



Revealed – 49 Secrets of Website Marketing



Successful Website Marketing

Means that...

...More online visitors can find you, and

...More People contact you online, and

...You make More Sales, and

Only YOU know what that means!

The ultimate online marketing guide for people who want a website that works.

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3R

Being on the first page of the major search engines when your potential customers are looking for you – means you have made the 1st step to success.

*Imagine **your website listed on the first page** – You don't have to imagine any more, because if you have the time and put into practice what this online marketing guide will teach you – **you will make money** from your website*

Imagine the satisfaction you will get as cash flows from your website as you sleep, because you now you realise that online marketing is vital to successful websites.

*Now you can start reaping the **immediate benefits** and really boost your business*

*What will you do with **more money and more time**?*



When you follow the advice of this online marketing manual, your dream may soon become a reality! [Search engine optimisation](#) (SEO) will **drive your website to the top positions** in Google, Yahoo, or Msn.com within specific search terms your ready-to-buy customers type in when looking for your products.

Generating high traffic on your website, will mean [turning your visitors into buyers](#). Your job now is to enhance your SEO strategy, using results from your [paid search campaigns](#) (pay-per-click) and directing people to the "landing" pages where **they will see real benefits of your product**, then they will want to buy from you.

The purpose of this online marketing guide is to provide a global overview of the Search Engine Optimisation, to familiarise with its basic terminology and to give an initial advice on how to get most from combining SEO with pay-per-click (PPC) advertising campaigns.

Having read the online marketing guide, and you don't have the time – then consider the [3R SEO Workshop](#) because we will teach you all this for your website in just ½ a day. In order to maximise the effect of the workshop I strongly recommend that you do your homework and at least **study this online marketing guide today**.

You can't win Customers if they don't know you're Online!



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1. What You Get from Website Optimisation?

Were you always wondering whether you could use [search engine optimisation](#), [online advertising](#) and [your website content](#) to get more online visitors, more online leads and more online sales?

If you had a shop, you would want people to come into it – shouldn't you do the same **with your website?** At least, **let people find you!**

So let's look at what [online marketing](#) can really give you:

- [1st page in Google](#) - more visitors to your website;
- [Pay per click advertising](#) - more online leads;
- Optimised [website content](#) - more online sales.

To find the type of thing your website provides, people will type a "search term" into Google, Yahoo or MSN. Search Engine Optimisation (SEO) will help direct visitors to your website.

1.1. So what does SEO really mean?

SEO means that your website is "optimised" for search engines, meaning that, ideally, your website will come up as one of the first 10 sites when people search for keywords pertinent to your business. This is essential to your website traffic which might lead to further sales generation.

Getting a top 5 search ranking in [Google](#), [Yahoo!](#) and recently in [MSN.com](#) as well is the key factor to advertise your product online. Optimising your website will generate more traffic than all of your other Internet Marketing efforts combined. By simply getting traffic coming to your website, you have got better chance to generate more sales....

So let's focus on the **main aspects of SEO:**

1. [Top Google Listing](#) – for keywords your customers are using
2. [Top keywords on your site](#) – using advanced SEO techniques, we put your key words in the right place
3. [Submitting your site](#) – let the top search engines and directories know you exist
4. [See more visitors, leads and sales](#) – when your site can be found, more people will call in and buy

With a [Free Web Check](#) you will have a better idea of how much more money you could make with online marketing.

1.2. Are there any risks?

Although SEO might seem to be a simple and relatively easy-to-use way of improving your website ranking, which helps your customers find your website easier, there is also a possibility of abuse. This can finally lead to your website being excluded from the search engines listings. Therefore it is crucial to know the difference between techniques that search engines recommend as part of good



design (so called “White Hat” SEO) and those that search engines do not approve of and attempt to minimise their effect (referred to as “Black Hat” SEO or spamdexing).

Another interesting fact to know is that search engines change their search criteria daily. There are usually very subtle changes an average website owner does not have to track. Their purpose is to prevent spamdexing or at least make it as difficult as possible.

1.3. How you can be a SEO Specialist yourself

Have you always thought that maybe you would be able to optimise your website yourself, only if somebody told you what to do, where to start?

We were thinking the same and we’ve created a workshop after which you will ~

- **Become independent** from online marketing companies
- **Master all tricks and techniques** and become an expert
- **Save tons of money** and optimise **all your websites**

During the [3R Google Success Workshop](#) you will learn about [search engine optimisation](#) and [pay-per-click \(PPC\) campaigns](#) before you waste a lot of money on a campaign that doesn't work.

This online marketing guide provides essential overview of SEO and, together with the workbook coming from the [workshop](#), it will not only help you to optimise your website, you will also be able to launch or optimise your online advertising campaigns with Google Adwords, Yahoo! Search Marketing or Microsoft AdCenter so that you get real sales. Eventually, following current market trends in Ireland, we will focus on Google Adwords above all.

1.4. What is Google Success Workshop?

Learn all you need to know to optimise your website so that **it turns into a sales tool**.

This is a half-day 1-to-1 workshop:

1. Understand what your customers value
2. Find the right keywords and use them wisely
3. Fix your [website copy](#) so that it sells
4. Build [external links](#) to get higher in Google
5. Setup and manage your [Google Adwords](#)
6. Get an **Online Marketing Action Plan!**

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2. Essentials of Website Optimisation

2.1. What is unique about your business?

If you want to boost your website traffic, the first step you have to take, is to create your customer value proposition. Success in a company is governed by three key factors;

1. How valuable, your target market believes, your offering is.
2. Your ability to market, sell and service the offering.
3. The quality and skill set of your management team.

Many excellent companies have all 3 ingredients for success. Where strong management teams, or entrepreneurs, have a great offering, but realise they may need help in the marketing and selling of their product to reach their true potential, they should turn to external experts.

Some companies seem to find the selling and marketing of their products a particularly daunting task. The reason is that their product is often intangible. Many companies find huge difficulty in accurately articulating their [Customer Value Proposition](#) (CVP).

