

# internetmarketing magazine

DEC 2014 - JAN 2015

**SPECIAL  
DEC 2014  
JAN 2015  
BUMPER  
ISSUE!**

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YOUR ONLINE  
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# DAVID JENYNS

**>> THE ORIGINAL AND BEST INTERNET MARKETING MAGAZINE  
DESIGNED SPECIFICALLY FOR THE IPAD, KINDLE FIRE, ANDROID AND THE WEB**

## MEET OUR EXPERT PANEL



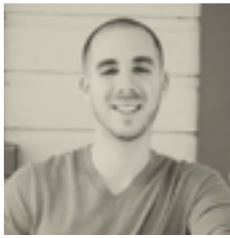
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Read his article on Using Pop-ups on Online Stores on **PAGE 22**



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# LETTER FROM THE EDITOR



It's been an amazing year online in 2014 and 2015 looks set to be just as dynamic with massive sweeping changes from the big players.

The 'Rules of the Internet' change all the time, and that's why it's great that you are plugging into sources such as Internet Marketing Magazine to keep you up to date with the very latest.

All in all it's an amazing time in history to be an Entrepreneur - especially in the digital space. We hope that you have got great value from Internet Marketing Magazine in 2014 and we will do our best to continually make it better and more valuable a resource for you in 2015.

Like we did last year this is a bumper issue that covers two months of December and January. It's the Australian summer so we are working on our surfing technique and beer drinking prowess : ) We'll be back again in early February with more of the latest. I'll have done another international trip by that stage and will have more news to share with you from some of the very smartest around the globe.

I was very excited to get into the brains with a detailed interview of our featured cover Dave Jenyns. He is a very clever guy who always keeps up to date on the very latest in SEO and all aspects of Digital Marketing. In this issue Dave is sharing with you some 'leaked info' from Google that is crucial knowledge for your business moving forwards.

You will find the [audio interview](#) with Dave here. It's got many sections in it that didn't make the print version of this publication. For those with iTunes the [Podcast version](#) may be more convenient.

If you haven't got access to the member's area please feel free to do at <http://internetmarketingmag.net/become-member/> (it's free).

Our [Google Play App](#) is live and working well. It gets updated roughly one day after the Apple Newsstand issue. So please feel free to check it out if you are on Android.

A special thanks to those who have left reviews in the apple platforms as it really helps us out. If you are getting good value from Internet Marketing Magazine and you can spare 1 minute of your time to click this link to [give us a quick honest review](#) that would be greatly appreciated (click 'view in iTunes' then scroll down and click 'write a review', thanks :).

*So Enjoy the rest of 2014 and we hope that 2015 is a massively successful and amazing year for you and your business.*

Regards,

*Greg Cassar*

Internet Marketing Strategist  
& Editor - Internet Marketing Magazine

ALL ABOUT  
DAVID JENYNS

- Dave Jenyns is a serial entrepreneur with a complete all-around knowledge of business, mindset and marketing.
- Dave's impressive journey begins as an author and coach to hundreds of day traders back in his early twenties.
- Dave's business experience includes interesting projects such as selling the Melbourne Cricket Ground, the MCG, developing and franchising retail stores and building a multi-million dollar portfolio of over 500 domains and websites.
- Dave is now the founder and director of Melbourne SEO Services and Melbourne Video Productions who, together, help businesses grow through innovative, online marketing systems.

“ *There are three steps in this Authority Content process - Present, Product and Promote, the three P's.* ”

# DAVID JENYNS

## MODERN SEO FOR 2015

An Interview by Internet Marketing Strategist Greg Cassar



On the SEO front - You have access to Google's leaked 'Quality Rater Guidelines'. What can you tell us about that?

**Dave:** It's a 160 page document that is prepared for Google's internal quality raters. It's a set of guidelines that they follow when evaluating websites to determine "is this something we want to have ranking highly in the organic search results or is it something that we want to bury quite deeply?"

... We're actually up to version five of this document. Whether or not these documents are leaked by design is unknown, but they do seem to surface occasionally. The first one was in 2008. The most recent one was only a good few months ago.

... What they do is they give you really great clues, because what Google tries to do is they come up with a hypothesis on how a good quality website should look. Then, they get

these quality raters to try to identify certain websites that exhibit that criteria. Then, if they feel like *'this is something that we want to make as a core part of our algorithm'*, that's when they start automating it and it gets built into an update like a Penguin or a Panda or something like that.

Some of the early guidelines got implemented with the Panda or Penguin updates. Google has been saying, *"we don't want you doing these things"* for a very long time and it's not until they automated it and incorporated it into the algorithm that a lot of people actually got hurt, but they've been telling us for a very long time what we should be doing. Where I see these guidelines as incredibly helpful is that they give us clues and insight into what Google's thinking about and looking for.

**SEO for 2015 is a lot different from SEO of a few years ago. What are some of the key things we need to think about for 'modern SEO' and not 'old school SEO'?**

**Dave:** Focusing on the user first and putting SEO second. If you keep that front of mind, and anytime you're thinking about doing a tactic or a strategy that's sole purpose is to game the engine, then typically speaking, as a general rule, it's not a good idea to do it. You want to focus on the user first, what gives the best user experience because that's what Google's ultimately looking to have the algorithm do.



Find something that really gives a great user experience and then you kind of follow Google's guidelines and best practices - that's the best way to stay set up for long-term success, rather than going for the short wins on SEO, where an algorithm update might knock it all out.

A lot of the fundamentals have remained the same but probably the most significant and big change that we've seen in 2014 and moving into 2015 was something that Eric Schmidt said in the book *'The New Digital Age'*. The takeaway was that content must be tied to an author. So if it doesn't have an author and if it is anonymous, then they will consider that as irrelevant in the future.

What that really does is, if you start digging around and thinking what that means, it's this idea that they're really looking towards the reputation behind the person putting out the content and I suppose a few people were a bit off-track when Google just recently killed Authorship.

It's just now a little bit more behind-the-scenes. It very much still drives the direction that Google's heading, they're just not having it front and center by having the head appear in the organic SERP's (Search Engine Results Page).

