



Internet Marketing for **STRUGGLING AUTHORS**

Richard Grayling. 2009

All of us need a little help sometimes with getting our name/site/books known. This little document will hopefully assist you in your endeavors. It will be updated often so please check the site regularly > www.strugglingauthors.co.uk

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Contents

Keywords	1
Text and Layout	2
Blogs and blogging	3
Links and creating traffic	4

Keywords

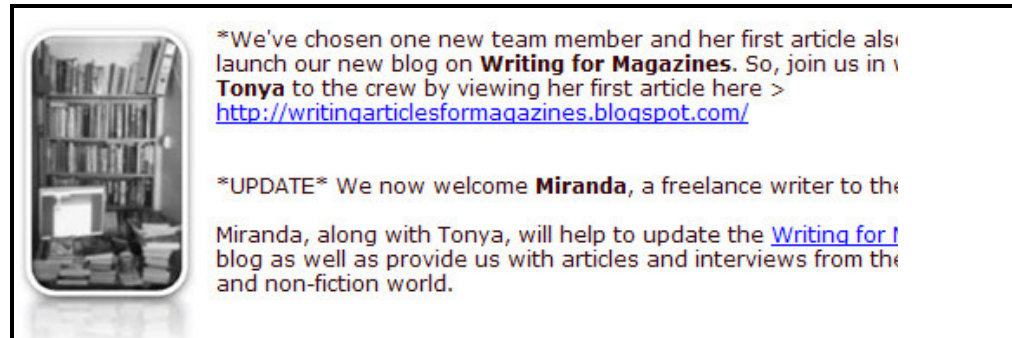
Keywords are the way that people find your internet presence. Be it a blog, a Tweet or a website.

Within the HTML code of your web pages is a section entitled <**keywords**>. These are what Google, Bing etc look through to see if your page is relevant so...

Keywords are the secret to being found.

This means that when coming up with keywords, **think very hard about what words people may use to find you** - or alternatively, what kind of people you want to bring to your site.

Here we have an example of a webpage as the user might see it



And on the next page we can see what the background code might look like for the above...

1

1

```
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Home</title>
<meta name="Keywords" content="Writing for Magazines"

<meta name="Description" content="A website devoted to Writing articles for
Magazines
```

With the above in mind – you can then **write the copy on your website so that it is 'search engine friendly'**. This means that what is on the page matches your keywords and description tags. (People forget this and just try to put as many keywords in as possible. However, if the content of the page doesn't match the keywords, they'll move on and you'll get a lower place in the results page).

An example of relevant keywords to text would be.

Body text. *"We've chosen one new team member and her first article also helps launch our new blog on **Writing for Magazines**..."*

Also

*"Miranda, along with Tonya, will help to update the **Writing for Magazines** blog..."*

Image name: *"*Writingformagazines_pic.jpg"*

*[*Labelling an image also allows your site to be found when people are searching for pictures.]*

Matches like the above (yes, it's a bit of a crude example) would mean that a search engines 'webcrawler' would see you as having content relevant to the search terms used.

* **Constantly update your content.** Google etc check when pages were last updated and older pages do get overlooked after time. If you think "There, finished now", then your site will very quickly slip down to the bottom of the pile. Think of a website as something that evolves constantly - it is never finished, only 'resting in between meals' :-)

Text and Layout

Make your website's text clear and easy to read!

This is extremely important as you will lose people within 5 seconds if the font is difficult to read or there are images behind the text.

Ideally, you want the main font to be **Verdana 10pt** - this is the industry standard as it renders well online and when printed out, is easy on the eye and the visitors brain is used to seeing it. (You've got to keep them on the page - especially if you are thinking of charging for goods/products).

You should also see if you can make everything left justified as this is how the Western brain expects to see things laid out. (Obviously the opposite applies if you are using Eastern Coding)

An example of difficult to read text would be:



I'm sure you will agree that you wouldn't stay long at a site with this kind of format. So please resist the urge to use every font you have at your fingertips.

2

BLOGS AND BLOGGING

Blogs are great for getting to the top of the search charts as their whole reason for being is to be updated like a diary - this is manna to search engines. If you create a blog and update it **at least once a fortnight with RELEVANT content** then you will quite quickly climb up the charts - and stay there!

This tutorial will guide you through setting one up using Google's blogger.com (as it is where the Struggling Authors blog is hosted and is simple to use).

Firstly, go to <http://www.blogger.com>.



The home page offers you previews and tutorials so that you can see what a blog is and what you can do with one. To start setting your own up just click on the '**create your blog now**' link on their page.

Create a **blog** in **3**
easy steps:

- 1 Create an account
- 2 Name your blog
- 3 Choose a template

CREATE YOUR BLOG NOW →

Next, you will need to setup the account. If you already have a **Google Gmail** account then it tells you to login there (this will save you some time if you use those details). Otherwise, just give them an **email address** where your blog responses can be sent to and setup a username and password etc.

