

**Internet Marketing:  
A Three Prong Attack to a Seven Figure Income  
Tom Antion's ButtCamp**

**OVERALL BENEFITS OF ELECTRONIC MARKETING**

- **Speed to Market**
- **Low Cost / No Cost**
- **Low Risk**
- **Massive Distribution – Celebrity Status**
- **Minimum Skill Required**

**9 Revenue Sources:**

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## Prong 1 Great Website

- You can do it.

## **Keyword Research** – Has a new look

**Selection -- Keyword Tool**

**Google Keyword Planner (must have a Google Account)**

- Tremendous Return on Investment
- Suggested Keywords at the bottom of Google
- Look at your own site and literature
- Listen to\ask your customers
- Watch for “Buyer Keywords” and give them special emphasis  
Example: “Where to Buy Protection Dogs”

## **Buying Type Keywords**

**Where to buy X, Where can I buy X, Where can you buy X, Buy X, X for sale, X for sale online, Who sells X,**

# **Major Shift in Strategy**

## **Paid Traffic**

**Facebook**

**Audiences**

**Lookalikes**

**Retargeting**

**Tom Antion’s ButtCamp July 2016**

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Google

Outbrain

Taboolah

<http://www.GreatInternetMarketing.com/traffic>

Quizzes

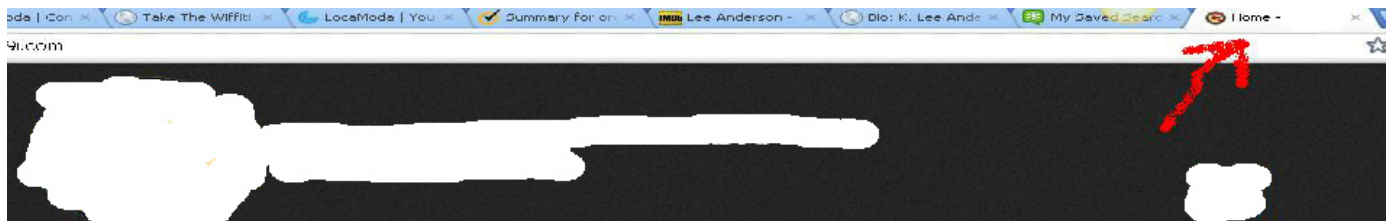
Viral Methods

## Onsite Keyword Implementation

- Spiders work from the top of the page down



- **Title Tags**  
Don't put the same ones on each page



- Heading Tags <H1> <H2> occasionally <H3>

<H1>Bomb Dogs</H1>

- **Bold**

- Skew keywords toward top of page (can't be in graphics)
- Don't ignore the rest of the page
- Internal Links w/ "Anchor Text"
- Naming of photographs
- Alternative Description of Photographs (Alt. Desc.)
- Site Map
- No Italics or Underlining



Antion's Army New Mascot Rubix can sniff out scammers a mile away.



## **Inbound links (Darn important thing you can do to increase your visibility on the web)**

- Must have a blog on your site or you're wasting your time
- Tremendous Return on Investment
- Different Servers
- Deep linking
- Link Balance – Complimentary Websites, Press Release Sites, .edu, .gov, .mil, news sites, Blogs, Forums



- **Anchor Text**  
**EXTREMELY IMPORTANT CONCEPT!!!!**

<http://www.Antion.com> OK

[Public Speaking Tips](#) Way Better

[Public Speaking Tips](#) From high page rank site, or .edu, .gov or .mil **BEST**

**Must have a variety of anchor text or you will NOT look natural.**

# Getting Links

- Articles by you <http://www.ProfitableContentCreation.com/tom> (Article strategy has totally changed)
  - Articles about you
  - Videos
  - Social Media
  - Blog postings by you (blog tours) (NOW SPARINGLY & CAREFULLY)
  - Blog postings about you
  - Press Releases in major services (also see 'Publicity' below) (NOW SPARINGLY & CAREFULLY)
  - Appropriate High Quality Directories (see below)
  - GREAT CONTENT = LINK BATE  
(Example: Glossary for your industry.)