Without a clear definition of value to your clients, it is going to be difficult or impossible to [formulate your sales and marketing messages](#) to define why people should purchase from you. When creating your CVP, there are 5 key steps, which lead to 5 deliverables:

Items	Deliverables
1. Know your Customer <i>Select Target Customer</i>	Customer Needs, Wants & Pains Identified
2. Know your Product or Service <i>Identify Customer Value</i>	Customer Benefits identified
3. Know your Target Market <i>Select Target Markets</i>	Addressable Market identified
4. Know your Competitors <i>Choose Competitive Differentiators</i>	Competitive Differentiators chosen
5. Create your CVP Statement <i>Create a Value Proposition</i>	Value Proposition created

We are able to help with this crucial task via our [3R BluePrint for Success](#) full-day workshop that is strongly recommended to take before or after attending the [3R Google Success Workshop](#). However, if you decide to go just for the Online Marketing one, we will cover the topic of CVP briefly at the beginning. Without a clear CVP statement, you cannot move forward with your SEO and PPC strategy.

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2.2. Keywords that attract more visitors

The second step of your SEO (and PPC campaigns as well) is to make the best keyword list possible. A keyword is a word or a phrase people who are looking for your product type in Google or Yahoo. For example, if you are a sales and marketing consultancy, one of your keywords may be “sales marketing”.



Creating a rich and appropriately targetted keyword list is a fundamental step that will have a strong impact on your campaign success. Avoid expensive general keywords: you will certainly get a high rate of impressions, but not necessarily high conversion sales.

Focus on specific key phrases that will get **more highly targeted people** to your site. That means, do not use just “marketing” as there are many people typing this word in, but they are not looking for any marketing help or advice for their business. Instead, go for combinations such as “marketing advice”, “marketing consultancy” etc.

Moreover, I would advise you to apply the following methodology to choose the right words:

1. Organise a brainstorming with your co-workers, business partners, friends or relatives to find keywords relevant to your business. Focus on the needs of your target audience, what they would type in when looking for your products. Having created your [BluePrint for Success](#) before, this should be now much easier to do.
2. Try to make a list of 100 keywords minimum. Providing that you barely reach this goal, do use search term suggestion tool (such as [Google Keyword Tool](#) or [Wordtracker](#)). These will give you an idea what phrases based on your keyword have been looked for recently. Just make sure that you pick the appropriate location.
3. Don't forget dashes, apostrophes, spelling variations, plural versions and various tenses. Your potential customers will not search a keyword in the same way. For instance: *website, web site, web-site*.
4. Check out your competitors' webpages for ideas. View the source HTML code and take a look at keywords in their meta tags. They could be a good tip for yours!
5. When you are combining your SEO with PPC advertising campaigns, it is very helpful to use tracking results from Google Adwords or Yahoo! Search Marketing to revalue your keyword list. Try to put emphasis on those which gain the highest number of clicks and conversions in your PPC campaigns.

2.3. Turn your visitors into buyers



Once you have created your keyword list, it is essential to create landing pages which contain these keywords. This is a crucial step to get conversions. A conversion is when a customer buys your products or signs up for a newsletter or takes any action you would like him to take.

When your landing page does not include the keyword your customer typed in when looking for your services, it is not very likely that he keeps browsing your website. Moreover, it is recommended that you create a separate landing page for each of your keyword, or combination of keywords. Each of your PPC ads should point at a relevant landing page. So how to make your landing pages bring you actual sales?

2.3.1. Content is King

If you manage to [impress visitors with powerful messages](#), you will ~

- Give them a reason to **stay on your website**;
- Lead them directly to **buy from you**;
- Hear them **telling all their friends** about your website!

So how can you make sure that when people come to your website, they will find what they are looking for?

1. Speak the language of your customers
2. Impress them with messages they relate to
3. Tell them what to do next - clearly!

Create [useful and comprehensive content](#) that's related to your market to keep your visitors there. Adding keyword-rich text that makes sense and serves the concept of the web page improves your ranking and keeps your visitors interested. The more text, the better for search engine spiders when they index a website; it is strongly recommended that your homepage has at least 200-300 "visible" words. Moreover, the search engine spiders crawl especially the first 20 words of your website so try to keep an eye on them and make them really relevant to what your site is about.

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In addition, valuable, dense and regularly updated content is one of the most important items you need for your website because visitors who stay longer while visiting a website help measure popularity of the site in the search engines. When creating content for your landing page, you should pay attention to the elements described on the following pages.



2.3.2. The purpose of your landing page

The first step when creating your landing page should be setting a goal you want to achieve. What is it that you want your visitors to do? This could be one of the following:

- Buy a product
- Sign up a newsletter
- Download a free trial
- Read an article
- Do a survey
- Participate in a competition etc.

2.3.3. List the real benefits

When you know the purpose of your landing page, you should give your visitors a REASON to move towards the goal. Remember, it is not your goal that they will follow; in fact, people are always looking for [what is in it for THEM](#):

- When people search for "printing", they're looking for **better brand image**.
- When they type in "recruitment", they would like to **get that perfect job**.
- When they search for "marketing", they want **more sales leads**.

To give them what they are looking for, always list benefits of your products or services; not features. The difference is that benefits mean something valuable to the consumer while features are just descriptions of your product characteristics.

Nobody cares so much about what material you used when creating the product, or what the technical parameters are. Usually, what matters to them is what problems your product can solve, and more importantly, how they will benefit from buying and using it.

In addition, websites offering products that managed to fix a problem usually get highest conversion rates. Moreover, try to use "you" more often than "I" or "we". Remember: Your customers don't care about you at all. The only thing they are looking for is [what is in it for them](#).

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2.3.4. Include a "call to action"

Once you have decided what you want your visitors to do and after revealing all the benefits they get, it is crucial to tell them what to do next. It must be crystal clear what they need to do:

- Click here to order your SEO online marketing guide now.
- Sign up for the Success! Newsletter here.
- Press Enter to continue. Etc.

In order to make a call to action more catchy and attention gaining, there is one smart trick: use the **red colour** always you want to highlight something to be clicked on. However, do not overdo it, since when your website is red on its whole, the particular spots will not stand out.