3

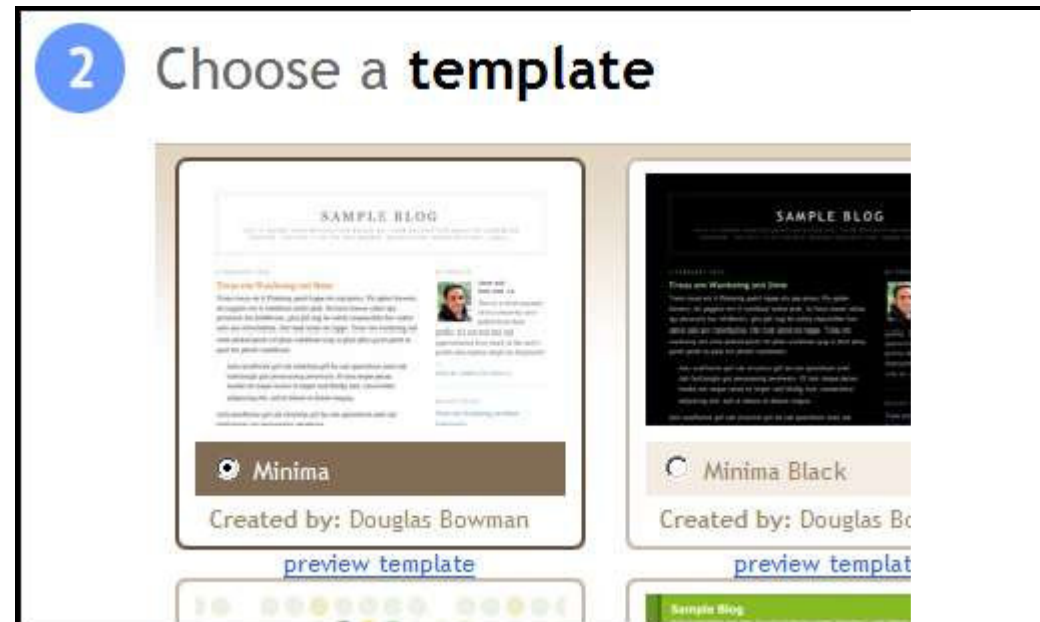
When you have all of that out of the way, it's time to **NAME YOUR BLOG!**

2 Name your blog

Blog title

Blog address (URL) [Check Availability](#)

Once you have successfully named your 'baby' it is time to choose some clothes for it. It's not too important how it looks at this stage but you can scroll down and choose different templates that you feel will reflect your personality or the message you wish to convey. (Remember though that white text on a black background can sometimes be difficult to read.)



3

3

We're nearly there now. We just need to add our **first entry** and see how it looks. Type a **welcome message** and maybe give a little bit of background about yourself or your writing. If you have a website already - plug it!



You can include **images, video clips** and **hyperlinks** to other pages/sites. *(Remember that less is more though so keep it relevant and don't scare away your visitors with overlong page load times or scary fonts and colours). **Publish** your blog and see how it looks to the world. If you're not happy you can always **edit** it afterwards.



Basically, that's it. What you fill your blog with is up to you. Please remember that this is an excellent marketing tool and that your blog in itself could be picked up and published. More than one blog has been turned into a book, magazine column or into a tv series.

Links and creating traffic

Once you are happy with your content, and have a procedure for updating it, then that's the time to get '**reciprocal links**'.

In a perfect world, you would have links in from lots of sites which have similar/complementary content as search engines place a great deal of import on how many sites link to yours. (An example of this is that 40% of the Struggling Author traffic comes in from a publishing company. They only have one small link but it is from a constantly updated site and is relevant to what we do. We noticed a huge leap in traffic once we 'swapped' links with them).

So, to sum up, ask other sites to trade links with you - nicely. Introduce yourselves, tell them what you want to achieve and ask them if they would like to set up a reciprocal link. The more links - the higher you go and the more traffic, and the higher you go etc, then the more people WANT to link to you

You can check your links for free by visiting <http://www.submitexpress.com/linkpop/> and entering the URL [website name] of your site

Email signature. If you are able to set one of these up then they are ideal for making announcements every time you send a mail. You can change them, put links in them, a hint or a tip etc - it's up to you! you set it up once and it's there every time. Look at ours for this month (Book of the month). Everyone I send an email to gets this 'mini-advert' complete with link to product or site.

Book of the Month:

Streakers

by Gary Davison

Faccome FC are playing at home when the crowd erupts and a masked stalker sprints across the pitch...

You can buy a copy of Streakers by following this link to Amazon > [Streakers](#)

4