Welcome To

Wirtual Marketing

BUNCAPIMI



Virtual Marketing Experts





Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.



Virtual Marketing Blueprint

Module 1 Website Building Objectives:





- 1) Choosing Dynamic Domains
- 2) Buying Your Domain(s)
- 3) Setting Up Your Web Host Server
- 4) Installing Your Website Framework



Introduction to Domains

Choosing Dynamic Domains

What Is A Domain?

The web is the busiest place we know today, with millions of websites now available online.

A key success factor used by website owners to compete for our attention and gain traffic to their website is their website name, i.e. their domain.



Introduction to Domains

Choosing Dynamic Domains

Why Are Domains So Important?

Search Engine Optimization (SEO) Factors

- 1) Keyword Ranking
- 2) Stay Ahead of Your Competition
 - Age of Domain
 - Keyword in Domain Name



Niche

Developing Your Niche

What is Your Niche?

Example:

Selling Un-sellable Houses to Un-loanable Buyers



Target Market

Developing Your Niche

Who Is Your Target Market?

Example:

Sellers Who Have Little To No Equity Buyers Who Can't Get Loans



Location

Developing Your Niche

Are You Targeting A Specific Location?

Example:

Greater Austin Area



Start your "keyword" list by writing down your target market's problems, goals, and what you think they are typing into search engines to find answers.

Examples for Sellers Fears/Frustrations:

- How Do I Avoid Foreclosure
- How Do I Do A Short Sale
- How Do I Sell An Upside Down House
- My House Is Worth Less Than I Owe

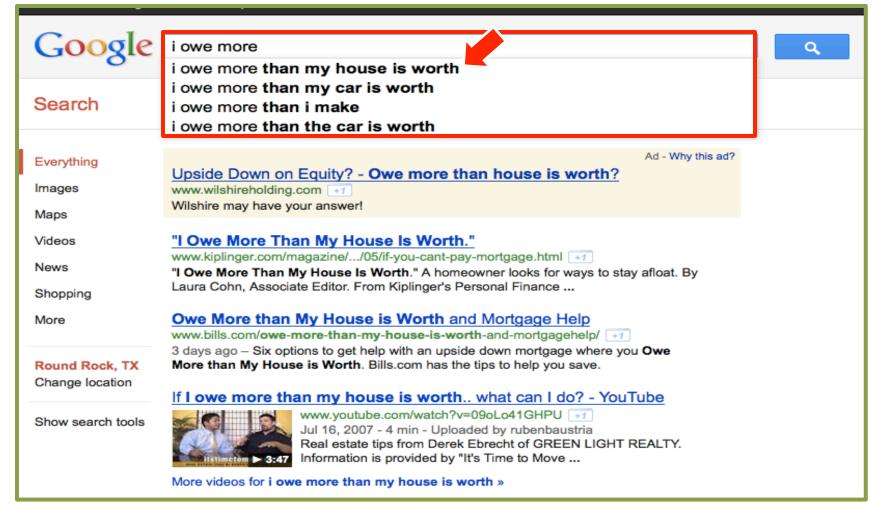
Examples for Buyers Goals/Dreams:

- How Do I Find Owner Finance Homes
- How Do I Find Rent to Own Homes



Go to www.google.com and type into the search field your keywords and phrases one at a time. Start listing what other keywords or phrases that the intuitive Google search brings up.

Add those keywords or phrases to your list.







Once you've selected one of the keywords to search, scroll down to the bottom of Google and look at the "Searches related to _____" for more keyword phrases.

Write down all relevant phrases in your master keyword list!

How to Sell Your House Quickly | Sustainable Personal Finance

sustainablepersonalfinance.com/how-to-sell-your-house-quick... - Canada +1

Mar 10, 2011 – If you want advice on How to Sell Your House Quickly this is a great place to start. We sold our home in less than 4 weeks.

Sell My House Fast | How To Sell Your House Quick

www.getmyhomesvalue.com/sell-my-house-fast-selling-quick/ +1

How to **Sell** Your House – Methods in **Selling** a **House Fast**, Getting a Realtor to **Sell** Your **House Fast**, Answers on How Do I **Sell** My **House Fast**? ...

Please Sell My House Fast - We Close in 7 Days - Express ...

www.expresshomebuyers.com/ +1

We will **sell** your home **fast**, and you won't pay closing costs. Get a fresh start and move on with your life, all within 7 days with Express Homebuyers.

Searches related to sell house fast

dump this house today show quick sale

options for selling your house make your house sell fast

we buy houses ways sell house fast

get rid your house



Go to https://adwords.google.com/select/KeywordToolExternal. Type in your keywords and phrases one at a time. Enter Captcha phrase, and click "Search".