2.3.5. Keep it simple

In order to keep your visitors focused on the steps you want them to take, keep all possible distractions away. This means your landing page should not be stuffed with links that will direct them away from the page. The only links your landing page should contain are those in line with your goal: links to your order pages, newsletter sign up forms, etc.

2.3.6. Build trust

Although many of us probably do not pay particular attention to **Contact Details** and **Privacy Policy** when browsing the Internet, these are vital parts looked for especially during the purchasing process in order to make sure that you are a serious company.

Apart from that, [Client Testimonials](#) could add trustworthiness to your landing page, too, as they are kind of confirmation and a testimony from the REAL people who have already tried your products or services and who didn't mind to publish their names (sometimes their occupation and pictures as well) and you can find them and talk to them, if you need to confirm their positive statements.

Last but not least, trust in your company and products will be supported effectively when you offer an unconditional **money-back guarantee** if at all possible. This will prevent the fear, uncertainty and doubt about moving towards the purchase.

2.3.7. Make your ordering process clear & secure

In general, over 60 percent of online shoppers abort the ordering process. It's a pity that after gaining their attention, interest and desire you can still lose them due to a complicated, unclear or unsafe ordering process. To prevent this, try to follow the advice:

- When already in the purchasing process, don't hide the price for your products or services. People will not continue if they don't know how much they have to pay.
- Tell your visitors upfront about your refund policy.
- Tell your visitors about all additional costs and taxes they have to pay, so that they know the final price before they have to enter the credit card number.
- Make sure that your order pages are easy to understand. Test them with your friends or relatives who don't browse the Internet very often.
- Make sure that your order page shows an understandable notice if the customer forgets to enter the email address or any other required field.
- Make sure that your order pages work internationally. Some countries don't have postal numbers or their regional structuring can be different from yours.
- It's very important that your order pages are secure. Use as much encryption as you can and use the additional security services such as Verified by Visa and MasterCard SecureCode.
- Test your order pages regularly in order to make sure they work.





2.4. How to get more returning visitors

2.4.1. Updated content

To [attract your first time visitors to come back](#) and to keep coming back, you must always have what to offer: nobody will keep returning to see the same pages all the time.

2.4.2. Involving your visitors

If you want people to come more often, I would recommend involving them somehow in parts of your website: this could be an online discussion forum, [blog](#), or just simple option to post a comment.

2.4.3. Good navigation

Having a good navigation is also important to the indexing of your web pages. There is nothing worse than arriving at a website and having difficulty understanding where to go for the information you are seeking. Have easy to use, clearly marked navigation so that your visitors click through instead of click-away in frustration.

2.4.4. In-site cross linking

Get all of your web pages indexed by the search engines by implementing your sitemap. Your web pages should be no more than three clicks away from the home page. On every page you should link back to your home page and your main service(s) or product (s).

2.4.5. Website design

This is also important, if you want to get indexed. Text content should outweigh the HTML content. The pages should validate and be usable in all of today's leading edge browsers. Rather stay away from Frames, Flash, Javascript, Image Maps, and Dynamic URLs, search engines dislike them all a lot.

One prudent tool to use is the "alt" attribute of pictures on your site. You simply describe the pictures and these descriptions can include your keywords.

2.4.6. Write a monthly online newsletter

Another option of involving visitors into happening on your website is to invite them to [join your mailing list](#), so that you will be sending them a [monthly online newsletter](#).

You simply sell without pressure:

- Remind them to **buy again**
- Build relationships and **sell more**
- They will **stay with you forever!**

What will you do for your clients?

- Give out free information monthly
- Tell them about your special offers
- **Make them happy to buy from you!**

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3. Tell Google about Your Website

Once we have optimised the website for humans, let's make sure that Google and other search engines will find it and show it to people who type in relevant search terms. There are certain areas on your page as well as on other pages we will look at.

3.1. On-page Optimisation

3.1.1. Site Title Tag

Drive business growth with the sales and marketing strategy and execution specialists

This is the most powerful SEO technique you have, so use it creatively! When search engine results are displayed, the title is the first thing people see.

Thus each page should have a different <title> with 2 or 3 of your keyword phrases at the beginning. The title should explain in a few short words (your keywords) the intent of the page. Don't put your company name first - place your keywords first and if you feel you absolutely must have the company name in the title add it second.

Despite its importance, rather do not overdo it with the length of the <title> tag; 50-150 characters including spaces should be appropriate. And do not just list your keywords, because you then risk being considered as spamming. Rather try to remain as close to a readable sentence as possible. You also should make the title enticing, so that the viewers of search engines listings will also click to see your website.

3.1.2. Description Meta Tag

Below the <title> is a <description> which will be generally the first sentence on a page. The Description Meta tag is also fairly important. Your description should also have 2 or 3 of your keyword phrases at the beginning as so should your first sentence. Just like the <title> tag, [reflect the content](#) and try to keep there no more than 200 characters including spaces. Change the words around enough so that you can hit various typings of your keywords.

You should have a different title, description and first sentence on each page. You may also want to try shorter titles with only one keyword or keyword phrase as this will raise you keyword relevance. And try to consider putting your domain name at the very end of the title.

3.1.3. Keywords Meta Tag

Although many people rely on them so much when performing [SEO](#), meta tags have decreased in importance recently, but are still worth using for clarity and search results. Their initial purpose was to help search engines find out important information about your page that they might have had difficulty determining otherwise.

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The Keyword tag is now the least important but is still used by some engines. As you never know when the rules of the search engines will change, or a new engine will want them, so take the time to include these tags in all your web pages. We recommend you do not overdo it with meta tags as well; your Keyword Meta should not exceed 250 characters including spaces.

When performing [SEO](#), you should take the exact same keyword phrase from your keyword meta tag, and use it in the copy of your page, title tag, meta description etc. Any keyword phrases which are used in your keyword meta tag only, will not have enough prominence to help your listings for that phrase.

