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What You Should Know About Marketing on the Internet

July 2009 Conversation

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Phyllis: Welcome to the first teleseminar of the **Miller Mosaic Internet Marketing Program**. I'm **Phyllis Zimmler Miller** and with me today is **Yael Miller**. She's Chief Technology Officer of our company.

Yael: Hi, guys.

Phyllis: The topic for today is “**What You Should Know About Marketing on the Internet,**” which is a little bit different than Internet marketing because what we're going to talk about is using the Internet for marketing. So let's define what we're talking about because this can cover a lot of ground.

The first example might be someone who has a website that only sells products and services from that website, no brick-and-mortar store, just set up a website to sell his or her business.

The second kind of Internet marketing is a book author. Whether it was traditionally published or self-published, the author today needs a book author website to sell his or her book, to give a sample chapter, to interact with the fans. And even if these books are also sold in a bookstore besides Amazon, there needs to be a website and a social media presence to interact with fans.

The third group is someone who might not think that they need to do Internet marketing. These are people who have a brick-and-mortar business like a dry cleaners. And they say: "I only have a local store. Why do I need to do Internet marketing?"

The truth is that statistics show more and more people look things up on the web even before they drive a few blocks from their house. So if

you have a brick-and-mortar store, you want an Internet presence because you want people to be able to be comfortable with you before they bring you their clothes to be dry cleaned.

And then, again, you might think of expanding. For example, you might have come up with a really specific special fluid that cleans party dresses. You could decide that you want to sell and ship that special cleaning fluid throughout the United States and sell it off your website. So in other words, you have a brand extension of what you sell in your brick-and-mortar store.

Then there's a group like actors, musicians, lawyers and others who want to expand their reputation and attract clients through their website and social media. Obviously if you're an actor, your website might show a couple of seconds of you acting. If you're a musician, it might show your music, whatever it takes to showcase your talents when you are reaching out to a certain kind of clientele.

And a final group are business professionals who want to know about marketing on the Internet to promote their company.

Whether it's a small, two-person company or it's an undergraduate business student or MBA students who get an internship or, after graduation a job, with a company where he or she is responsible for thinking about how to further the company's reputation by using the Internet.

Now, I mentioned **social media** and I want to explain that for a minute. Sometimes you hear it called social media networking, social media platforms. **And we're talking about, for example, Twitter, Facebook, LinkedIn.** These are community websites where you join for free and you interact with others. We'll get into this in another teleseminar. But this is a really important point that is all part of Internet marketing because everything that you do on the web connects, and you want it to connect.

Now, let's just go with a few basic terms just so if I say them you know them. When I first heard these terms I had no idea what people were talking about. **So JV -- it's not the junior varsity team at your kid's school. It stands for joint venture.** So an Internet marketer might say, "I'm looking for JV partners." And these partnerships can take all different kinds of forms, and again, that's another lesson.

There's also VA. It's not the VA Hospital. It stands for virtual assistant. These are people who do, on hourly rate usually, all kinds of things for you. And you may live in Alaska and they may live in Florida and they take care of things for you. And they're a very big, growing presence of VAs on the Internet.

Then there's something called affiliates or affiliate partners. Let's say I'm selling this membership and another website wants to be my affiliate because they really believe in what I'm doing. So they have a special affiliate link and anyone clicking through from the other website to my website who then joins this program -- the person whose website was the originator gets a percentage of the business. This is not secret. This is a very typical use of Internet marketing partnerships.

Now, there's one that I won't be talking about and it took me a long time to understand the difference. **And this is called network marketing. And it stands for multi-level marketing.** And that's not something that I'm particularly interested in teaching you, so if it's something that you're dying to do, you can learn the kinds of things we're talking about here and then you can go on to learn about multi-level marketing.

One of the things we will be talking about a lot, because it's talked about a lot, is **SEO. It stands for search engine optimization.** The way it works is that you want as many people as possible to come to your website, people who are interested in either your book or your business or your acting career. So you go out to various activities on the web and you get people interested in what you're doing by all kinds of things that we will talk about later.

The other way is for the search engines to find you.

Just one second, Yael would like to add something.

Yael: Hi. SEO can be confusing but we're going to try and simplify it. I think the boss might have confused you a little. So I'm going to try it my way.

Search engine optimization at its basic core is techniques you use so you get on the front page of Google or any other search engine.

That's it at its basic core. And so it's all the activities that you have to do to reach that goal in the first place, number one on a Google page.

Phyllis: More on that later. The next thing is called **email marketing**. This means that you get permission through your website through an email opt-in box to send email messages to **what's called your list**. And it can be very effective if you do it correctly. It's a technique.

The software exists, and then you have to use it effectively to tell them about things you're doing and offers for them and other information that you can share that's valuable and they think that you are a worthwhile, authoritative source.

And as part of this email marketing you build a list. And you want people who are interested in you. So we'll talk about this also, about not getting upset when someone unsubscribes.

