

Virtual Marketing *Blueprint*

Putting It All Together

After finishing this course, you should be able to:

- Choose & buy dynamic domains
- Find and use a web hosting service
- Install your website framework
- Build a profitable niche website from scratch
- Customize your header & theme options
- Customize your Wordpress settings
- Create a favicon
- Design a strategic side navigation bar
- Know the do's and don'ts of your website menu
- Install smart plugins & widgets
- Optimize your website
- Set up website tracking
- Fix pesky crawl errors
- Build a XML sitemap
- Perform in depth keyword research for ranking and traffic
- Analyze & evaluate the competition
- Do “hands off” article writing
- Implement on page SEO strategies
- Create, organize and post content online
- Add influential content components
- Incorporate a blog into your website
- Write speed copy in order to get qualified leads
- Create direct to camera & voice over videos
- Create a profitable list building bribe
- Create and install custom web forms

- Set up your email marketing system
- Write high powered auto responders
- Create stunning squeeze pages
- Create split tests
- Implement or outsource off page SEO strategies
- Drive traffic using free or paid strategies
- Research niche's and understand your audience's mindset
- Build your own personal online business asset
- Own, host and control your online presence
- Generate more leads through free or paid traffic strategies
- Get more exposure and branding online
- Create multiple streams of income
- Build online automated systems to make money in your sleep
- Create a duplicatable profit building machine with unlimited potential
- Build a system that makes “push button” marketing possible
- Create your own products online
- Find low competition niche's, buy domains, build websites & “Flip” them for a fee
- Have a skill that other business owners would hire you for
 - Building Websites
 - Become an SEO consultant
- Plan out your success strategy
- See a future where you can do what you want when you want