropriate comments on their posts; with a link back to your site.
- If you seen to be genuine, your comments will be moderated and posted live on their blogs including your link back to a page on your website; giving a INBOUND LINK; VERY valuable!
- IN essence this is what you want to achieve!!!!
- As well as get your Blogs posts to attract genuine comments, which also count as links! Again very valuable in terms of adding authority to your site and getting you higher up the search engines!
- **DELEGATE THIS TASK / out source**

37) Submit the articles to Articles Directory Sites:

- Eg: The “Enzine” articles directory site is one the most popular and crawled upon by Search engines.
- In the articles, which must follow strict Enzine protocols; have a link back into your site.... This is a inbound link.
- See neotrim's example below

Ribbons, Trimmings and Fashion Accessories - Building Your Own Fashion Style - Windows Internet Explorer

http://ezinearticles.com/?Ribbons,-Trimmings-and-Fashion-Accessories---Building-Your-Own-Fashion-Style

neotrims article in ezine directory

File Edit View Favorites Tools Help

Windows Live neotrims article in ezine director What's New Profile Mail Photos Calendar MSN Share

Favorites Google gmail Email from Google Suggested Sites Free Hotmail Web Slice Gallery

Ribbons, Trimmings and Fashion Accessories - Building...

Ezine @rticles

Google™ Custom Search Search

Ads By Google [Fashion](#) [Trimmings](#) [2011 Fashion Trends](#) [Fashion Look Book](#)

EzineArticles For Authors

- Submit Articles
- Members Login
- Benefits
- Expert Authors
- Read Endorsements
- Editorial Guidelines
- Author TOS

For Publishers

- Terms of Service
- Ezines / Email Alerts
- Manage Subscriptions
- EzineArticles RSS

For Everyone

- Blog
- About Us
- Contact Us
- Article Writing Shop
- Advertising
- Affiliates
- Privacy Policy
- Site Map

Search EzineArticles

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Ribbons, Trimmings and Fashion Accessories - Building Your Own Fashion Style

By [Paresh Raja](#)

Article Word Count: 356 [[View Summary](#)] [Comments \(0\)](#)

Ads by Google

[70% Off Designer Fashion](#) Get Bangalore's Best Designer and Shopping Deals. Join us & Save www.GROUPON.sosasta.com/Designer

[Fabric Trimmings](#) Trimmings for dress makers, designers & tailors www.theliningcompany.co.uk

[2011 Latest Fashion Wear](#) at 80% less. Top Brand originals Limited stocks, Hurry Join Now ! ThePrivateSales.com/BrandsOnSale

Have you ever wanted to get an effortless, sophisticated and chic look while avoiding the high sheer lace, chiffon or light fabric's price tags? Classy grown-up and sophisticated garment accessories trimmings can easily fit in with your personal style and persona when they are trims and accessories that have been choosing for the fashionable comfort and the self-assurance that they can provide.

Ads by Google

[Garment Fabrics](#)

The Clothing Industry is meeting in Frankfurt: 24 - 27 May 2011 texprocess.messefrankfurt.com

[Discount Zimmermann](#)

Save up to 70% with The Outnet on Zimmermann and more. Don't miss out

start paresh SEO 50 tips for web marke... HP | MSN - Windows I... Ribbons, Trimmings a... 3:16 PM

38) Start a E marketing Campaign

- To genuine Buyers you have on your data base.
- Don't Spam, does no good! You can't force people to read what you want to send them

The screenshot shows a Windows Internet Explorer browser window displaying an email from neotrimms.com. The browser's address bar shows the URL: http://preview.neotrimms.com/temp/trims_neotrimms_100524.html. The email content includes a header with the subject "Trimmings Gossip & Murmurs Editorials by neotrimms:" and the website "WWW.NEOTRIMS.COM". The email body features a personalized greeting "Dear *[FNAME]*;" followed by the text: "Gorgeous soft appliqué trimmings: Soft Chiffon & Satin Embellished trimmings for appliqué on Tailoring. Miniature & Petite Roses with great prices, to Giant Roses that will highly embellish & decorate a cocktail Dress. Innovative, unusual and very easy to use trimmings from neo trimmings designers! forward this mail to you friends, colleagues and buyers." Below the text is a collage of images showing various fabric trimmings, including roses in different colors (red, purple, white, black) and sizes, and dresses featuring these trimmings. The browser's taskbar at the bottom shows several open applications, including "paresh SEO", "50 tips for web mar...", "HP | MSN - Window...", "wholesale trimming...", and "Appliqued Leather...", along with the system clock showing 3:24 PM.

