

WebFire Wednesday Webinars:

Three Common Mistakes and Three Cool Marketing Tricks ... and Q&A



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a
Live Training and/or Q&A Call for WebFire
Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Use these calls as an opportunity to get even more training, ask strategy type questions, get feedback, or make suggestions on what else you'd like to see!



WebFire Member Rules to Success:

1. Follow the steps and trainings we have.
2. Don't give up (seek help when needed but don't get too dependent)
3. No whining or negative attitudes (quickest way to fail)



But first, I'd like to ask you a couple quick questions that will only take a couple minutes and will us better serve you going forward...



Questions!



Let's see what the results look like so far!



Now let's move onto the training for the day, followed by our Q&A where you can ask anything you want.



What You'll Learn Today:

1. Three Common Mistakes (and How to Fix Them)
2. Three Cool Marketing Tricks to Make You More Money and Bring in More Traffic
3. Our Q&A!



First up, three common mistakes...



We see a lot of clients often times making the same mistakes, which can cost them traffic, rankings, leads, and money



And even though we cover these in our trainings, we see it time and time again, so we thought it'd be worthwhile to point them out here so you don't fall victim to one of them...



The Three Common Mistakes...



Mistake #1

Your title / title tag and content sucks



Sure, if you've paid attention to any of our trainings, you probably know how important it is to have your targeted keyword somewhere in your titles and your content for any particular webpage or blog post...



But many of you have incredibly boring titles that even if they're optimized from an SEO perspective, they just plain suck from a traffic getting perspective.



And since a big part of getting and maintaining rankings has to do with how often someone clicks your search listings and stays on your page, you want to fine tune these!



First up are your titles...



Let's do a few examples to help give you a better idea of the differences between a good title and a bad one from BOTH an SEO perspective AND a traffic getting perspective...



Example #1

Keyword: Tennis forehand

Bad Title: Tennis Forehand

Still a Fairly Bad Title: Learn a Tennis Forehand

Good Title: Learn a Better Tennis Forehand Technique in 5
Minutes!

Also a Good Title: How can you quickly improve your tennis
forehand power?



Example #2

Keyword: Weight Loss Tips

Bad Title: Weight Loss Tips

Still a Fairly Bad Title: The Best Weight Loss Tips

Good Title: Learn These Three Fast and Easy Weight Loss Tips

Also a Good Title: Are there any fast weight loss tips that don't involve starving yourself?



Example #3

Keyword: Siberian Husky Dog Tricks

Bad Title: Siberian Husky Dog Tricks

Still a Fairly Bad Title: Cool Siberian Husky Dog Tricks

Good Title: Insanely Cool Siberian Husky Dog Tricks to Teach Your Husky Today

Also a Good Title: Siberian Husky Dog Tricks – How to Train Your Husky to Say “I Love You”



What the Good Titles have in Common:

They are compelling, have a curiosity factor, sound helpful, and are still optimized for SEO



But on top of having a compelling title, you also want to make sure that your content is interesting, quick to glance over, and highly relevant to the question or keyword on hand.



Bolded sub-headlines, bullet point lists, images, etc. can all make it more interesting to read and glance over.



“Novels” suck in the vast majority of cases, and if you have a title of “insanely awesome [whatever] trick,” make sure that the content truly is insanely awesome or you’ll just piss people off. 😊



Mistake #2

You don't have any good call to actions.



If you have the best rankings, videos, or content in the world, but you lack any good call to actions, your results will still suck in terms of money being made.



We're not saying to prompt visitors to opt-in all over the place or to have ads all over, but if you are reviewing a product, for instance, make sure that you provide your affiliate link to the product in an easy to see link.



Many of you will just highlight a word and have that be your affiliate link with no call to action.



Think of how un-tech-savvy the common Joe is, or how much common sense some people might lack...



Then consider that half your audience, by definition, aren't as "bright" or tech savvy as the "average Joe"



So if you have a call to action, make it BLUNT!