Google AdWords	Englis	h (United States)	▼ U	S Dollar (USD \$)	Report an issue	Help Sign in				
Home Tools -										
						Product survey				
Tools Keyword Tool	Find keywords Based on one or more of	the following:								
Traffic Estimator	Word or phrase	One per line								
▼ Include terms (0) ②	Website	www.google.com/page.html								
▼ Exclude terms (0) ②	Category	Apparel			•					
+	Only show ideas closely related to my search terms ②									
▼ Match Types ②	Advanced Options ar	'ers Locations: United States	x Languages: English x	Devices: Desktops and laptops						
☑ Broad ☐ [Exact]	Search									
☐ "Phrase"					About	this data ②				
Help =	Download ▼ View as te	xxt ▼ More like these ▼			Sorted by Relevance ▼	Columns ▼				
What new features does the	☐ Keyword ideas									
updated Keyword Tool offer?	☐ Keyword	Competition	Global M	onthly Searches ②	Local Monthly	Searches ②				
How do I use the Keyword Tool to get keyword ideas?	Specify a website, word or phrase, or category to get started.									
How do I get additional keyword ideas using categories or related										

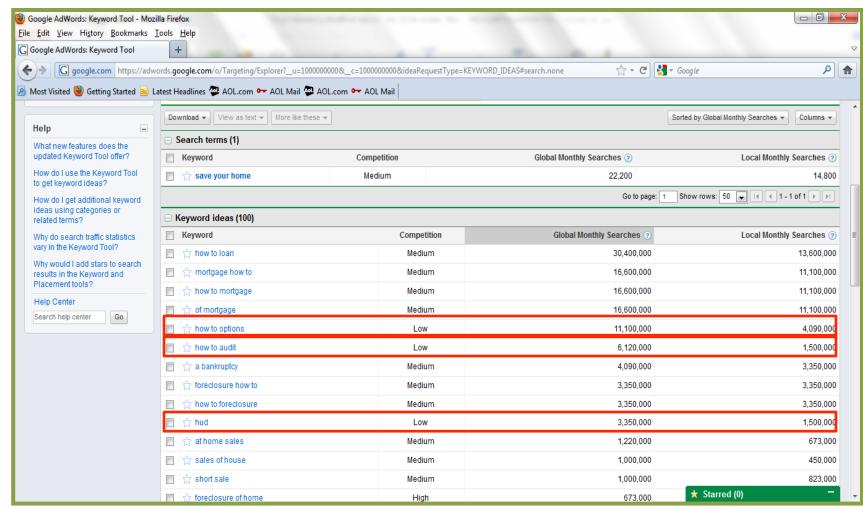


Make notes next to each keyword or phrase about the competition and monthly search numbers.

Find keywords Based on one or more of the following:										
Word or phrase	save your ho									
Website	www.google.com/page.html									
Category	Apparel									
Only show ideas closely related to my search terms ②										
Advanced Options an	nd Filters	ocations: United States	Languages: En	glish >	Devices: Desktops and laptops					
Search										
Sign in with your AdWords login information to see the full set of ideas for this search. About this data ②										
Download ▼ View as text ▼ More like these ▼ Columns ▼										
⊟ Search terms (1)										
		Competition Global Monthly Searches ②		Local	Local Monthly Searches ②					
🔲 😭 save your hom	е	Low	18,100			14,800				
Go to page: 1 Show rows: 50 🗾 🖂 🗗 1 - 1 of 1 🕨 🔛										
⊟ Keyword ideas (100)										
			Competition		Global Monthly Searches	Local I	Monthly Searches			
☐ ☆ how to save you	how to save your home from foreclosure		High		720	Ì	590			
		Low		18,100	ll	14,800				
☐ ☆ save your home from foreclosure		High		720	II	590				
☐ ☆ saving your home from foreclosure		High		91		91				
☐ ☆ save my home			Medium		14,800		9,900			
how to save you	how to save your house from foreclosure				590		590			
☐ ☆ save my home a	my home az		Low		720		720			
☐ ☆ saving your hom	ome		Medium		2,400		1,600			



Highlight all keyword combinations that have low or medium competition. Rank the number of searches per month from most to least.





Evaluate your notes and choose the keyword combinations you want to use for your domain(s).

Tips:

- 1. Sort the list starting with low competition and look for the highest # of searches.
- Sort the list with medium competition and look for the highest # of searches.
- 3. **Never stop adding to your keyword list!
 These will be a constant reference for many different things. The more you have & use, the easier it is to dominate the competition.



Thank You!



We look forward to seeing you on Virtual Marketing Blueprint Session #2!

Dani Lynn, Flip, Tucker and Sasha



Virtual Marketing Blueprint