39) Don't BUY marketing lists

- there is NO point! And DON'T SPAM!
- Build up your marketing lists by various techniques;
- Sign UP to news and info on your website (give them a carrot!)
- Your existing clients
- Potential clients researched and get consent.
- Clients who left you info at a trade fair
- Keep building the list up of INTERESTED people ONLY.... On a on going basis.

40) Archive all your marketing lists

- which must have content which is Search Friendly in terms of Keywords as well as Text which is readable (not picture text!) HTML!
- See; eg:
- <https://www.janeojewels.com/themag.asp>
- They are extremely valuable as extra Search Material for SEO; If done Correctly!!!!!!!!!!!!!!

41) Optimize your Marketing Mail Templates

- each Marketing templates must be web friendly! Very few people do this! Its so easy!
- Title tag; meta description, keywords list, and Good Content packed with Keywords
- ***Come to my E-Marketing Master Class of 3 hours; ask the JBS team!***

The screenshot displays a Windows Internet Explorer browser window. The address bar shows the URL: https://www.janeojewels.com/themag.asp?themag_c_id=48&tag=a#Menu=ChildMe. The browser's main content area shows the source code of a webpage, with a blue border around the code editor. The code includes the following meta tags and title tag:

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="keywords" content="14k bangle bracelet; 14k gold bangle bracelet;
bangle bracelet; bracelet swarovski; bracelets for women; bridal bracelets;
costume jewellery; costume Jewelry; crystal bangle; crystal bangle bracelets;
crystal bangles; crystal bracelet; crystal bracelet swarovski; crystal bracelets;
crystal cuff; crystal jewellery;crystal jewellery swarovski; crystal Jewelry;
crystal jewelry swarovski;cuff bangle bracelet; cuff bracelets; fashion jewellery;
fashion Jewelry;hinged bangle bracelet; rhinestone bracelets; swarovski bangle
bracelet;swarovski bracelet; swarovski bracelets uk; swarovski bridal
Jewelry;swarovski charm bracelet; swarovski charms; swarovski crystal;swarovski
crystal bangles; swarovski crystal bracelet; swarovski crystal bracelets;swarovski
crystal cuff bracelet; swarovski crystal jewellery;swarovski crystal Jewelry;
swarovski crystal necklace; Swarovski crystals wholesale;swarovski cuff bracelet;
swarovski jewellery; swarovski jewellery uk;swarovski jewellery wholesale;
swarovski Jewelry; swarovski jewelry wholesale;swarovski sale; swarovski
wholesale; wedding bangles; wide bangle;gold cuff bracelet ; costume bangles; 14k
gold bangles; wholesale bangle; 14k gold bangle; cuff bracelet gold; cuff bangle
bracelet; gold hinged bangle; bracelets style; braoet bangle; 14k bracelets;
crystal bracelets; bracelets style; bracet bangle; 14k bracelets; crystal
bracelets; gold cuff bracelet; unique bracelets; bracelets jewelry; jewellery
bracelets; cuff bracelet gold; crystal jew"/>
<meta name="description" content="Janeojewels brings alive Reminisces
Cartier 'Panthere' Jewellery in its collection of Cartier Style Panther Jewellery
in Swarovski Crystals and 14K Gold and Rhodium plating in its Costume jewellery.
The Famous Panther was created by By Cartier Jewelry Designer Jeanne Toussain, at
her prime in 1933 when she was appointed head of Cartier jewellery by Louis