For instance, if you want them to click somewhere at the end of your article, don't just give a link or highlight one word...



Instead, say something like:

Click Here to Grab [whatever product] Today

(And make that whole sentence a link)



And if you have content pages or blog posts about a particular product of yours, or if you answer a person's question about one, make sure that you actually refer them to a proper page where they can buy one instead of just get more info.



Mistake #3

You're all about you, you, you ... and you ...
when trying to contact other sources for
guest blog posts, jv / affiliate / business deals,
answering questions, etc.!



The key in creating business deals, good relationships, obtaining happy customers, etc. is to provide value first and foremost...



But to also HELP THEM first and explain how
it all benefits them.



Most people I see answering questions don't really provide any value ... and instead save maybe 20 seconds by just spamming a link and not much else (and then wonder why people don't like them).



Or they wonder why others turn them down
from affiliate / jv / business deals so often...



If you're trying to do a business deal, especially when contacting any of the sites or leads you can with WebFire, you want to think of what you can offer them first and foremost (and don't kid yourself or try to disguise it from yourself – “earn money” example)



The worst example I've ever seen (and I've seen a lot like this): The lady at an old mastermind story...



Now let's move onto three marketing tricks
you can do! 😊



Marketing Trick #1

Making Deals



Since we just covered how not to be a douchebag when contacting others and making deals, let's go over how to get a deal done with some examples.



Let's say you have a product on how to get
six pack abs in 30 days...



And your original goal is to reach out to potential affiliates or authority sites to see if they'd have any interest...



You can send an e-mail that follows this format (make it super brief):

Introduce yourself in a sentence, specifically compliment them or their site with something that shows that you know at least a little about them, state your intentions, state why you think it'd benefit them (be careful here – don't just think about you) with social proof, and following it up by offering some alternative options (examples on next slide)



Your goal might be to do an affiliate deal with them, but you have to give yourself more options sometimes as not everyone is interested in that, so you can ask if they'd instead be interested in...

1. A potential white label deal where you do all the work, support, product creation, etc. (show proof that you do good stuff) ... and they can even process payments and label it as theirs.
2. Seeing if you could pay for an ad through them or a mailing and what that cost would be (you don't have to follow through, but just asking about it shows that you're serious).
3. Ask if there's anything that they'd need, want, or anything that you could do for them regardless if a deal is struck.



Examples:

Real Estate Software Deal

Speaking Engagements



Marketing Trick #2

YouTube Ranking Tricks



It's no secret that you can rank YouTube videos both on Google and within YouTube



Both get a ton of traffic



But here's two easy things you can do to greatly increase the amount of traffic you get from your YouTube videos...



YouTube Trick #1

Use the main Keyword Tool to identify keywords without much or any title tag matches (or ones that are low competition, for instance), and then do a YouTube search for that keyword and see how many videos contain that exact keyword in their titles



If there's only 0 to 1 or so that contain the title, just by having that in your title, you're almost guaranteed to rank on Google AND on YouTube for it!

But still make it compelling!



YouTube Trick #2

Use some of the keywords from the keyword tags of other relevant videos with lots of views and/or high rankings as your keyword tags in Video Firestorm so that you can show up as a “recommended” video after someone views their video.



Live Example of How...



Marketing Trick #3

Use the Real Time Lead Finder or the Q&A Lead Finder or Just Brainstorm All the Potential Questions People in Your Niche Might Ask...



Then do two things...



#1 – Setup searches for the keywords in those questions so you can help the people asking them (and drive more traffic to your site, target prospects better, and also get free exposure as many of those questions tend to rank well).



#2 – Write some blog posts with those questions you brainstormed as the titles ... and then answer them thoroughly (and make it interesting) in the blog post itself, as questions are often times used as search terms but overlooked by people trying to rank for terms.



So avoid those mistakes and do some of those marketing tricks, and you'll be off to a great start!



Q&A (and cash giveaway right after)



Q&A (and cash giveaway right after)



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at www.facebook.com/webfiresoftware