3.1.4. Headings & Links

Headings are a very important attention-grabbing essence of your landing page. People will not read your entire page. That's why it is smart to divide your page into short paragraphs and to highlight each of them with a killer headline which will not only catch their attention, but also tell them in a second what the whole paragraph is about.

For the SEO purposes, make sure that your headlines are marked `<h1>Headline#1</h1>`, `<h2>Headline#2</h2>` etc. and that they are stuffed with your best keywords. Apart from the keywords, use words like "free, proven, benefit, first, discover, complete, exclusive, how to..." in order to gain people's attention.

Another important part of a landing page are the links. As mentioned already, your links should not direct visitors to your home page or elsewhere other than the next step towards reaching your goal. What is also relevant, is the anchor text, i. e. the clickable text of the hyperlink – for the SEO purposes, stuff it with your keywords as well, don't leave it just as "[Click here to sign up](#)", but mention your product as well: "[Click here to sign up for Google Success Workshop now](#)".

3.1.5. An Example of an Optimised Landing Page

[Here](#) is an example of our landing page promoting our [online marketing services](#) with [free web health check](#).

The goal is to make people [register for the free web health check](#) or to ask for more information via email.

Here are the "non-visible" parts of the landing page:

```
<title> More Online Visitors | More Online Leads | More Online Sales | Internet Marketing Ireland </title>
```

```
<meta name="Description" content="Your website online marketing clinic - more online visitors, more online leads, more online sales. Succeed with internet marketing Ireland, SEO, search engine marketing." />
```

```
<meta name="Keywords" content="search engine optimisation, internet marketing, email marketing, internet marketing ireland, website marketing, search engine optimization, search engine marketing, online marketing, seo, online marketing ireland, online sales, online leads, online visitors" />
```

[You can view our online marketing landing page here.](#)



3.2. Off-page Optimisation - Linking Strategies

Before we start talking about [link exchange](#), let's define a few terms:

1. **URL** – this is the address of the page you are linking to, ie <http://www.yourwebsite.com>. Make sure that when you are building external links, you include the whole URL address, also with "http://"
2. **Anchor text** – this is the clickable text you can see on the website that is linking to your page. This should be stuffed with your keywords. For example, 3R is using [Online Marketing Consultant](#).
3. **Hyperlink title** – this is a little bit into coding – but don't be scared, it's easy. Every hyperlink looks something like this in the HTML code:

```
<a href="http://www.website.com" title="keyword 1, keyword 2">Your Main Keyword</a>
```

Can you see the title="keyword 1, keyword 2" there? Yes, it should be stuffed with keywords, and when you hover over such optimised hyperlink, you can see these keywords.

E.g. for 3R it would be appropriate to use something like this:

```
<a href="http://www.3r.ie" title="Sales Training | Marketing Consultant | Marketing Strategy | Online Marketing">Marketing Consultant delivering Marketing Strategy & Online Marketing</a>
```

When you [build external links to your website effectively](#), you will ~

- **Increase the weight of your website** in Google
- **Get new visitors** from other sites
- **Become a well-known expert** in your industry

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3.2.1. Submit your website to the search engines

If you do not submit your website to the main search engines, it may take ages (literally several months) to get listed. On the other hand, some website submitting automated solutions overdo this and it can generate negative results.

Therefore I would recommend the following our proven **Online Search Engine Marketing Program**: www.submitnet.net. After setting up an account, the program will submit your website to various search engines at once (including Google and Yahoo!, of course), and then resubmit it on a monthly basis. Apart from that, there are many useful tools which will check your meta tags, website content and compatibility for browsers. The program is even able to [manage your PPC campaigns](#) from one source, when you pay for the service.

It is essential that when using Submitnet, you have already optimised your website using the information gained from PPC and Google Analytics reports. Run Submitnet reports and update your website accordingly. The tutorial will help you with all the steps you need to take.



3.2.2. Exchange Links with Friends

Search engines like when **other sites link to your website**.

As determined by the number, quality and type of linked pages, most search engines don't even consider websites if there is not at least one or two links pointing to these sites. Links from other popular websites back to your website are one way of increasing your site's popularity. Finding websites with similar content (but not your competitors) and [high link popularity](#) is one way of increasing your site popularity.

If you have any **friends/partners/clients** who have their own web sites ranking well in Google, ask them for [link exchange](#).

3.2.3. Register to Website Directories

You will find loads of them in Google; just make sure that you submit the right link, with the right description and keywords.

3.2.4. Write Articles and Submit Them

The most important two article portals are:

- www.ezinearticles.com
- www.isnare.com – here you can get your article distributed to thousands of other article portals just for \$2 per article – we strongly recommend.

In the bio, you should include a link to your website, so you can use this example:

This article was written by XYZ of
Keyword 1.

Which will appear as:

This article was written by XYZ of [Keyword 1](#).

3.2.5. Comment on popular blogs

Again, this is one of the secrets that not everybody knows about and most people are using it quite rarely.

Go to the [top ranked blogs](#) relevant to your topic, read articles and submit comments with your optimised link. This will not only widen your knowledge about the issues, you will also get good quality links pointing to your website with your keywords in the anchor text.

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4. Pay per Click Advertising Campaigns

To support and enhance your SEO, the three biggest search engines offer an opportunity of [pay-per-click advertising](#). This is a special form of online campaigns where you pay just when people click on your ad so that they are directed to your webpage. Your ads will be shown always your campaign keywords are looked for in the search engine, however, you do not pay for these impressions, you pay just for the clicks your ads receive.

Here are the top three benefits of running effective and well-optimised pay per click campaigns:

- **Attracting buyers easily and fast**
- **Move to the top 3 positions** with sponsored search
- **Get those 10 hot online leads per day** (or even more?)

Now we will lead you through the process of the main three [sponsored search](#) providers – Google Adwords, Yahoo! Search Marketing and Microsoft Ad Center.