<http://www.MajesticSEO.com>

# Quality General Directories

<a href="#">DMOZ</a>	<a href="#">Add</a>	Free	Could take up to a year or more
<a href="#">Business.com</a>	<a href="#">Add</a>	\$299 annual fee	
<a href="#">Best of the Web</a>	<a href="#">Add</a>	\$149.95/year or \$299.95 one-time.	Was once an award site.
<a href="#">JoeAnt.com</a>	<a href="#">Add</a>	\$39.99 one-time fee, free for editors	Takes about a week to be listed.
<a href="#">GoGuides</a>	<a href="#">Add</a>	\$69.95 per URL.	Sites are instantly included. Money back if submission is declined.
<b>More Directories</b>			
<a href="#">Universal Business Listing</a>	<a href="#">Add</a>	\$79 per year	Excellent local search directory.
<a href="#">Family Friendly Sites</a>	<a href="#">Add</a>	Between \$19.95 - \$59.95 annually	
<a href="#">Rubber Stamped</a>	<a href="#">Add</a>	\$49.95 one-time review fee, refundable if rejected.	Nice, growing directory.
<a href="#">Skaffe</a>	<a href="#">Add</a>	One time \$49.99 fee, or free but only for submissions done over weekends. All submissions reviewed and not accepted will be accessed a \$10 processing fee	Becoming an editor is not difficult, and is an easy way to get listed for free.
<a href="#">Starting Point</a>	<a href="#">Add</a>	\$99 annual fee.	Quality directory, many high-PageRank pages. Not widely known, so may be a link your competitors won't have yet.
<a href="#">Gimpsy</a>	<a href="#">Add</a>	\$49 to be reviewed within 72 hours, \$20 refund if site is turned down. Free submit available, but can take months to be listed.	Focused primarily on commercial sites. Can be difficult to find the proper category to submit to.

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## **Stop These Link Strategies**

(They will either get you a Google Penalty or aren't worth your time.)

- Multiple links to sites you control (accidental footer / sidebar links) etc. (Use "NoFollow" tags)
- Trading Links with other sites
- Private blog networks
- Bulk submission to search engines and directories (only use good ones)
- Forum Signatures
- Footer Links on other sites
- Paid links (unless you buy an entire page)
- Bulk blog commenting
- Link / Resource Pages

## **You Must Add Social Media**

- Facebook – Facebook Social Plugin for Comments



# YouTube

- All videos shot based on keywords
- Title is critical
- Description with clickable link as first thing seen
- Tags = Keywords
- Transcription (see resources for cheap transcription)
- Annotations & Cards
- Reminders to subscribe to your channel
- Link to your important videos
- Cheap Pay Per Click
- Call to action
- Buy underutilized Channels
- Need to set up a place permanently to shoot videos – You will be shooting hundreds of short videos.
- Untrained Dog Video
- Playlists

# Google/Search Engine Primer

**You must do the same standard things I've been teaching for years PLUS**

**FAQ's, Long Tail Keywords, Co-Citations** (Be Near the Top Dogs)

- Easier than ever (doesn't mean you don't have to work at it consistently)
- No longer are we designing to game Google. Virtually all focus is on the visitor.
- Must look “natural”
- Longevity
- Single Topic
- Many Pages - **NEW 1000-2000 WORDS PER PAGE**
- Proper Keyword Placement
- Speed (above the fold shows in one second or less)
- Inbound Links
- Description Metatags - Search term relevant to page - why us. Our name - Unique Selling Proposition [why you're the best or why now]. – 160 characters

<http://www.charactercountonline.com/>

- Social Proof – For example look at bottom of <http://www.TomAntionWebinars.com>