It's important to first get all of the technical's right on your website. For those who have been following along with Google's different updates, this really addresses what went on with Panda. It had a lot to do with on-page optimization, what's happening on your website and making sure, technically speaking, the website is very sound. That means your website is responsive; it loads quickly; it's got a site map; you've got your canonicalization all set up.

The second area to think about then is the links, and that's obviously everything that happens off-site. For those following along with the algorithm updates, that's the Penguin update, and that has a lot to do with your backlink profile. Now, previously, it was a case of 'links couldn't hurt you', and the whole argument was if links could hurt you, then some people would just send a whole lot of very low quality links through to their competitors and you would get them ultimately taken out of the engines. Now, Google's been working on improving their algorithm for detecting negative SEO. I have seen instances of negative SEO occurring though and Google, through their spokesperson Matt Cutts, has come out and basically said you need to be monitoring your backlink profile and you need to make sure that you haven't got very low quality links coming in to your website.

**Google also came out recently with a very important principle; it's an acronym that they call 'EAT' which stands for 'Expert, Authoritative and Trust'. These are three areas that I believe are critical in getting your website ranking well.**

With this 'EAT' area they haven't fully automated it yet. As soon as a business can start focusing on building up their positioning in the marketplace as an authority, the better, because this is the direction that things are headed.

**Content strategy is so important at the moment and you have an amazing approach that utilizes video and other mediums with that syndication. How do you do that?**

**Dave:** Content is such an important component of SEO these days.



We've got a process we call 'Authority Content' and it's a process that we've been developing over many years, and each time I launch a business, I follow through the same process. We've got it to a point now where it's a fine art and we're doing it for all our higher end clients.

If you don't have a content component to your SEO, you really don't have a well thought out SEO strategy because they go hand in hand.

**There are three steps in this Authority Content process - Present, Product and Promote, the three P's.**

The first P 'Present' is all about basically batching your content creation. It's often a one day workshop. Don't think workshop in the traditional sense, like classroom style. It's really just about creating a whole bunch of content in one sitting or one day.

We've got a company that works in the horse supply industry and we're doing one with them where we'll be going to their stables and they're getting one of their sponsored riders to come in and talk about horse healthcare. We've got another cosmetic surgeon who ran a workshop in his practice where he talked about some of the things that you need to consider when getting cosmetic surgery.

The takeaway is that you reduce the cost of the content creation because you smash out some quality content, and you might get fifty video segments at the end of it.

**Greg:** One thing from my experience has been that if you can do it in front of a live audience, you've got much more chance of nailing it in the first take, rather than having to reshoot and redo things.

**Dave:** Exactly right. That's one of the reasons we do it in this approach, if you know you're going to have a room full of people or if an audience that's getting presented to, it has to happen at that point and you do it in one take.

The second piece is the 'Product' component. There are multiple ways to approach this - we have some clients that information products just make perfect sense for them, because you've created this content and we can now sell it as a digital product. It helps put a price on your content, so when you do start sharing information across the web, they'll see that this is valuable information that you are actually selling. It just adds an extra level. It helps with your positioning as an expert and authority to know that people are willing to buy what it is that you have to sell.

For some businesses selling an information product is not in their comfort zone and they will do it with more of an open source model which is like educational training area that goes on the site to help give back to the community.

Then the final step is where you move into to the Promote stage. That's when we take this content and chop it up into little pieces. A one day workshop might turn into 50 YouTube videos and that's just the start. We can then take and repurpose that content in five or six different ways, whether it's getting it transcribed and posting it on the blog, or splitting out the audio

and uploading it to iTunes etc.

It does depend a little bit on the business and what social media platforms they're engaged in, but it really enables you to create three months worth of high quality content marketing, which no one ever finds the time to create, all in one go. You've got something just to keep reaching back at your clients and your prospects, giving them good, useful, helpful content.



It also becomes the foundation of the SEO strategy because every piece of content is being optimized for targeting different keywords. Youtube alone can become a massive source of traffic.

**Backlinking has always been an important part of SEO. What would you say, really are the dos and don'ts for building backlinks in 2015?**

**Dave:** The biggest thing is just keep it natural. Anything that looks engineered or manipulated is something that Google is trying to weed out. You want to get a variety of links through



to your website from a variety of different sources, with a variety of different anchor texts and also pointing through to different parts on your website. It's not natural to have all of your links coming from a blog network, or just a PR strategy, or just guest posting. It's not natural to have all of the links pointing to your website with exactly the same keyword.

It's not natural to have all of the links pointing through to just one specific page on your website, like your homepage or just a specific deep page. You really need to mix things up.

People were going too heavy on their anchor texts with the specific keywords that they wanted to rank for. Google's dialed that right back now and the safer way to do it is to start focusing on just building up the authority and the expert status of your website by building brand terms.

Don't fall for the old marketing hype around things like people saying "PR is dead" or "Guest posting is dead". It's not about a particular strategy working or not, it's about having the variety.

The long and the short of it is just to focus on the high quality links from as high quality sources as you can get and try to earn some of these links. Earn the links by getting good quality content out there, because SEO happens naturally.

With the links you do need to keep an eye on your Google webmaster tools and taking ownership of your backlink profile to keep it clean. That's now something that you should be considering doing.

You can find more high quality information from Dave Jenyns at [MelbourneSEOServices.com](http://MelbourneSEOServices.com) and [AuthorityContent.com](http://AuthorityContent.com) IMM



Small P&H Fee Applies



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# WHAT IS THE TRIP WIRE & COULD IT BE THE KEY TO SCALING YOUR PROFITS?

*By Greg Cassar*



Today it's becoming increasingly difficult to gain the trust of prospects and get them to hand over their hard earned cash for your product or service. The biggest game changer for businesses in the past year or so to help convert more prospects and leads into customers, is 'The Trip Wire'.

The Trip Wire is an irresistible, super low risk paid offer that gets you more customers on the front end. And, it's probably the most important step in your sales funnel because its the most underdone.

Traditionally, marketers would use a lead magnet (a compelling free offer in exchange

for customer contact information) to gain leads, then convert them to customers on the back end. What makes the Trip Wire so sexy is that it has the potential to not only turn your leads or prospects into customers upfront (it's not much use having a massive list if it's full of leads that won't convert) but, it also allows you to break even on your traffic, because you are converting them to dollars upfront.