Cartier who nicknamed her the Panther. It was the Panther brooch deigned by her
which was bought and worn by the then Duchess of Windsor which made famous the
Panther collection world over."/>
<title>Cartier style Jewelry; Cartier Panther Jewellery; Cartier panther bangle by
```

The browser's taskbar at the bottom shows the Start button, a search bar with the text 'paresh SEO', and several open applications including '50 tips for web marke...' and 'Internet Explorer'. The system tray shows the time as 3:37 PM.

http://preview.janeojewels.com/temp/necklace_womanjaneo_1011123.html

42)Start LINKING:

- It's a REQUIRED Google Strategy if you wish your website to be indexed with authority with Search Engines; the more authority your website has the more Higher you will be in search engines.
- So start a Linking Campaign and employ an "expert" to do this for you.
- Caution: Most (80% of the so called "experts" are cowboys!) But its possible!
- There are outsourcing sites where you can put up your requirements and people apply!
- *Vworker.com* : <http://www.vworker.com/>
- *Odesk.com*: https://www.odesk.com/?_redirected

43) Sponsor a Cricket team and get a LINK!

- Be enterprising and think of ways of getting links ; and as an organization, helping someone or especially an organization and as a result requesting them to give you a link from their site is EXCELLENT.
-
- Educational establishments; Government Organizations and non profit making organizations(charities) giving you links rank VERY HIGH with Search Engines

44) Use Social Networking:

Facebook: the 5th Largest Country in the Land

- 200 million people: Its Indexed by Search Engines and you need to exploit it,.
 - (147 M reside in Asia)
- Eg: We announce our daily prize winners on the janeo website on Facebook!

http://www.businessinsider.com/facebook-now-the-fifth-largest-country-in-the-world-2009-4

Facebook Now The Fifth-Largest Country In The World - Windows Internet Explorer

http://www.businessinsider.com/facebook-now-the-fifth-largest-country-in-the-world-2009-4

File Edit View Favorites Tools Help

Windows Live facebook is the biggest new cou ... What's New Profile Mail Photos Calendar MSN Share Sign in

Favorites Google gmail Email From Google Suggested Sites Free Hotmail Web Slice Gallery

Facebook Now The Fifth-Largest Country In The World

Business Insider Is Giving Away Three Boxee Boxes. Enter Now To Win! The one box your TV needs.

Facebook Now The Fifth-Largest Country In The World

Dan Frommer | Apr. 8, 2009, 2:50 PM | 5,259 | 14

Share Tweet 0 Like 65 Email A A A

Facebook CEO Mark Zuckerberg says the social networking site now has 200 million users. If Facebook were a country, it would be the world's fifth-largest, after China, India, the U.S., and Indonesia. (But its revenue, of course, would be smaller than almost every country's GDP.)

Zuckerberg's announcement includes a neat video with some stats, including this chart of Facebook's popularity by geography.



Intelligence goes a long way. SAAB Learn More →

Your Money

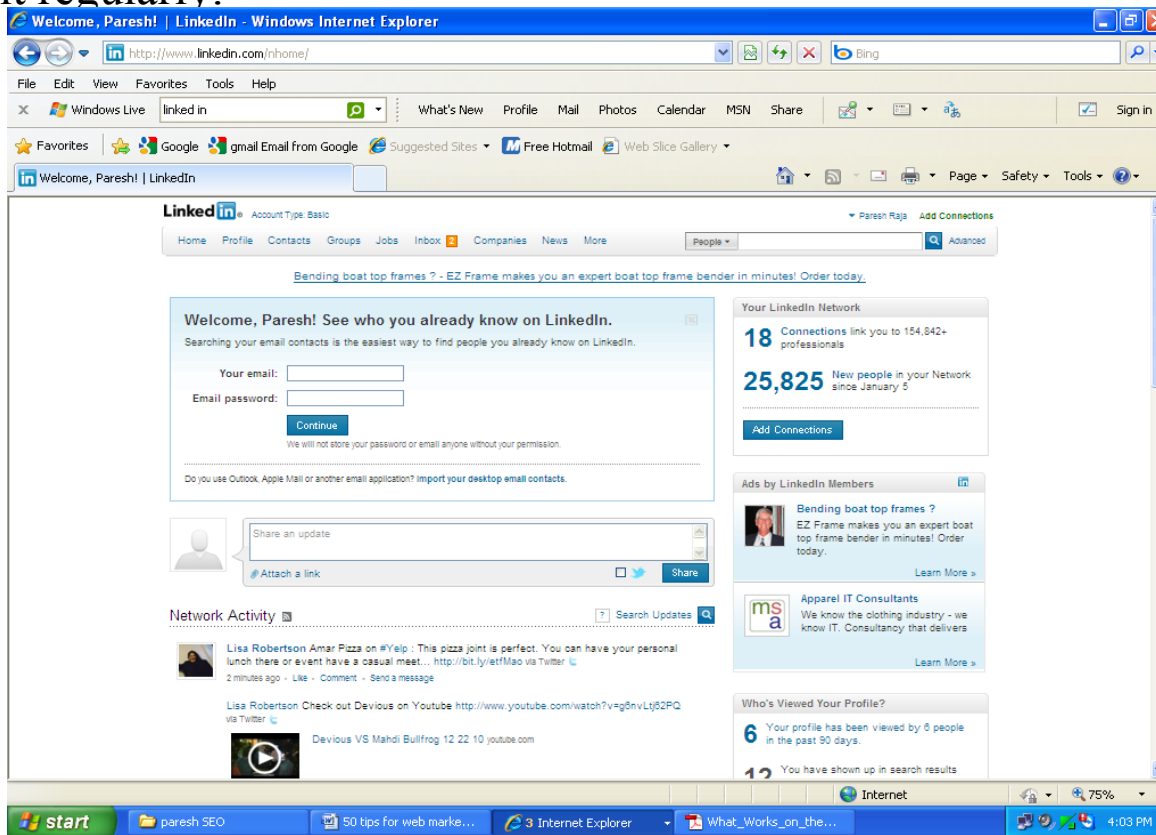
Index	Change	Value
NASDAQ Composite (COMP)	+21.96	2847.54
S&P 500	+11.99	1347.24

Waiting for http://www.businessinsider.com/facebook-now-the-fifth-largest-country-in-the-world-2009-4?fb_xd_fragmer

start paresh SEO 50 tips for web marke... 3 Internet Explorer What_Works_on_the... 3:57 PM