So those are the main terms that you'll hear people talk about. And we will be covering social media in depth in another month. But here are a few tips in case you're on these already:

If you are on **Twitter, which is the micro-blogging platform of 140 characters**, extremely powerful, extremely deceptively simple. It's so powerful that there are an unbelievable number of third-party applications. That means other people who have developed connections to Twitter to do things.

But this is what I want to say for now: **If you're on Twitter, you must have a photo of yourself**. If you have a little logo, that's okay. But you cannot use the default kind of symbol that they use. So the moment you go on Twitter have a photo.

And it should be the photo that you use across all your other social media so someone who recognizes you from Facebook recognizes your face from Twitter.

Yael wants to add something.

Yael: In general, I do agree with that, that you should try and make your picture across the board on the Internet the same. However, be very careful because looking at the Twitter pictures, they are very small. And sometimes a picture that you use everywhere else doesn't look

good at a small size. So in that case, I think it's fine to use a different picture.

The point is someone should be able to tell that's a human being in the picture. And if your original picture doesn't let them do that, then find a picture that will work well in a small size.

Phyllis: And this includes not wearing sunglasses in the photo and not wearing a hat that shades your eyes. People want to see your face. They want to connect with a human being.

The next thing about Twitter is you choose a **username**, and there are all kinds of decisions to be made about that and, again, that's not for today. But you're supposed to put your real name in the top line of the settings because your username comes up automatically.

And I will tell you that on Twitter you follow people. You don't need their permission. But I frequently don't follow people who don't have a photo and don't show their real name beside their username.

And then the other thing on Twitter that is hard for people to grasp at first is -- don't talk about what you eat. The people who talk about what they eat are doing it incorrectly. What you want is to share links to blog posts, to other people's blog posts, information and things that we'll call your brand -- which we're going to discuss next month -- what it is that you're kind of positioning yourself around.

And you can share personal information because it's not private, but personal. But make it interesting, like a concert you might have gone to, so that someone, even in a personal tweet, can learn something like, hey, Aretha Franklin's going to be in L.A. this week.

Now, Yael would like to add something.

Yael: The boss was using what you're eating as an example of minute things about your day that I doubt many people will be interested in. However, just to send it out there, if you're a cook, you're a baker, if your job has to do with cooking and sharing food, then you probably should be talking about what food you're eating. So remember, if it's about your job and it's interesting then you should share it.

And even about your life if something's interesting, if you want to spice up what we call the Twitter stream. Just don't say something

that even your friends could care less about what you're doing, all right?

Phyllis: Yes. Yael gave a really good example, that's true. If you're a great baker, you let us know. And if you can link to a recipe, that's even better.

Now, another part of Internet marketing is **blogging**. The word blog comes from web log. And it's basically writing, writing the way you would have written in high school or in college, with a few different rules. There are what's called hosted blog and self-hosted blogs.

A hosted blog means on someone else's site. So one of the most well known ones [hosted blog sites] is **www.blogger.com**. And you can go there, and for free you can have a blog in about two minutes. Now, it takes a lot longer to really optimize your blog as you learn more things. And you should choose a good name for your blog. But you are held by the rules of blogger.

So I did that when I first started blogging because I didn't know any better. And I still have one blog on blogger. This is **www.mrslieutenant.blogspot.com**.

So whenever you see **.blogspot.com**, you'll know that person is hosted on blogger. Some people have a blogspot blog and use a URL to mask it, meaning that you can't tell immediately that it's a blogger blog, but it still can be.

Then there is the next kind that's really popular is **typepad.com**. This is not free. There's a cost each month.

The third kind is tricky. For months I was confused. It's called **WordPress** but there are two WordPress. **WordPress.com** is a hosted site. It means that you have a free blog on WordPress.com. Then the other kind is **WordPress.org** in which you have your own URL and your own server and you download the software which is free to your site. But you have the cost of having an actual separate site from WordPress.

Yael: Just to expand a little bit, WordPress.com, like blogger.com, you have to obey certain rules. You can't sell directly on the sites. And you're constricted with how complicated and how beautiful you can make the

site on WordPress.com. For .org, it's your own thing, you can go wild with it. So that's another difference.

Phyllis: And the formats in WordPress.org are called **themes**. It took me awhile to understand what a theme is. It's really a format. There are many, many different ones. There are free ones. There are fee ones, you know, you pay for them, and then you can adapt them.

Just one second, Yael wants to add again.

Yael: Sorry I keep on stepping in but as the Chief Technology Officer and our sites are WordPress based, I do read and work a lot with WordPress.org.

So I just wanted to say I necessarily wouldn't call it a format as the boss just called it. I would call it a design. So this includes the **front end**. That's what people visiting your site will see. And there's the **back end**, what visitors won't see but what you, the person who owns the site, will see to work on.

