

*Welcome To*

# Virtual Marketing

*Blueprint*

*Rei Rockstars*

# Virtual Marketing Experts



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Flip

Rei Rockstars

# 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.

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# 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

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# 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

Step  
1

# Niche

Objective 1 Choosing Dynamic Domains

## Developing Your Niche

***What is Your Niche?***

Example:

**Selling Un-sellable Houses to  
Un-loanable Buyers**

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# Target Market

## Developing Your Niche

***Who Is Your Target Market?***

Example:

**Sellers Who Have Little To No Equity**

**Buyers Who Can't Get Loans**



Step  
3

# Location

Objective 1 Choosing Dynamic Domains

## Developing Your Niche

*Are You Targeting A Specific Location?*

Example:

**Greater Austin Area**

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Step  
4

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**

Step  
5

Go to [www.google.com](http://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.

The screenshot shows a Google search interface. The search bar contains the text "i owe more". A red box highlights the search bar and the first five suggestions: "i owe more", "i owe more than my house is worth", "i owe more than my car is worth", "i owe more than i make", and "i owe more than the car is worth". A red arrow points to the second suggestion. Below the suggestions, there is an advertisement for "Upside Down on Equity? - Owe more than house is worth?" from Wilshire. Below the ad, there are search results for "I Owe More Than My House Is Worth." from Kiplinger.com and "Owe More than My House is Worth and Mortgage Help" from Bills.com. At the bottom, there is a video result for "If I owe more than my house is worth.. what can I do? - YouTube" with a thumbnail and a play button.

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Step  
6

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](#) 

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/](#) 

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/](#) 

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](#)

Step  
7

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

Objective 1 Choosing Dynamic Domains

Google AdWords

English (United States) | US Dollar (USD \$) | [Report an issue](#) | [Help](#) | [Sign in](#)

Home | Tools

Product survey

**Tools**

- Keyword Tool
- Traffic Estimator

Include terms (0) ?

Exclude terms (0) ?

Match Types ?

- Broad
- [Exact]
- "Phrase"

Help

What new features does the updated Keyword Tool offer?

How do I use the Keyword Tool to get keyword ideas?

How do I get additional keyword ideas using categories or related

**Find keywords**

Based on one or more of the following:

Word or phrase | One per line

Website | www.google.com/page.html

Category | Apparel

Only show ideas closely related to my search terms ?

[Advanced Options and Filters](#) | Locations: United States x | Languages: English x | Devices: Desktops and laptops

**Search**

[About this data ?](#)

Download | View as text | More like these | Sorted by Relevance | Columns

**Keyword ideas**

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
Specify a website, word or phrase, or category to get started.			

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Step 8

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

Objective 1 Choosing Dynamic Domains

**Find keywords**  
Based on one or more of the following:

Word or phrase	save your home
Website	www.google.com/page.html
Category	Apparel

Only show ideas closely related to my search terms ?

**Advanced Options and Filters**    Locations: United States ✕    Languages: English ✕    Devices: Desktops and laptops

[Sign in with your AdWords login information to see the full set of ideas for this search.](#)    [About this data ?](#)

Download ▾    View as text ▾    More like these ▾    Sorted by Relevance ▾    Columns ▾

**Search terms (1)**

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> ☆ save your home	Low	18,100	14,800

Go to page: 1    Show rows: 50 ▾    |< < 1 - 1 of 1 > >|

**Keyword ideas (100)**

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> ☆ how to save your home from foreclosure	High	720	590
<input type="checkbox"/> ☆ how to save your home	Low	18,100	14,800
<input type="checkbox"/> ☆ save your home from foreclosure	High	720	590
<input type="checkbox"/> ☆ saving your home from foreclosure	High	91	91
<input type="checkbox"/> ☆ save my home	Medium	14,800	9,900
<input type="checkbox"/> ☆ how to save your house from foreclosure	High	590	590
<input type="checkbox"/> ☆ save my home az	Low	720	720
<input type="checkbox"/> ☆ saving your home	Medium	2,400	1,600

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Step  
9

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

Objective 1 Choosing Dynamic Domains

The screenshot shows the Google AdWords Keyword Tool interface. The browser address bar displays the URL: [https://adwords.google.com/o/Targeting/Explorer?\\_u=1000000000&\\_c=1000000000&iideaRequestType=KEYWORD\\_IDEAS#search:none](https://adwords.google.com/o/Targeting/Explorer?_u=1000000000&_c=1000000000&iideaRequestType=KEYWORD_IDEAS#search:none). The interface is sorted by Global Monthly Searches. The 'Search terms (1)' section shows one term: 'save your home' with Medium competition, 22,200 global searches, and 14,800 local searches. The 'Keyword ideas (100)' section shows a list of keywords with their competition levels and search volumes. Several rows are highlighted with red boxes, indicating low or medium competition. The 'Starred (0)' button is visible at the bottom right of the table.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
save your home	Medium	22,200	14,800
how to loan	Medium	30,400,000	13,600,000
mortgage how to	Medium	16,600,000	11,100,000
how to mortgage	Medium	16,600,000	11,100,000
of mortgage	Medium	16,600,000	11,100,000
how to options	Low	11,100,000	4,090,000
how to audit	Low	6,120,000	1,500,000
a bankruptcy	Medium	4,090,000	3,350,000
foreclosure how to	Medium	3,350,000	3,350,000
how to foreclosure	Medium	3,350,000	3,350,000
hud	Low	3,350,000	1,500,000
at home sales	Medium	1,220,000	673,000
sales of house	Medium	1,000,000	450,000
short sale	Medium	1,000,000	823,000
foreclosure of home	High	673,000	

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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.
2. 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*

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