45) Join Linked In Community as it brings in B2B Contacts

and write in it regularly.



- <http://www.linkedin.com/nhome/>
- Its Great for Business Contacts as well as getting indexed by search engines; can also bring in LEADS if you put up a profile about your company/ products etc.

46) There is Twitter and a lot more

But concentrate on what you can COPE with and
MANAGE!

47) DON'T FRET ABOUT YOUR PAGE RANK.

- Its important , but just concentrate on DOING the GOOD PRACTICE SEO techniques, which are simple, and with time and consistency, your page rank will go higher and higher. *The paratha gets a better triangular shape with practice!*
- The so called experts put you in a little hole stating the page rank of your website is low! Don't worry about it!

Insert a page rank tool bar on your browser:

- <http://www.google.com/intl/en/toolbar/ie/features.html>

48) NEVER BUY LINKS

- Never fall for any appealing strategy where you have to buy links! Its totally banned by Search Engines and leads to sever penalties!
- NO debate, NO exception, DON'T do it!

49) GET A SITE MAP

Its important to link all your pages together on your web and shows goes structure and organization of a website. Search engines like to see that!

50) Take personal Interest in your **INTERNET / WEB strategy: FIND TIME!**

- Teach your self techniques, BASICS and UNDERSTAND what's required ; then only can you delegate!
- Otherwise forget the ambition of having a successful web business. Don't have just for fashion!
- You a fool if you don't take up the web as a major player in your sales strategy.... Remember... FACEBOOK, 200million people, 5th Largest Country in the world in 10 Years!
- Its Fun and it's a Challenge; and all Businessman love good challenges!
- Its no Rocket Science.
- *A paratha made by your self, is always better, you control what you put in it and the taste... you just have to learn!*

This is a small taste of what I want to offer you in my Practical Master classes, with detailed approach to key specific areas.

- : Finding Keywords and Research, Content is King!
- : E Mail Marketing
- : Blogging
- : Basic SEO Structure of a Website: so you can commission one with correct features
- Finally:
- : A 3 Day Residential , we breath and think e commerce in a relaxed atmosphere awaty from home and work!
- Join me; id like to SHARE what I know..... sincerely !\
- I'm a business man, I know we have so may priorities ill show what are the most important things !

Thanks

*Please come and greet me and exchange a card , a word! Id love to meet you
I want your details for marketing!!!!!! See I'm building up my data base!!! GOOD!*

COMPLETE OUR QUESTIONNAIRE, write clearly please!

**This is a taste of a plain partha..... Come an see how to make better parthas in many
different forms.... Join our Master Classes, invaluable and practical sessions from
another business man like you!**

**I'll show you the essentials without the blurb; what's doable and practical within time
frames we have!**

Contact the JBS team to book a place :

Ahmadabad at JBS Academy; May 11-12 are tentative dates at present.

***Then come for a 3 days Residential.. Away form it all, no work, no family, no phone, no
distraction... pure SEO and WEB good practice 24/7***

I need possible idea of who's interested to make it happen!