It's no longer effective to have a large list of leads, that go cold easily and are not easy to convert. Converting leads online requires a lot of clever marketing and a complex content marketing strategy.

On the other hand, customers who buy your Trip Wire (or the shipping costs associated with your free offer tripwire), are 7-10 times more likely to make a repeat purchase.

### Daisy, Jules & the Tripwire



My General Manager Jules, Operations Manager Daisy, and I were all out on the town at night in Coogee organising a Christmas Party for our High End [Collective Mastermind Members](#). We were walking down the street when I saw a sign and said “look \$10 massages” and before I could say anything more the girls shoved me to the side and sprinted inside the door and sat down on the massage chairs. “I guess we are getting massages” was my next thought.

The 10 Minute massage for \$10 was exceptional as we all purred like cats. I then proceeded to book the 3 of us a full 60 minute massage for us to come back later that evening once we had finished organising the Christmas Party and getting more than a little tipsy at our team meeting/ team drinks (I have a crazy team, when we are out on the town together it always gets a bit messy, but is great fun).

So this was a great example of a tripwire in action. We hadn’t even intended on getting massages that day but because the offer was so irresistible and low priced we tried it, and then I went on to drop \$180 there before the evening was out. Very smart marketing on their behalf.

### How it Works

The Trip Wire needs to be an irresistible offer. It needs to be quality. You need to give your customers something that’s of value to them. It needs to make them feel like an idiot if they don’t take up the offer and ideally it should scare you to offer it.

It can be a digital product, however physical items have been shown to convert better. The price point needs to be low, relative to your market/product/service, however generally speaking, it should be less than \$20 with the best price points being around the \$7 - \$10 mark or ‘Free + Shipping’.

With ‘Free + Shipping’ you are not charging the customer for the product itself, just the cost to ship it out. In most cases you can cover the cost of the postage in the postage charge. Here is an [example of a Free + Shipping DVD Tripwire](#) that we did really well with in the last year.



### How to Test it Quickly

Perhaps you don't have a tangible product you can sell or you don't have the time or resources to create a new product... A hack that Ryan Deiss calls 'Product Splintering' is to take some of the best bits out of your core product and turn it into a Trip Wire.

You can do this with digital products really easily, or, if it's applicable to your product or service, taking parts of it and putting the content onto a DVD or USB stick. This is relatively low cost to produce, but offers something tangible. In both cases the key is that you're using content you already have so you can move quickly and test. You must make sure it's high quality and is not a whole course in itself. It should relate well to your core product, so your new acquired customers will be compelled to then buy your core product in the next step as an upsell.



### The Secret Sauce

Once you have made your irresistible low price tripwire offer the customer whips out their credit card and completes the purchase. At the time of the checkout the cart has a very low dollar value listed in it such as \$7 or \$0 with \$4.95 for Shipping and Handling. There is very little friction at the time of checkout because

of the low dollar value.

The secret sauce is that you don't then take them to a thankyou page, you take the customer to an upsell page with another high value complimentary offer. Because of the power of 'One Click Upsell Technology' for the customer to buy the upsell it is as simple as getting them to click a button to say they want it - you already have their credit card info stored in the session so they don't need to go through the cart again and they don't see the big ticket item price in the cart. It works beautifully.

### The Key to Scaling



Many business owners drive traffic at offers that don't pay for themselves on day 1. There is no such thing as traffic problems, only offer problems. So if you can get a tripwire with an upsell behind it that covers the cost of the traffic or even better it makes profit on day one then effectively you don't have a marketing budget and can continue to scale without limits.

Many entrepreneurs have marketing funnels that cover most of the cost of the traffic on day one, but not all. This can be fine also if you have a backend to your business such as a big ticket offer that works as a 'slack adjuster' and brings in big dollar transactions for a smaller number of clients.

**He or she who acquires the most customers, wins...**

That is the goal of the Trip Wire. Get more out of your list and more out of your traffic. By changing the relationship with your customer upfront early on (and converting them to a customer vs a lead or prospect) you've got more people who are more likely to make a repeat purchase; you don't have a bunch of fake email addresses hurting your list rating; your margins are improved because you can cover the cost of acquisition.



Ultimately, you are better off with 1000 customers, than 10,000 prospects. - and that is why the Trip Wire is fast becoming the most important step in your sales funnel. IMM

## Who else wants to know how Google's algorithm works?

*Download the 160 page document leaked by a Google employee that reveals why your old SEO efforts are a waste of time and money. You'll Discover...*

**Google's new E-A-T criteria**

*what it is, its implications & how it predicts the future.*

**3 \*must fix\* areas on your website**

*miss just one & you'll have no chance of ranking.*

**What is Authority Content**

*and how you can strategically use it to dominate your industry.*



# HOW TO WRITE HIGH-CONVERTING HEADLINES

By Vishen Lakhiani



**“Your entire success rests on the strength of your headline.”**

- John Caples

In the book *‘Tested Advertising Methods’*, author John Caples stressed that the headline is the single most important element of an ad, and a bad headline can cause your entire campaign to fail.

And perhaps the most effective headline in advertising history came from David Ogilvy, whom in 1959 worked with his copywriters to produce an ad for Rolls Royce.

Instead of making the common promise of speed and class as most luxury carmakers, he went with *“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock.”*

By implying the power, sophistication and

the perfection of the car design through the promise of sleekness and quiet, Ogilvy nailed it. He hit the spot. And the conversion, needless to say, shot through the roof.

At Mindvalley, we even encourage our copywriters to spend up to **a few days** just to create the headline for a sales copy, and **half** the time it takes for them to compose an email to create the subject line.

I’m about to share a headline technique that I learned from someone a while back. This technique can be used for just about anything you publish - an advertisement, a sales letter, an email, a blog post title, a social media status or even a tweet.

I don’t remember who this person was exactly (yes, I’m human), so if you’re the author and you’re reading this - please reach out to us so we can properly thank you and credit you. We’ve been applying your technique in our copies at Mindvalley and it has boosted our conversions and our writing skills for the better.

As for the rest of you, here are the ABCS to writing effective and **gripping** headlines:

## **A is for AUTOMATION**

**People in general are inherently lazy**, and a product that promises to take the work out of their hands would be more likely to win their attention. Automation implies that very luxury - whatever you’re selling is going to fix the

problem for the customer automatically.