4.1. How to Run Your Campaigns with



4.1.1. Google Adwords Fundamentals

Launched in 1998, the [Google Adwords Program](#) is now the leader in the pay-per-click search engine industry. Contrary to its competitors, Google doesn't list ads by only considering your bid or Cost-Per-Click (CPC). Google also checks if your clickthrough rate (CTR) is high:

$$\text{CTR} = \frac{\text{Number of clicks your ad received}}{\text{Number of times your ad is shown (impressions)}}$$

$$\text{High CTR} = \frac{1}{20} = 5.50 \%$$

$$\text{Low CTR} = \frac{1}{2000} = 0.05 \%$$

It means that with traditional pay-per-click search engines, you have to bid more than your competitors if you want to get ranked first. With Google, you also have to get a higher CTR as your position is determined by multiplying your CTR by your CPC: **Position = CTR × CPC**.

In few words, it doesn't matter how often your ad appears and how much you pay. **The key thing is that people have to click on your ad. Therefore your key phrase or keywords have to be relevant to the search.** If your keywords achieve at least 1.5 % CTR, it means that they are relevant.

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4.1.2. Create Your Adwords Account and Your Campaign

Now it is time to set up your account. Go to www.adwords.google.com and follow these steps:

1. **Click the “Start Now” button** and sign up the form for the “Standard Edition”. Choose your target language and location.
2. **Now create your first ad.** Its role is to generate traffic on your website; therefore it must attract people’s attention. You have to motivate people to click on it. You must be concise, accurate and clear for you have restricted space. Be careful, characters include spaces as well. Here is the structure of ads in Google Adwords:

Headline (max.25 characters)
Description line 1 (max. 35 characters)
Description line 2 (max. 35 characters)
Display URL (max. 35 characters)
Destination URL (max. 1024 characters)

[Free PPC & SEO Web Check](http://www.3r.ie/Online_Seo_SEO_Ireland)
Website Leads and More Sales Now
Online Mktg Specialists - PPC, SEO
www.3r.ie/Online_Seo_SEO_Ireland

This way of creating ads is recommended by most Google Adwords experts:

- Always include your exact keywords in the **title of your ad**. If searchers see the keywords they entered in the title of the ad, they will likely click on it.
- The **first description line** should contain your most important benefits to grab people’s attention and to force them to take action.
- The **second line** should list features – what exactly people get after clicking on the ad. Moreover, I suggest to put a call to action to this line.
- The **display URL** can be used as well – after your domain address you can put anything.
- Your home page may not necessarily be the best one for all your ads so **your URL destination** address should mirror the content and purpose of your ad.

Before starting to write your ad and your description, just have a look on these useful tips:

- Get inside the customer’s head. What are your customers looking for? What do they expect?
- As you have limited text space, avoid terms like “a”, “the”, “of”, “at”...
- Use words like “new”, “free”, “limited offer”, “discount” to attract clickers.
- Avoid superlatives like “the best product...”, “the most wonderful ...” or “the top of...” It is too basic and not pertinent.

3. Now **enter the keywords list** that you have created with Chapter #3 of this online marketing guide . Notice that with Google Adwords, you have the possibility to format your keywords with the four types of keyword matching options:

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- **Broad matching:** *for example => marketing consultant.* Your ad appears each time users search on these keywords, whatever the order or the other search terms.
- **Phrase matching:** *for example => "marketing consultant".* Your ad appears if the keywords are all present in the right order, regardless of other search terms.
- **Exact matching:** *for example => [marketing consultant].* Your ad only appears if the keywords are all present in the right order and no other terms are searched for.
- **Negative matching:** *for example => -manufacturing (use the "minus" character).* Your ad for "marketing consultant" only appears if the word "manufacturing" does not appear in the search query together with "marketing consultant".

By using these matching options, you should be able to produce well-targeted results.

4. Next step is to decide on your **daily budget**. Choose the budget which fits to your resources.
5. Place **your bid** as well. Your bid price is your maximum bid price, which means you will not necessarily pay that all the time. You will only pay 1 cent more than the competitor under you.

Google will suggest you a bid amount, however it is not compulsory to follow up their suggestion. Just place the bid that you can afford. To find the most relevant bid, use the traffic estimator by clicking "Estimate Search Traffic": it will give you some idea on the amount of clicks you can expect per day, the position of your ads among the others and how much you will be spending.

I would recommend you to place higher bids at the beginning. That will help you to generate traffic on your website rapidly and therefore to figure out which ads work and which ones don't.

6. Enter your **email address and your password**. Afterwards you will be sent a validation email. Log into your new Google account. You just have to enter your **credit card details** and your campaign will be running!
7. If you wish to **add a new campaign**, log into your Google account and click "Create New Campaign". Then you will just have to follow the steps that we have just detailed below.

The good strategy is to **run two ads against one another** in a campaign. After few weeks, delete the one with the lower CTR and write a new one to replace it. Google will automatically alternate your ads according to their CTR.

To create a new ad, just click the link "Create ad Variation". Enter your new ad, and then click "Save new ad". Google will alternate your different ads throughout the day.

Repeat the keyword in both the ad title and ad description to improve your chances for a click.

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4.1.3. Google Account Structure

It is important to understand the structure of your Google Adwords account when creating particular Google Adwords campaigns. Namely there are three levels in your account, as you can see in the table:

Your Account	
Campaign	
Ad Group	Ad Group
Ad(s)	Ad(s)
Keywords	Keywords

The first one, Your Account – there you have set your email address, password and billing information. Within each Campaign, there are particular settings common for all its Ad Groups, such as the daily budget, geographic and language targeting, distribution preferences and end dates. On the third level you create ad variations and keyword groups which are stated just for that Ad Group.

4.1.4. How to Track Your Google Adwords Campaign

TRACK YOUR KEYWORDS

Providing that your keywords fall below the 0.5% CTR for the first 1000 impressions, they might get disabled. That is the first reason you need to [track your keywords performance](#) and **modify them regularly**. Remember, change your words around, use new keyword matching options, try out different capitalisation and spelling variations, use singular or plural versions as well as different punctuation and grammar tenses...

You can decide if you want to receive daily, weekly or monthly Google Adwords reports.

Google can also create your personalised report in only five minutes. Click on the tab "Report" => "Create a report now". You can create a report to track the performance of your keywords, text ad, image ad, URL, ad group, campaign and account.