# Responsive Themes That Load FAST

## Sales Process

- Sales Process -- Copywriting <http://www.CopyWriting901.com>
- Sales Process -- Audio <http://www.KickStartSound.com>  
<http://www.GreatInternetMarketing.com/retreattestimonials.htm>
- Sales Process – Video  
<http://www.GreatInternetMarketing.com/videoselling>  
<http://www.Antion.com/multimediadvd.htm>  
<http://www.FreeKickStartVideos.com>  
<http://www.KickStartVideos.com>  
<http://www.YouTube.com>  
<http://www.TechSmith.com> Camtasia (Screen Capture Video)
- Sales Process – Shopping Cart System <http://www.KickStartCart.com>
- <http://www.HowToUseAShoppingCart.com>

Upselling

Mail Merge

Autoresponders

Built in Affiliate program

Conversion Tracking



**Prong 2 Database (Get serious about it)**

- DHTML – 185 to 400
- Blog <http://www.GreatPublicSpeaking.BlogSpot.com> Feedblitz.com

- Social Networking – How about ~~being my friend~~ errr, I mean wasting my time?
- SEO
- Pay per click

I quit Google Adwords LONG AGO and now use Facebook and others (paid traffic)

## Prong 3 Product Development

- Books / Ebooks Bloking
- Ebook Creation – <http://www.UpWork.com> <http://www.CraigsList.com>
- Videos / DVDs
- CDs
- Other Downloadables – Software, Screen Savers, Tip-of-the-Day, etc.
- ECourses
- TeleSeminars
- Webcasts – <http://www.TomAntionWebinars.com>

<http://www.CafePress.com/tomantion>

What's new

- <http://www.TomAntionWebinars.com>
- <http://www.SelfieStupidity.com>
- <http://www.AntionFreeVideos.com>
- <http://www.AmazingPublicSpeaking.com>
- <http://www.GreatInternetMarketingTraining.com>

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- <http://www.IMTCVA.org> <http://www.IMTCSuggests.com>
- <http://www.IMTCBlog.com>



<http://www.SeminarScammers.com>

<http://www.ScamBrigade.com> For TV Show Trailer

# **Crowdfunding**

- **Major Players**
- **Success Stories**
- **Why do people participate?**
- **Best Practices**

**Video**

**Text**

**Realistic Goals / BackUp Plan**

**Momentum**

**Rewards**

- **Tips**

**Personal Thanks**

**Tweet/Facebook about contributors**

**Network**

**Add Rewards**

**Publicity Stunts - Sleep Strike / Happy Dance**

# Advanced Internet Selling Techniques

- **Thank You Page Selling**
- **Upselling Theory**
- **Advertorial**
- **Split Testing**
- **Confirmation page selling**
- **Video Selling** <http://www.GreatInternetMarketing.com/videoselling>

**Get a \$50,000.00 Video for only \$3000.00 . . .  
I'm going to show you how.**

**Video Notes:**



# Resources

<http://www.AmazingPublicSpeaking.com> Largest public and professional speaking membership site on the Internet.

<http://www.Antion.com/speakershop.htm> Longest running public and professional speaking Internet store.

<http://www.Public-Speaking.org> Example of “one-keyword” Site also got Best-of-the-Web in INC. Magazine

<http://www.HowToUseAShoppingCart.com> Free ebook on shopping carts

<http://www.KickStartCart.com> The shopping cart system we sell

<http://www.GreatInternetMarketing.com/retreattestimonials.htm> Sample of using audio testimonials

<http://www.PublicSpeakingSpace.ning.com> Public Speaking Social Networking

<http://www.InstantEulogy.com> Mini site example

<http://www.PowerPointStinks.com> Google AdSense Site

<http://www.KickStartHeadlines.com> Really fast headline generator.

<http://www.GreatInternetMarketingTraining.com> Sample Membership site

<http://www.TomAntionWebinars.com> Free high content webinars

<http://www.FatsoTennis.com> Tennis DVD for the overweight and hopelessly out of shape

<http://www.GreatInternetMarketing.com/videoselling> Best video player

<http://www.ProtectionDogsElite.com> Protection Dog Site

<http://www.SelfieStupidity.com> Coming Soon

**Extra Page for notes:**