Let's say you're selling accounting software. If you had to pick between *"Use This Software to Do Your Accounting Faster"* and *"Speeds Up Your Accounting"*, the second one would be your winner.

The first gives the impression that the customer would have to make an effort and do something. The second implies automation. *"Speeds Up Your Accounting"* - the customer doesn't have to do anything.

If you're selling a product on meditation, instead of using *"Meditate With Ease"*, go with *"Makes Your Meditation Easier"*.

Automation tells customers that your product or service is convenient to use, easy to apply and quick to produce results. You'll need to make sure that your product can meet these claims, of course...

### B is for BENEFIT

*"So what?"* Customers need to be told what they can get out of a product the moment they read the headline. Frank Kern's teaching has inspired us to use this single tip: pretend you're talking to a customer who constantly questions *"What's In It For Me?"*



A **"benefit"** headline is where the phrase *"telling you as it is"* can definitely work in your favor. Let the reader know exactly how the product or service is gonna, well, service him. We recently ran a webinar with Mike Dooley on common mistakes in manifesting, so our headline was *"Are You Making These 5 Manifesting Mistakes?"* This implies that customers will find out what the manifesting mistakes are. Another example: *"Text Your Wife Into Bed"* by copywriter Chris Haddad (which converted thousands of dollars in just days) implies the benefit of, um, you know what.

Let's take another example. Below is the headline we used for Silva Mind Body Healing:



Notice how we incorporated the method and the desired result into the headline: you get a 3-step process taken from the original teaching of the Silva Method, and you will master the art of healing your mind and body effectively.

### C is for CURIOSITY

Curiosity teases and seduces. Curiosity creates suspense. Nothing works quite as well as a good teaser. The headline *"Are You Making These 5 Manifesting Mistakes"* also gets customers curious because now they want to know if they are making one, two or all of those mistakes (after all, most people just can't live with knowing they've been doing something wrong).

*"Are You Making These Common Mistakes Women Make?"* *"Are Your Chakras Balanced?"* *"The 5 Hidden Reasons Why Your Website Is Losing Money"*. Giving them a taste of the

## > HIGH-CONVERTING HEADLINES

product but not the whole picture arouses curiosity.

For the Gabriel Code, our first venture into the weight loss industry, we didn't ask people if they wanted to lose weight. *Everyone* asks that. Instead, we threw them off by using the headline:

DOES YOUR BODY  
SECRETLY WANT TO BE FAT?

When have people ever been asked if their bodies secretly wanted to be fat, ever? What kind of a question is that? Whatever the instant reaction was, the headline awakened the curiosity of *thousands* that ended up taking the test featured on the Gabriel Code website.

### S is for SPECIFICITY

People who are telling the truth get specific. The more specific you get, the more people will believe you. Because bullshitters don't and can't get specific. For instance, adding a number, a data or a target market in your headline implies specificity. "*Are You Making These 5 Manifesting Mistakes?*" - the number "5" implies specificity. "*Why Women Are Making These 3 Mistakes With Men*" - the number "3" and the category "women" imply specificity.

Specificity creates a structure just within the headline to get people to trust what you have to say. This will cause a boost in your conversions, the open rates of your emails and even the number of likes for your Facebook status.

Below is a blog post that we shared on FinerMinds, written by our Product Development lead, Dana Saviuc, which was

even shared by Huffington Post. It went on to become perhaps the most viral personal growth article ever, with close to 1.3 million Facebook shares across all channels.



I'm not saying that the headline alone was responsible for this - but take note of the specificity behind her headline. She didn't write "*How To Be Happy*". She specified 15 things, and that these 15 things are things you should give up. That's specificity.

### The Bottom Line

Automation, Benefit, Curiosity and Specificity can be used for just about anything you publish, whether it be a sales copy headline, an email subject, a social media status, a blog post or even the title of your YouTube video. When there's a need to capture someone's attention with the first sentence, apply this technique into your writing. IMM



# Case Study: How we Doubled a Business in 5 Months & Tripled it in 12 Months



*Grab the video here plus discover:*

## Our Proven Repeatable Methodology for Doubling Businesses using Digital (Internet) Marketing

Greg Cassar, Australia's Most In Demand Internet Marketing Strategist has managed over \$5m of clicks, performed over 400 split tests and worked across hundreds of companies from startups into Businesses up to the \$40m range. Nothing you learn here is guessed. It's the fundamentals done really, really well.

- ✓ **Discover the 8 best practice website design features** that keep your customers on your site and compel them to convert to leads or buy.
- ✓ **See the Step-by-Step Tripling a Business Casestudy** which gives you proven repeatable action steps that you can take and apply immediately to your business.
- ✓ **See Greg's Unique and Powerful 'Double With Digital Dashboard'** which can be followed by any business to 80/20 what is likely to bring results to your business online

**YES! GIVE ME INSTANT ACCESS! ›**

# HOW TO DOMINATE THE 1ST PAGE OF GOOGLE WITHOUT SEO

By Fuze

Are you losing the SEO game? Fear not, there is more than one way to get noticed on page one of Google and rise above the competition.

Once upon a time, there was a “winner” on page one. The top organic search result was the holy grail and represented the epitome of internet marketing success. Over time, however, Google began changing the top half of page one SERPs to include things like PPC ads and map listings, and more recently product listing ads and image results.

These changes mean those who play their cards right can **dominate the 1st page of Google** for highly targeted search terms without stressing over unpredictable SEO results

While we certainly don’t completely rule out SEO, there are certain industries or niches for which it simply will not garner much benefit. Effective SEO can take years to execute, and most do not have the time, patience or money to invest in doing it in a way that is both sustainable and viable over the long term.

## Why you should stop relying on SEO

**Algorithm updates:** Google is notorious for rolling out unannounced updates that create havoc for those who rely on SEO to survive. These changes can cause decreases in SERP rankings and traffic, which can be devastating to your bottom line.



**Spammy competitors:** The SEO industry is full of devious folks who will go to extreme lengths to get ahead. From sending unscrupulous links to your site, to DOS attacks to blackhat techniques that give them unfair advantages, you can never be sure what your competitors have up their sleeves.