In order to save money, you can delete the keywords that do not convert into sales from your list. It is also recommended that you "peel" those keywords that get low CTR and "stick" them to a new campaign or ad group with an ad specifically targeting them.

To finish, don't be obsessed by getting the first position. The first position enables you to get more clicks, but not necessarily to get a high conversion sale. Why? Because clickers who aim at purchasing something will take time to look down the page. In contrast, users who just want to take a quick tour will click on the first ad.

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If you need help with tracking, [email us](#) and we will send you a free 3R Website Tracking Sheet to keep record of your website stats regularly.

TRACK YOUR AD

Making tiny changes to your ad can have a strong impact on your CTR. Keep changing your ads around regularly. After a few weeks, you will be able to detect your best performing keywords. **Your ad should include these keywords.** In the same way, if you detect wrong keywords, delete them from your ad.

Google gives you a separate CTR and CPC for each ad so you can track their results separately:

[Sell What You Wanna Sell](#)
Easily and fast with Adwords
Convert Clicks into Real Sales!
www.3r.ie/Google-Adwords-Services

1 Clicks | 0.13% CTR | €0.68 CPC
Served - 5.1%

[Free Marketing techniques](#)
Boost Sales with Marketing Tactics
Just one tip could earn you 000's
www.3r.ie/SuccessNewsletter

1 Clicks | 0.68% CTR | €0.34 CPC
Served - 1.3%

TRACK YOUR SALES CONVERSION

Google has a built-in "conversion tracking" tool that's linked to AdWords. You put their code in the "success" page on your site and along with your CTR statistics, Google will then show you the percentage of visitors who opt in or buy in your weekly, monthly or daily report.

This is the crucial point of tracking your [Google Adwords performance](#). As conversions are what you are aiming for, you should always check that they are growing.

4.1.5. How to really understand tracking?

There are three critical situations you might come across – and here we also provide solutions to the possible issues:

1. **Problem: You are getting low/no impressions.**

- Solution:**
- a/ Check in "My Account" whether your billing options are set up correctly. Google will notify you of any issues, anyway.
 - b/ Check your minimum bid and daily budget settings and if you want to have your ads shown more often, make sure the budget per day you have set is enough to cover the cost of all clicks you are getting.
 - c/ If a/ and b/ are not the issue, you probably want to expand your keyword list to make sure it consists of keywords that are being searched a lot. Google Keyword Tool will help you do this – and you will find it in your Campaign Management in the section called "Tools".
 - d/ If none of the above applies to you, just make sure that your ads are relevant to your keywords – and with specific issues you might want [to email us](#) – we will look at your account and give you **free advice** on how to fix it. Just make sure you **include your Google Adwords Customer ID** in your email.

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2. **Problem:** You are getting lots of impressions but low/no clicks.

Solution: a/ Modify your ads, make sure they follow the structure as given above and check they include your main keywords.

b/ Make sure that your keywords are not too general, so that they are being searched for quite often, but not so often in relation to your offering.

3. **Problem:** You are getting lots of clicks but low/no conversions.

Solution: a/ Check that your conversion tracking code is in place – when you go to your Thank You page and view source, you should see it there.

b/ Optimise your landing page better – as described above – make sure that within the first fold of the screen you can see a clear call to action, benefits and that everything is as simple and clear as it gets.

If you are stuck and don't know how to move on, [feel free to email us](#) – we will look at your account and give you **free advice on how to fix it**. Just make sure you include your **Google Adwords Customer ID** in your email.

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4.1.6. Test Your Website Using Google Website Optimiser

Google also enables Google Adwords users to do split testing of particular pages of their website, or even of some parts of these pages. This can be done through Website Optimiser.

Using this tool you create several variations of landing pages you link to in your Google Ads. Then the particular combinations will be tested and you will get an overview of which versions are performing the best, i. e. which variations bring in most conversions.

Google Website Optimizer is a great help especially in the next stage of using your Google Adwords, just after you manage to gain clicks to your website and you want to convert them into sales.

4.2. How to Run Your Campaigns with

[Yahoo! Search Marketing](#) is one of the most expensive, and competitive pay per click search engine. If you are serious about generating targeted traffic to your site, but less bothered about minimum (or maximum!) bid amounts, then you should consider signing-up with Yahoo! Search Marketing.

1. First of all, go to <http://searchmarketing.yahoo.com> and sign up for the "Sponsored Search". To start on your own, without assistance and fees, sign up for the Self Serve plan.

2. Before establishing your account, select your country and click "Continue".

- Now enter the best keywords that you found in the box on the left of the page. With Yahoo! you have the possibility to re-organise your keywords by category, which is very useful (categories are names you assign to groups of keywords that are similar in a particular way, i.e., product type).

You can use the keyword suggestion tool if you couldn't find enough keywords. You just have to enter your keyword in the keyword selection tool and click "Get Keywords". To add one of these keywords, simply click the tick box next to the keyword and it will automatically be added.

Use the Keyword Assistant as well to select the most performing keywords:

Keywords	Monthly Search Volume ?	Est. Clicks†
<input type="checkbox"/> dairy products	477,326	23,866
<input type="checkbox"/> organic dairy products	255,399	12,769
<input type="checkbox"/> health food	48,373	2,418

Monthly Search Volume=number of searches the keyword received across Yahoo network in the last month.
Estimated Clicks =estimate of how many clicks you can expect to get over a month using a standard click-through rate of 5%.

Some search terms may have slightly lot of searches; nevertheless, it doesn't mean that you will get numerous clicks and high conversion rates. As explained before, it is better to have keywords which specifically target your customers. General search terms might not ensure good return on investment.

- Create your ad. You have the choice between writing the same ad for all your keywords and creating a new ad for each keyword.

Here is the structure of a description in Yahoo!:
Title (maximum 40 characters),
Description (maximum 190 characters)
Destination URL (maximum 1024 characters)

Follow the steps mentioned before with Google Adwords. Be careful that the URL you submit links to the specific page on your site that best relates to the corresponding keywords.

