



Jim Steiner and Mike Ambrosio of Central Net Marketing.
Read our blog: CentralNetMarketing.com

TABLE OF CONTENTS

- A Welcome from the Central Net Marketing team.
- 22 Free Traffic Tips From The Experts!
- Link Building IS Website Promotion – Outsourcing Works!
- Website Promotion for Off Line Businesses

Welcome to the first edition of the Central Net Marketing Newsletter. Join us each issue for cutting edge marketing information, Off Line Business consulting and marketing, and so much more!

22 Free Traffic Tips from the Experts!

Traffic. Traffic. Traffic.

It seems to be all we hear about these days, right?

Well, there's a good reason for that. Traffic is one of the most important elements for your on line business. No traffic equals no sales equals no income. Pretty straight forward.

I am no stranger to generating traffic for my own sites, as well as for others. But there are so many ways to get traffic it's hard to decide which way to go.

As far as where to get good, up to date information on some of the traffic techniques being used today, that can be a chore to find as well.

Unless, of course, you already know where to turn – like I do.

My good friend Jonathan Gunson has an awesome interview site where he gets traffic experts to reveal their secrets on how they drive traffic. In fact, he interviewed me on my method.

Traffic Cafe – Jonathans site – has 22 such interviews with various experts. But the best part – they are all free. Just go there and sign up and get instant access to his interviews with me, Dr. Mike Woo-Ming, Mark Joyner, Jack Humphrey, Matt Bacak, David Frey, Carrie Wilkerson...and many more.

Like I said, if you don't know how to get traffic to your site(s), then don't waste your time creating products, or get into affiliate marketing, etc. Traffic is King.

[Click Here](#) to get these interviews now, FREE!



CENTRAL NET ENTERPRISES, LLC

1 Half Hollow Turn
Monroe, NY 10950
888.660.1891 office
www.centralnetmarketing.com

Link Building IS Website Promotion – Outsourcing Works!

One way of increasing your reputation online is through link building or the process of weaving your own network on the Internet or WWW. The bigger the network you create, the better the chance of achieving a higher level of authority! Which, by the way, IS a substantial factor in search engine ranking.

Therefore, “linking” obviously becomes a critical area of concern when you are running an online business. Link building tends to open up an enhanced “internet promotion portal” when it comes to the much needed exposure of your products and services.

There are a great many considerations one must factor into the very complex website link building equation! A few of these we feel you should be made aware of immediately are as follows:

* Building relevant links. It is important to consider linking to those sites which are highly relevant to yours. Search engines consider sites having relevant links more reputable than those who are just linking and linking without thinking or providing any form of direct benefit to the end user.

* Spend more time on back links. Link building can be a time-consuming process and you might not have an infinite amount of time for it! So when you do have time, focus on building back links because this, to date, has typically proven to be the most important.

By creating these “quality oriented” inbound or “backlinks” you acquire more commercial or buyer minded visitors to your sites. The more the “backlinks” you have from related sites, the better the chances of improving your overall conversion rate. This is the reason why one way link building services are becoming much more popular today.

* Improve links landing page. Traditional link page set up is not dead; but, it is dying quickly. Primarily because it does not contribute that much to your site reputation! It might certainly did in the past; but, not anymore. The driving force behind its demise is the fact that the major search engines are constantly refining their algorithm(s) in judging the “overall” quality and authority of your designated landing page.

So, it becomes critical that your links (this pertains to outbound links as well) are integrated to useful resources such as relevant articles, videos, content in general and thematically related websites! Do not just put your links on a page with just the urls and descriptions of sites you are linking to as it may very well end up counting against you.

* Organic linking: Organic or natural linking is important. So you have to work hard to achieve organic links or those links which are created by individuals who link to you naturally. You can achieve this by making your site valuable by offering fresh content, valuable information and substance which is important to other websites.

(Continued on next page)

“There are a great many considerations one must factor into the very complex website link building equation!”

SPECIALS AND FREEBIES...

Below are a few great resources we highly recommend. Some are free, some are not free but reasonably priced. Take a look!

Having a business of your own is great. It's the ultimate in freedom. But are you overpaying on your taxes? Are you (or your accountant) aware of the tax breaks designed exclusively for small, home-based businesses?

Then you can't do without Dr. Ron Mueller's Home Business Tax Savings book. 190+ pages of pure money saving gold! Get a copy now!



CENTRAL NET ENTERPRISES, LLC

1 Half Hollow Turn
Monroe, NY 10950
888.660.1891 office
www.centralnetmarketing.com

(Continued from previous page.)