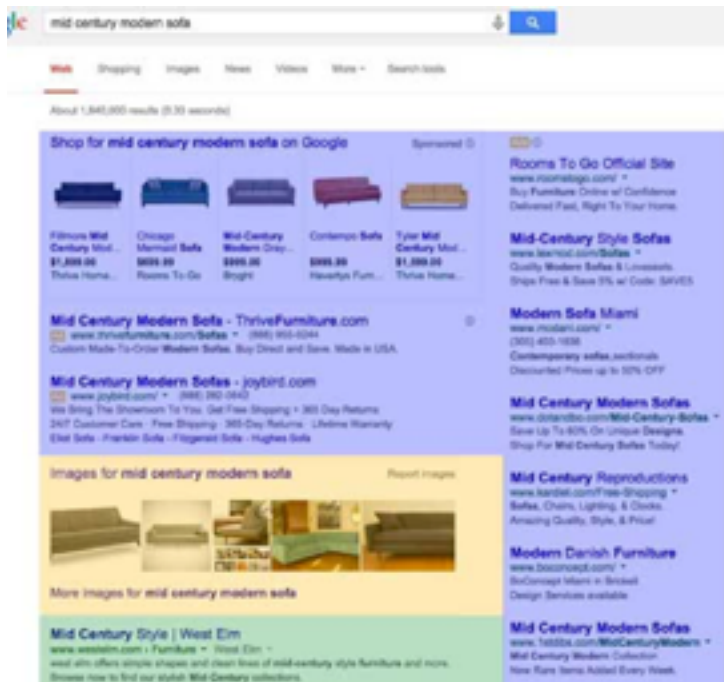
**Unreliable SEO consultants:** Unfortunately, a majority of companies that “do SEO” are not qualified to market your business. They rely on automated and outdated techniques that get zero results at best. At worst, their tactics can get you penalized or delisted from Google.

**Personalized search results:** Over the past several years, Google has implemented personalized search that tailors results to match the behavior of users logged into their Google accounts. There is currently no effective way to monitor these results, meaning you’ll never truly know how your SEO is affecting all aspects of your online business.

Here's a breakdown of available real estate on the top half of page one that does not include traditional organic results (also see below image):

- Pay-Per-Click ads (in blue)
- Product Listing Ads (in blue)
- Map Results (not shown)
- Image Results (in yellow)

\*organic listing shown in green



Interestingly, we find that the top-heavy presence of paid listings seems to overwhelm and minimize the visibility of organic listings, which have been pushed further down the page. The cynical argument is this is Google's way of forcing advertisers to dish out more money, but even so, it's difficult to argue with the benefits of being able to appear multiple times on page one.

What does this mean for advertisers? To start, it shows that heavy hitters who hold organic positions 1-3 are no longer promised to receive the majority of clicks. Since paid results are open to the highest bidder, smaller players can now jump above bigger brands who may not be doing paid ads for certain keywords.

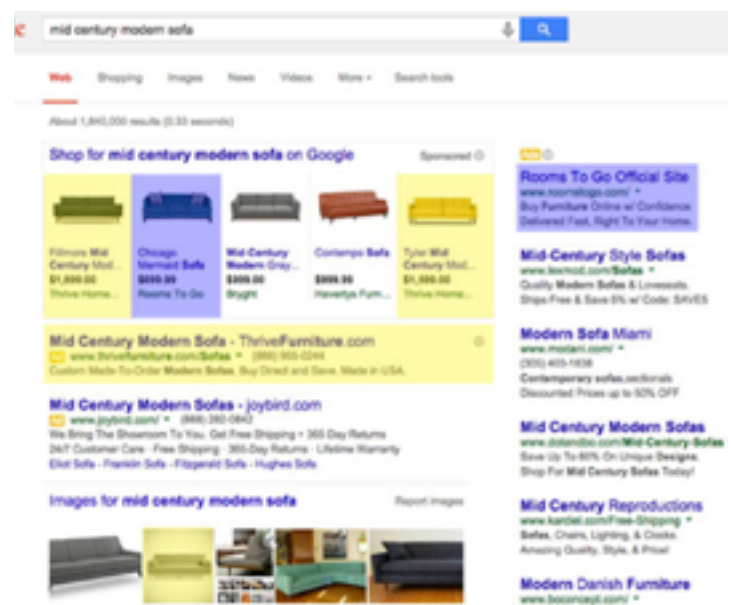
## How To Take Advantage

### Example 1:

Let's say you own an online store and do not rank well for your most coveted organic keywords. A combination of Product Listing Ads, Pay-Per-Click ads and image results gives you the opportunity to appear in three locations at the top of page one. Psychologically, this indicates to searchers that your brand is legitimate and dramatically increases your chances of getting clicks and conversions.

The below example represents a search query for "mid century modern sofa". Thrive Home Furniture, a furniture company with a single physical location, occupies four page one positions: two Product Listing Ads, one Pay-Per-Click Ad and one image result. Rooms To Go, a much larger national chain with dozens of locations, occupies two paid positions; however, the array of ads from Thrive are better positioned for clicks, as they appear front and center in the left-hand column and are grouped in close proximity.

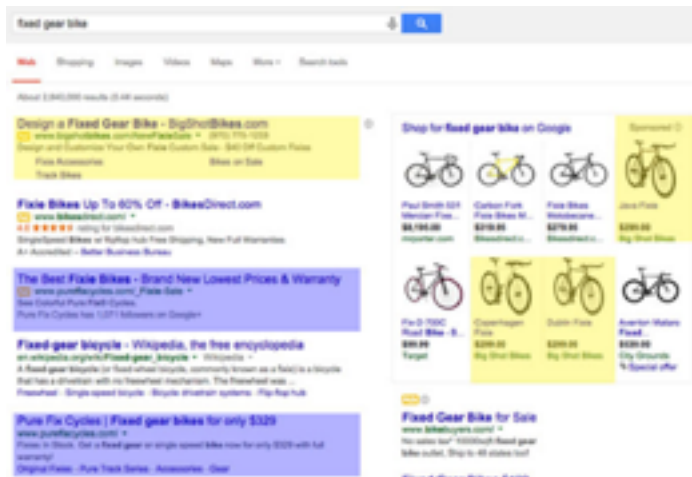
This is a perfect example of a small company competing with a much larger competitor and dominating above-the-fold real estate.