- Bid on each of your keywords. Keep in mind that with Yahoo! your position will depend on how much you bid. The higher you bid, the best position you will get. Before starting to bid, have a look on the top five maximum bids. That will be useful to determine your own maximum bid (you will only pay 1 cent more that the competitor under you).

Keywords	Category	Monthly Search Volume	Your Max Bid (\$)	Pos.	Top 5 Max Bids (\$)	Estimated Monthly Data*			
						Clicks	CPC	Cost	
<input type="checkbox"/> frozen yogurt	yogurt and related products	62,396	<input type="text" value=""/>	6	0.56 0.55 0.45 0.31 0.30	More Bids	45,324	0.40	4532.40
<input type="checkbox"/> yogurt maker	yogurt and related products	59,399	<input type="text" value=""/>	4	0.54 0.53 0.50 0.43 0.42	More Bids	1,624	0.40	162.40
<input type="checkbox"/> yogurt recipe	yogurt and related products	48,373	<input type="text" value=""/>	10	0.30 0.16 0.15 0.15 0.10	More Bids	124	0.40	12.40
								Estimated Total Monthly Cost	\$5000.00
								Estimated Daily Cost	\$166.00

- Decide on your daily budget. Experiment with different daily budget amounts by entering currency figures and pressing the Calculate Estimates button to update the estimates. If you want to increase your traffic, consider increasing both your

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max bids and your budget, as only increasing your budget doesn't necessarily increase the number of impressions you get.

7. Sign up the form and enter your credit card details. After finishing this, you will be sent a validation e-mail. To finish, just complete the survey submitted by Yahoo! Now your campaign is on the way for success!

With a [Free Web Check](#) you will know how much more money you could make with online marketing.

4.3. How to Run Your Campaigns with

The most recent major search engine is [MSN](#) or [Live Search](#), owned by Microsoft, which previously relied on others for its search engine listings. In 2004 it debuted a beta version of its own results, powered by its own web crawler. In early 2005 it started showing its own results live. This was a huge development for many webmasters, who seek inclusion in the major search engines. In 2006, Microsoft started migration to a new search platform - Windows Live Search.

The procedure is quite similar to the above-mentioned Google Adwords or Yahoo! Search Marketing. [Advertising on Live Search](#) starts with signing up for an [adCenter account](#). Once you have done this, you can set up your campaigns using the following four steps:

1. Set Targets

Name your campaign and set targets and tracking preferences.

2. Build Your Ad

Compose your ad, provide the links (URLs) for your ad, and even customise your ad so you can dynamically insert text.

3. Create Your Keyword List

Use tools to research keywords that could help your campaign and also upload keywords in bulk if you already have campaigns on other search engines.

4. Set Your Budget, Place Bids, and Submit

Decide how much you want to spend on your campaign and submit your order.

Microsoft adCenter is a robust advertising platform that you will use to build your search campaigns. Once you have an account, you will be provided with the tools, reports, and guidelines you need to build search ads seen by Live Search users.

Microsoft adCenter features include targeting based on geographic location, gender, day part and day of week. An interesting issue is that you **can import your ads and keyword lists from Google Adwords and Yahoo! Search Marketing** which can save you much time.

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4.4. What is PPC Management?

As mentioned before, when you set up Google Adwords, **you could pay for clicks but get no leads**. To **get back into black numbers**, you need to [optimise your Google Adwords](#):

1. Find the right keywords
2. Organise them in an appropriate structure
3. Decide how much you want to spend
4. Create ads that will attract attention
5. Convert clicks into sales leads
6. Set up conversion tracking

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4.5. Search Engines Comparison

Getting a good ranking in Google, Yahoo! and recently in MSN.com as well can have a strong effect on your business!

This list features the top 4 leading search engines based on US Internet usage, ranked by volume of searches for the 4 weeks ending July 26, 2008.

Rank	Search Engine	Volume
1.	www.google.com	70.77%
2.	search.yahoo.com	18.65%
3.	search.msn.com	4.18%
4.	www.ask.com	3.53%

Source - [Hitwise](#) - July, 2008 - based on volume of searches.

A very important point to keep in mind with [pay per click](#) is you must test, test, and test some more. A few hours spent ensuring that the correct search phrases are targetted can save months of useless optimisation. Make sure that your most performing keywords appear on the pages of your website, especially on the homepage. If you change the [content of your website](#), don't forget to keep your best keywords.

An essential part of your testing is having a method in place that allows you to track your return on money invested. Keep in mind that like any [successful marketing strategy](#), it is vital to ensure that you know whom your audience is and how to reach them.

Identify the search phrases that have been untapped by your competitors. Some search terms may have slightly fewer searches, but may have dramatically fewer competitors. Many, many search terms are so saturated by competitors that it would be highly unlikely that you would achieve a high enough ranking to reward your efforts. Therefore, it is often worthwhile considering those search phrases that may not have quite the same level searches each month, but likewise do not have as many websites targeting that term.



5. How to Combine SEO with Your PPC Campaigns

It is not that difficult – having run and tracked your [PPC campaigns](#) for some time, you will easily find out which keywords are performing the best for you. In the next stage, you will simply include these keywords in your website more often and try to create content more relevant to these keywords. Best performing keywords should be in your meta tags as well.

You might ask how to know whether a keyword performs well or not. There are various indicators of this and you might decide which to follow. However, we recommend using them in the following priority order:

1. The most important, something you probably want most to get from your SEO and PPC campaigns, is a high number of **conversions**. A conversion is when a visitor clicks on any page of your website you choose and set as a conversion goal. Usually, these pages are those which show after a visitor bought something, or signed up for your newsletter.
2. Another one successful performance indicator is **click-through rate** (CTR).
3. Apart from the above mentioned, you should also control your **costs per click** (CPC). Google Adwords campaign costs are partly based on CTR of your particular keywords – the higher CTR you achieve, the less you pay for a click. So if you want to save your budget, make sure your keywords match to your ads.
4. **Impressions** are another measure you can see in your PPC stats. They tell you how many times your ad has been displayed. However, when you get high impressions without sufficient number of clicks, your CTR decreases and you pay more for every click. I definitely **would not recommend using impressions as a positive criterion** of assessing your keyword performance.