If you want to achieve a more authoritative status, you must consider the structure of your link building efforts. Much in the same way we have discussed above. Good link builders always see to it that their link building strategies are natural and truly adhere to the standards noted as being most effective by the major search engines.

If you don't think you can effectively accomplish this "linking" task for YOUR website then you should most definitely consider asking for help. **Website Promotion Outsourcing** is becoming a HUGE part of online or Internet Marketing growth because nobody knows everything nor does anyone have more than 24 hours in a given day to accomplish all that needs be done.

So why not ask for help from a reputable website promotion and SEO servicing company that provides these critical link building services and so much more? Start growing the right way and you will quickly find that the nominal monthly cost is nothing when compared to your overall online success!

Stay Out In Front Of Your Competition & Stop Scrambling To Merely Keep Up! Do you really have the time required to get the job done right each and every day in all the areas needed to ensure success?

Website Promotion for Off Line Business

When it comes to working your business, you are the only one that knows your company and what you need!

Today, many small business owners do not have a website for their company. The most common reason for this is that they're unsure of the benefits that a website can have for their business. They may not understand that a smart website promotion plan that will bring them both increased website traffic as well as more customers through the door. When done right, a business owner can take full advantage of the internet's vast reaching power.

Businesses often don't realize how to take their website and website promotion strategies to the next level after they have initially created a website. For many, they may think traffic should just instantly flock to their site.

However, the theory "if you build it, they will come," doesn't apply to websites, and internet marketers or professionals that know how to use smart website promotion strategies should be able to help them.

That being said, however, there are a few main advantages of having good website promotion skills that will bring businesses increased website traffic and with it, more profit. Here's how you can help them immediately...

(Continued on next page)

MORE GREAT FREEBIES AND SPECIALS BELOW!

How many newsletters are you subscribed to today? Better yet, how many are actually worth anything?

It seems like they are all simply pushing products.

Sign up to the one newsletter that I recommend continuously, and one I have been receiving for about 8 years now...

Paul Myers Talk Biz News. Get It Now and get his 112 page, no B.S. "Need To Know" ebook!

[Click Here Now!](#)

CENTRAL NET ENTERPRISES, LLC

1 Half Hollow Turn
Monroe, NY 10950
888.660.1891 office
www.centralnetmarketing.com

(Continued from previous page.)

Step 1 – Check Your Yellow Pages

What we like to do is start in our own neighborhood. We simply go to the old stand-by, the yellow pages. What we look for specifically are businesses that HAVE a website already. This means that to SOME degree, they understand the potential of the internet. Now make a list of these sites. We have a little work to do.

Step 2 – Evaluate Their Site

This is where your knowledge of the internet plays a vital role. You may not be an SEO expert, but for this part, you don't NEED to be. Let me explain...

My guess is that you understand that certain elements are "required" to be on your site to help with search engine rankings. Elements like the Title Tag, the META Description, some H1, H2, etc. tags, a certain keyword density – and so on.

Odds are, that for every 10 sites you review, 8 will be missing many – if not ALL – of these elements. And knowing what they're missing is a foot in the door.

Step 3 – Get This Info To The Business Owner

Now, this is the part most people don't like. "Sales" visits.

Ok, so don't make it a sales call. Approach them as a customer. Strike up a conversation. Then work in their website, telling them how difficult it was to find when you searched and how you can help them. You get the idea.

You can also email them, but you need to be a strong email writer and have a good subject line to get them to open the email.

You can hold a free workshop at your local library or Chamber of Commerce on how to improve their search rankings and make more money. Use the workshop to run down what their sites are missing, and how THEY can improve it. Then let them come to you to ask for help. This method works very well in fact.

This is a very basic list obviously. There are so many things you can offer these business owners...

Website design, Search Engine Optimization, Customer Database Management, Marketing Consultant – even offer to drive traffic FOR them.

And the best part is – you can outsource ALL of this.

If local business SEO and Traffic Services is something you are interested in selling, join [Easy Local SEO](#) now and earn a recurring \$390 per month for every account you sell. Join me, David Preston, Willie Crawford and many more.

Serious people only. This is NOT for tire kickers. [Click Here Now!](#) Use the JV Code: **easylocaljv**

“Odds are, that for every 10 sites you review, 8 will be missing many – if not all – of these elements.

And knowing what they're missing is a foot in the door!”



David Preston (The Legendary Consultant) and Mike Ambrosio Team Up with Easy Local SEO!

CENTRAL NET ENTERPRISES, LLC

1 Half Hollow Turn
Monroe, NY 10950
888.660.1891 office
www.centralnetmarketing.com