## > DOMINATE GOOGLE

In another example, a search for “fixed gear bike” returns a SERP format with a traditional left-hand column (PPC ads and organic listings), but the right-hand column displays eight Product Listing Ads. Notice the right column is much wider than normal, thus increasing its prominence. Big Shot Bikes holds ad position #1 for PPC and is showing three product listing ads for this query. Pure Fix Cycle, on the other hand, has the #3 position for PPC and the #2 position for organic.

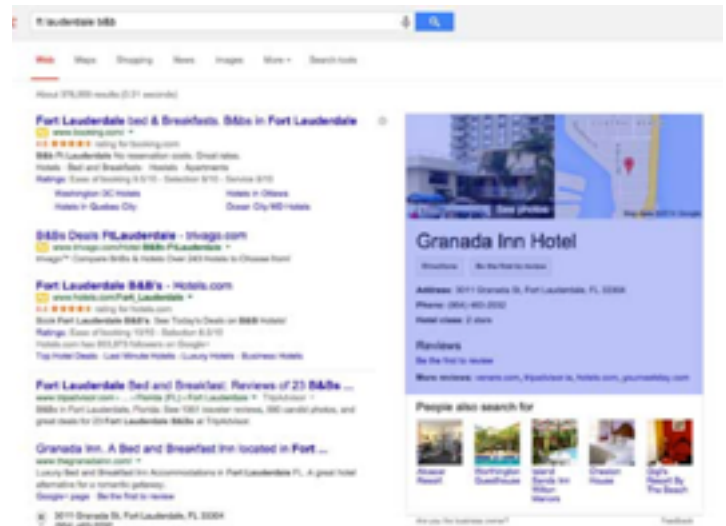
In this case, both companies are well positioned to capture the interest of searchers; however, Pure Fix Cycles has a slight advantage due to their position #2 organic ranking, which should drive plenty of free qualified traffic to their site.



### Example 2:

For service-based businesses a combination of PPC ads and Map listings can be a powerful combination. Map results are often presented in a large format that takes over much of the available space, giving select businesses a chance to really shine. In the below example a query for “ft lauderdale b&b” returns a huge local listing in the right column complete with a photo, map and business NAP (name, address, phone) info. Most importantly, the map listing is pulling from Granada Inn Hotel’s free Google Places listing, meaning they are well optimized for Local SEO.

Also noteworthy is the fact that the paid listings consist of major players like booking.com, trivago.com and hotels.com, while tripadvisor.com holds the #1 organic position. This is another example of how Google’s blended results have leveled the playing field to make room for smaller competitors who can’t afford paid campaigns.



### Conclusion

Years ago, SEO was the only game in town when it came to internet marketing; however, as you can see the tables have turned. Whoever tells you that an expensive organic search campaign is the only way to grow your online business is not being truthful. With a clever strategy and knowledge of your industry’s digital landscape, you too can have a piece of the pie. IMM



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# SHOULD YOU BE USING POP-UPS ON YOUR ONLINE STORE?

By Richard Lazazzera

Popups suck right? So why do so many of your favorite sites use them? If you don't know, popups are those little annoying boxes that pop up or out at you while you're comfortably reading a site. They are those things that interrupt your shopping or surfing experience and force you to find that little tiny X button to close them. They are annoying and rude and... they work. Really, really well.

In this article, we're going to tell you why you must implement a popup for your store, the pros and cons of having a popup and the best practices to get the most from it.

Let's pop right into it.

## Popups Work

The purpose of a popup is to provide a very strong call-to-action. This action might be an announcement or sale you want to the visitor to know about, but more often than not, it's to collect email addresses. Test after test has proven that popups work extremely well. In one test, popups drove 1,375% more email captures vs. a sidebar opt-in form.

In another test, a website was receiving only 10 to 15 subscribers per day despite getting over 44,000 unique visitors each day. After implementing a popup with a 60 second delay, they began receiving 100-150 emails per day.

**Why would you want to collect email addresses?**



Your store is like a bucket of water with a lot of holes in it. You spend time and money to keep filling the bucket with water (visitors) but the majority (99% if you have an average 1% conversion rate) falls out of the holes and are gone, usually forever. This is obviously counter-intuitive to a successful business. Keeping people in the bucket and being able to bring back those that fall out is really important to running a long term successful business.

By collecting email address of visitors, you get a second and maybe third chance to bring them back and convert them to a customer with effective email marketing campaigns.

**So why email? Why not try to get them to follow on Facebook or Twitter instead?**

If you've followed the Shopify blog for a

while you'll already know the answer to this question. Email converts better than any other channel. In fact, email has an ROI of around 4,300%, according to the Direct Marketing Association.

That's because your customer's email inbox is their most personal online environment and getting permission to message them there provides you with a level of distraction-free attention for your message that you just can't get on other channels.

### The Darkside Of Popups

So with so much compelling evidence that popups work, why isn't everyone using them? Well, it's not all unicorns and rainbows. There are disadvantages to using popups on your site that you should be aware of before making a final decision to use them.



Let's take a look at some of the disadvantages below:

#### Disadvantages Of Using Popups

- Many visitors, especially those who are familiar with internet technologies, don't like popups. Some people dislike them so much, they will immediately exit a site with a popup.
- Some popups, especially those which contain scripts, might slow your page load time down which is a factor in conversions

as well as SEO.

- Anything less than the right message at the right time can be annoying and distract visitors from their experience.

### Types of Popups

There are several ways to display your popup based on visitor actions. Let's take a look at some of the most popular below:

- **Timed-Based** - This method will show your popup after a predetermined amount of time. A time-based popup can work well if you set it to 60 seconds or greater, as you know at that point you are showing it to someone that's been engaged with your site for a while and more committed.
- **Content-Based** - Content-based popup will only show your popup on specified pages.
- **Scroll-Based** - A scroll-based popup will show your popup when a user has scrolled a specific percentage of the way down your page. This is commonly used on blog posts and is similar to the timed method as you are only showing your popup to someone who has engaged with your page a specific amount.
- **Exit-Intent** - An exit-intent popup only shows when a visitor is about to leave your site. Using cursor tracking, the popup app will determine when someone is about to click the back or close button on their browser and show your popup in a last ditch attempt to get an email address or offer a discount before the visitor leaves your site.
- **Pop-Out** - A pop-out is a slightly different version of a popup. Instead of popping up and blocking the visitor's surfing experience, it pops out of the side of the browser but still allows the visitor to continue browsing.