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6. How to Track Your Overall Website Performance

Google offers a great tool for measuring your website traffic success – Google Analytics. Go to www.google.com/analytics, set up an account, add a special script to the web pages you want to track and start a great adventure of monitoring your website performance.

Google Analytics gives you handy reports on the following issues:

- Content Analysis
- Visitors Analysis
- Traffic Sources
- Goal Conversion

Among these tools you will find an answer to every question regarding your website performance. I would recommend that you create monthly reports in Excel spreadsheets, for example, which will enable you to compare the results over time. I suggest that you monitor especially these criteria:

Year XXXX	Quarter #1
Visits	665
Page Views	1699
Pages/Visit	2.60
Avg. Time on Site	00:01:56
Bounce Rate	57.42%
% New Visits	78.30%
Goal Conversions	6

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If you need help with tracking, [email us](#) and we will send you a free 3R Website Tracking Sheet to keep record of your website stats regularly.



7. What is Black Hat SEO?

Bad search engine optimisation techniques can get you blacklisted from a search engine. Some techniques that are considered spam are cloaking, invisible text, tiny text, identical pages, doorway pages, refresh tags, link farms, filling comment tags with keyword phrases only, keyword phrases in the author tag, keyword density to high, mirror pages and mirror sites.

While these techniques might work to give you a higher ranking for short time in the long run they will hurt you.

Therefore we recommend you rather avoid the following:

- Doing anything to trick the search engines. If what you are doing is not listed as one of the previous “white hat SEO” the search engines will likely view it as spam and penalise you.
- List keywords anywhere except in your keywords meta tag. It is thus not usual to name keywords alone without any other “sentence stuffing”. Search engines know this and will consider you spamdexing.
- Use the same colour text on your page as the page's background colour. This has been used by some people to stuff their web pages with keywords, which is not a clear practice. Search engines are able to detect this and view it as spam.
- Use the same meta tag more than once on the same web page, for example using more than one title tag. Use any keywords in your keywords meta tag that do not relate to the content of your website.

8. Conclusion

Believe it or not, basic [SEO](#) is all about common sense and simplicity. The purpose of search engine is to make a website as search-engine-friendly as possible. It's really not that difficult. Basic SEO doesn't require specialised knowledge of algorithms, programming and taxonomy but it does require a basic understanding of how search engines work.

[Create good content](#) and do your homework when creating your keyword lists and landing pages. In this way you will always be ahead of the game and hopefully, ahead of your competitors.

9. What Next?

As you might expect, [3R Sales & Marketing](#) can help you with any of the steps mentioned in this online marketing guide, should you require an external expert assistance.

Many of our hugely successful customers find that [3R Google Success Workshop](#) can spring board them to success. In some cases the workshop combined with your expertise is all that you need. Some of our clients prefer to have us look at their website regularly and we will do all the tracking and adjusting. Moreover, if you want us to manage your Google Adwords, consider our [Google Adwords service](#).

The choice is yours.



10. About the Authors



With over 20 years in industry, most of it spent in senior sales management positions, sales success is no stranger to [Peter Lawless](#), founder of 3R Sales and Marketing. Hundreds of owners of small and medium businesses have benefited from Peter's advice and expertise, to grow their companies. Serving as a mentor of Enterprise Ireland and an external examiner for DIT, Peter is also on the boards of a number of other companies.



[Simona Rusnakova](#) has enhanced dozens of web sites and increased website traffic of various companies within services and ICT sectors. Recently she has attained recognition as a Qualified Google Advertising Professional.



11. Client Successes - 3R Online Marketing

“ 3R provided us with excellent personal approach, giving us much more than expected, providing us with hugely beneficial advice on how to enhance our website effectiveness and promote our holiday apartments online. Now I am glad to say that within last 3 months, our online bookings from Irish visitors increased by 300%. ” **Ajinder Toor, Director, Marbella Resorts, Renting Luxury Beachfront Holiday Apartments**

“ Your search engine optimisation workshop provided me with insights into the secrets of internet marketing and now I feel confident that I know what to do in order to achieve high website ranking. Moreover, with your top search engine ranking service I don't have to take care of my website optimisation myself and I can be sure that you will perform all the necessary steps towards my top placement in Google. ” **Eamonn Shaughnessy, Director, Duvetsnbedding.co.uk**

“ Our clients are business owners who want to increase productivity and now thanks to 3R, when you type 'increase productivity' into Google we are number 3. A great investment that has saved us tons of money and significantly reduced ongoing SEO and PPC fees that we would have had to pay an online marketing expert to manage our campaigns, that we can now do ourselves. ” **Muriel Molloy, Marketing Manager, Nostra Systems**

“ As an online marketing consultant, Simona helped Bakalari to set SMART goals in e-marketing and based on her detailed action plan, Bakalari were able to fully realise their potential in the area of organising exchange programmes abroad. Moreover, she considerably improved the effectiveness of www.bakalari.eu and its ranking in Google. In the hectic sector, as tourism definitely is, it was a great help and we are very happy that we could work with Simona. ” **Anna Jackova, MD and owner, Bakalari, Tourist Agency and International Exchange Programmes Organisator, Member of GWEA and FIYTO**

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“ 3R has a unique blend of sales and marketing expertise and the ability to translate customer requirements into marketplace solutions. ” **Rich Lechner, Vice President, IBM**

“ It had been a very good experience to work with Simona; she proved great attitude to her work. She has had very good practical knowledge of marketing issues and very strong computer skills. We can recommend her as a bright, creative and hard working person. ” **Voytec Murawski, Marketing Manager, ArchitecturalClassics.com**

“ Peter's helpfulness and understanding in the all things related to sales and marketing, has given me the confidence, to manage this great team. I would highly recommend his services to any company, looking to benefit from his expertise. ” **Joe Duncan, Sales & Marketing Director, Genesis Fine Arts**



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So **call us now +353 (0)1 201 7102** and tell us when you want to start. We are always happy to answer any questions that you might have.