### Making Popups Work For You

If you've decided that a popup would be right for your store, there are a few things to consider to make it as effective as possible. Let's take a look at the two core characteristics of an effective popup below:

**Timing Can Be Everything** - You can show your popup at different points in your customers experience on your site. You can hit the visitor as soon as they come to your site, after a predetermined amount of time, when they complete a certain action (like viewing a particular page) or as they are about to leave your site.

Showing a popup as soon as a visitor hits your site might provide you with more emails but it comes at the expense of being intrusive and possible annoying to some visitors. Some experts would argue that many times the emails you receive from this approach are less qualified because these people didn't have enough time to explore your site and truly determine if your brand and products are a good fit for their needs. This can possible lead to a poor email list with a lot of unsubscribes.

Feel free to experiment with the various types of popups and see what works best for you.

**Choose The Right Message** - Choosing the right message is critical. Just like creating any ad, your image should be eye catching and interesting and your copy should be straight to the point and provide a clear benefit along with a strong call-to-action. Many visitors are accustomed to closing popup boxes immediately, so you only have a second to get their attention and pique their interest.

Consider including a catchy headline, impressive numbers or interesting facts to

attract the visitors interest right away.

### Other Uses For Popups Besides Collecting Emails

We have talked primarily about using popups to collect email addresses, however, they are other uses for a popup that should be noted:

- To answer a potential question from visitors before they ask it. (Free Shipping to USA and Canada! SHOP NOW)



- To encourage the download or viewing of a ebook or piece of content. (View Our Winter 2014 Fashion Lookbook! VIEW NOW)
- To introduce attractive discounts. (10% Off Your First Order! Use Coupon Code HIGHFIVE)
- To ask your visitors a question to gather more information on their habits. (Help Us Decide On Our New Logo! VOTE NOW)
- To showcase a new product or product line to all visitors. (See A Sneak Peek Of Our 2015 Collection! PEEK NOW)



## Apps To Help

There are no shortage of apps to help you get set up with the right popup for your business and visitors. Below, we have curated a few of the more popular ones from the [Shopify App store](#):



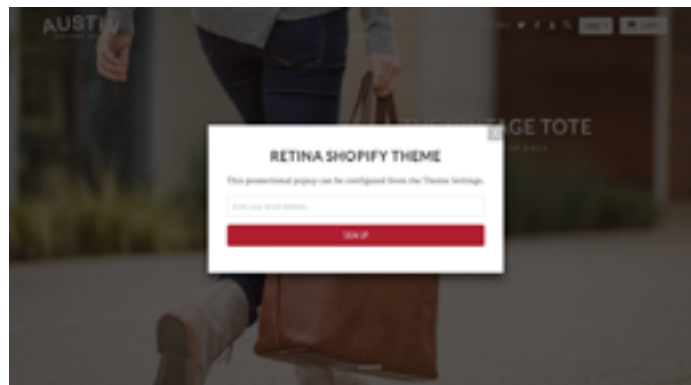
- [Pop-Up Window](#) - Standard customizable popup for your store.
- [Email Pirate](#) - Standard customizable popup for your store.
- [Smart Popup Box](#) - Allows for email capture and social follows to reveal discount.
- [Exit Offers](#) - Only shows a popup if a visitor has added an item to their cart and attempts to exit or close the page.
- [Picreel](#) - Shows a popup right before a visitor attempts to leave your site.
- [ExitIntent](#) - Shows a popup right before a visitor attempts to leave your site.
- [Bounce Back](#) - Shows a popup right before a visitor attempts to leave your site.

For a list of all popup apps in the Shopify App store, just search for “popups”.

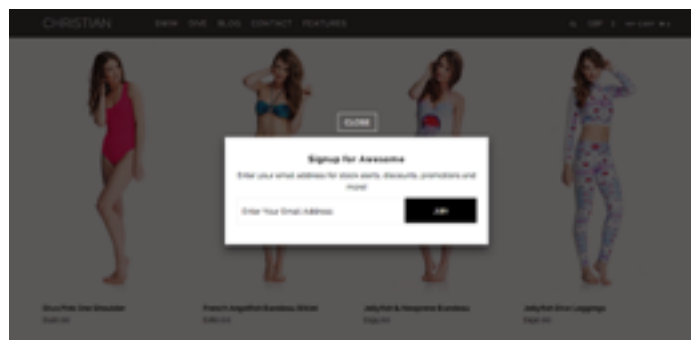
If you’re not on the Shopify platform (and

even if you are) you can try [App Sumo’s Sumo Me suite](#) of website products which includes a popup as well as a popout application.

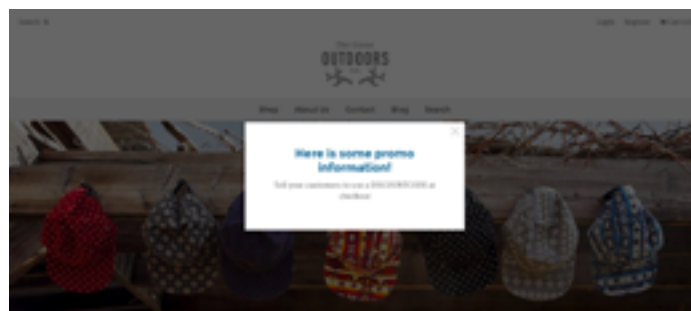
Before your start searching for app plugins to fulfill your popup needs, make sure your theme doesn’t have a popup built in. Here’s an example of three of the top Shopify themes with a popup built into the theme:



*Retina from Out of The Sandbox*



*Icon from Underground Media*



*Weekend by Barrel*

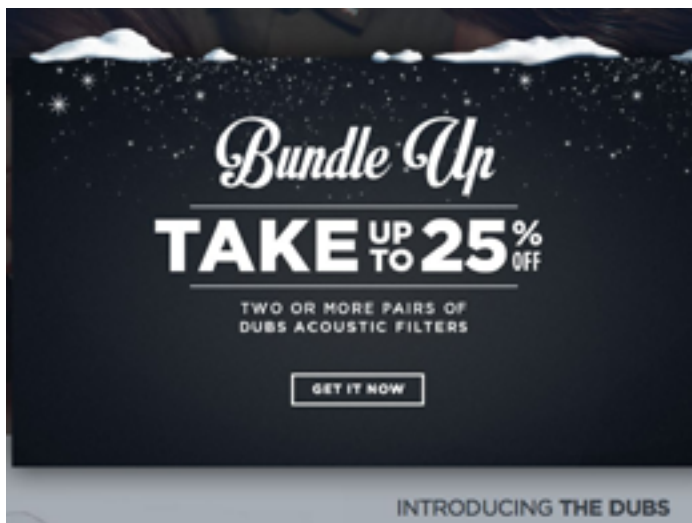
## Get Popping

By now you should probably know if popups are right for your business. Remember, with great power comes great responsibility. When

## > POPUPS

implementing a popup for your site, always make sure you're considering the customer and always ask yourself "What value does this bring my customer?". If you can answer that question confidently, there's a great chance you'll find mega success in using popups for your business. IMM

### Bonus: Popup Examples For Inspiration



## PANDA BREAKTHROUGH

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**BusinessWeek**

"Innovation of the Week:

Kiva.org uses smart design to make a little cash go a long way."

**BBC**

"Revolutionizing how donors and lenders in the US are connecting with small entrepreneurs in developing countries."

**ONMoney**

"If you've got 25 bucks, a PC and a PayPal account, you've now got the wherewithal to be an international financier."

**VOICE**

"Kiva simply democratizes access to a worldwide microfinance movement that has been empowering the working poor for two decades."

**The New York Times**

"At Kiva.org, a schoolteacher in Kansas can partner with an expert seamstress in countries like Kenya, Mexico and Ecuador to jump-start a tailor shop."



Kiva.org is a non-profit revolutionizing the fight against global poverty by enabling people to connect with and make personal loans to low-income entrepreneurs in the developing world. Through Kiva, anyone can make a direct loan of as little as \$25—and in doing so contribute to a vital influx of capital to the developing world where most of the poor are self-employed entrepreneurs. A small loan to purchase business-related items such as sewing machines or livestock can dramatically improve the life of an entrepreneur and his/her family, thus empowering them to earn their way out of poverty.

**BusinessWeek**

"Innovation of the Week: Kiva.org uses smart design to make a little cash go a long way."

**ONMoney**

"If you've got 25 bucks, a PC and a PayPal account, you've now got the wherewithal to be an international financier."



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# PANDA SEO 12-STEP QUICK FIX GUIDE

*By James Schramko*

**P**roblematic after Panda? You don't have to be. You can actually use the lessons from Panda to improve your website performance. Learn from the graphic how to start the road to recovery.

**In this graphic, learn how to:**

- Deal with duplicate content

- Categorize & optimize pages
- Detect technical issues
- Improve site navigation for better user experience
- Improve site accessibility and functionality
- Add validity to your brand
- Keep track of your site's performance



## Panda SEO 12-Step Quick Fix Guide

If you are reeling from the Penguin 3.0 release, this isn't the time to slow down. Now is actually the perfect opportunity to do another round of work to get your website performing to its full potential...

# The Road to Recovery

1

Open a spreadsheet and list down all your site pages.

5 ways to do this:



Google: Search your site to locate your indexed pages using the **site:yourwebsite.com** command



CMS: **Export** all your pages.



Google Webmaster Tools: **Download** your list of top indexed pages.



Google Analytics: Go to **Behavior>Site>All Pages**.



SEO spider tools and website crawlers: Imitate a **Google site scrape**.



2

Eliminate duplicate URLs you see on the list.

<http://www.eatsandtreats.com/catering>

~~<http://www.eatsandtreats.com/catering>~~

3

Collect URL data and page metrics to pinpoint duplicate content (Panda's top pet peeve).



4

Choose from the following actions to deal with your duplicate content:



Keep



Refresh



Add



Redirect



Remove

5

Finalize your list of pages into 3 categories: Keep, Remove & Optimize.



6

## Optimize your pages

a. Do keyword research



b. Optimize on-page elements



c. Add and refresh content



7

## Launch a technical audit.

a. Run **Google Webmaster Tools** to check what your site needs.

b. Use **Google's Page Speed Insights** tool to optimize page speed.

c. Use a **website auditing software** to detect issues.

8

## Tag your content.

- Incorporate **schema markup code** into your HTML or directly on your site (depending on your platform) to create microdata tags.

- Use **Google Webmaster Tools: Data Highlighter** to zoom in on content needed for a Panda audit.



9

## Optimize your site to offer a better user experience.

- Find out how you can improve your **site navigation**
- Add a **site search feature** if you don't have one
- Use **pagination**
- Activate **breadcrumbs**



10

## Invest in mobile, responsive website design.

Make sure your site is accessible and is functioning as it should across **various platforms, devices and browsers.**



11

## Highlight your business credibility and validity.

Putting the following elements in your website adds validation to your brand: **About page, contact information, social profiles, testimonials, privacy policy, terms of service, secure banners.**





12

## Measure and monitor.

Always keep track of your **website performance** and how it responds to the ever-changing search engine rankings.



A comprehensive Panda audit can offer significant results, but it's just the tip of an iceberg. The improvement you want to see in your rankings and traffic is fully reliant on a **consistent, compliant and cutting-edge SEO strategy**. Make sure you're taking the right steps starting with this specialist assessment:

<http://www.superfastbusiness.com/services/traffic/website-check/>

Designed by  
**superfastbusiness**

Sources:

<http://searchenginewatch.com/article/2381086/Panda-Audit-101-The-Roadmap-to-Complete-Panda-Recovery>

<http://www.nirvanacanada.com/businessonline/google-panda-update-and-its-ongoing-influence/>

<http://www.seoblog.com/2014/02/google-penguin-panda-refresh/>



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