Phyllis: Those WordPress websites are something I wanted to talk about because the beauty of a WordPress website is that it can also be a blog in a website. In other words, if you go to someone's blog that's just a straight blog -- the way blogs work is that each new post moves down so the newest post is at the top of the blog. Sometimes it's really difficult [to understand what's going on].

Let's say you have a book and that each day you blog. Okay, let's use me as an example. I have a novel called **Mrs. Lieutenant**. But what I blog about on the Mrs. Lieutenant blogspot is different news about military troops today and how people can help support the troops. So if you were to just come to my blog and start reading the very first post, you wouldn't really know about my novel Mrs. Lieutenant.

Now if I have a website, which I do, then that would be focused. When you came, immediately you would know there's a book for sale.

The beauty of WordPress.org is that you can have **static pages**, which means that you can have, at your own site, pages that don't change (like a website) so when people first come to the homepage it's about the book and, you know, sample chapters can be had on the nav [navigation tabs]. And then there's also a blog.

Now, why is it important to have a blog on a website if you can do it? You don't have to have it for Internet marketing. But if you can write blog posts it's really a good idea because fresh content is brought in every time you post a blog post. **And the search engines love fresh content.**

And the reason that you particularly want to have a website besides a blog is a competitive advantage. You want people who come to your site to immediately know what you have on offer.

Yael: Just to clarify a little point, **we recommend using WordPress.org**. And with that you can have what we call a site. So basically one download of the WordPress.org software and together you can have on a website what we call traditional website static pages, meaning, you know, you might update a little bit to make sure the information is not out of date but they stay static, and a blog which you add new content on a regular basis. So you can have it in one place.

Phyllis: So lots of homework for this month but it's not hard homework. It's really looking around and learning from other websites. So I'm going to talk about what're effective websites.

And I want to do a little cautionary warning here. **Just because you like a website doesn't mean it's effective marketing.** I want to share this story with you:

There is someone on Twitter who tweeted that she's very excited that she had just looked at a lot of websites of book authors and she writes mystery thrillers. And she had looked at a lot of other websites of mystery thriller authors and she had decided that she was doing hers really right because a lot of them had what we call reverse type, that's white type on a black or dark background.

Now, the rules of design -- I took advertising design at Philadelphia College of Art a long time ago. **You can use reverse type for headlines but you never use it for body type because it is too hard to read.**

So she wrote an entire post telling everyone that it was a really great idea to have reverse type on a black background because she had checked and a lot of sites had that. But the truth is she was wrong. It's really difficult.

And the rule of thumb -- the Miller Mosaic rule of thumb -- is make it as easy as possible for people to say yes to your brand, book or business.

And you know how easily you click away if you can't read something? Well, that's how easily people will click away if they cannot quickly and thoroughly read what you wrote.

So I want you to be careful when I talk about these effective websites and ask you to look and see which ones you respond to, that you're looking to see what you respond to in terms of emotion and other things and not what you think is a beautiful design.

Yael: I just want to clarify a point, a good rule of thumb so you don't get seduced by beautiful design. And as someone interested in design, I, too, can be seduced by beautiful design.

When you go to a website and your first reaction is “Oh, this is so beautiful, look at these graphics, etc., etc.,” that's fine.

But a little test: **Go away from the site, and five, ten, fifteen, twenty minutes later see if you can still recall not what beautiful graphics it had but what the website was about.**

And if you can't recall and you can only recall what the picture was, then that's a failure. Because if the blog or the website is really about selling something, selling a product, and you can't recall what that product is, only oh this beautiful design on the site, then again, as I said, that's a failure.

Phyllis: So that's what we're going to talk about for the rest of this teleseminar. And Yael's going to then give you some very specific little tips.

We're going to talk about effective websites. Now, you may already have a website, you may not. The question is, what does a person think the moment he or she comes to your site?

Number one, Flash openings are no longer used. When the web was younger and there were not as many websites and such for us to notice, Flash was exciting. I thought it was kind of cute when those little wiggly things happened before we ever got to the site. Although, remember, you could skip the Flash introduction. Now that's not done. And there's good reason for it.

Yael: It's not that Flash is not used. Flash is the actual type of animation, the code behind the animation. You've seen it. You go to the Nokia site; the cell phone store uses it. A lot of big websites still use it. It's not that it's not done, as the boss said. It's just it's not a good idea for marketing because not everyone has Flash. So a lot of people could go to Nokia's site or even other big sites where they have Flash and see nothing. And if I see nothing or you see nothing, you go to a site and it says "You need to download so-and-so to see the site," you're going to click away.

And the whole point of Internet marketing is to prevent a person from clicking away.

Phyllis: And to encourage someone to read what the site is about. So that's the number one rule. When I come to someone's site, do I know immediately what it's about and who is behind it? Or, for example, on a book site, do I not even know the title of the book? I don't know whether it's fiction or nonfiction or what it's about. I don't know whether it's for sale or not for sale. And I'm not hooked. You want to hook people on what you're offering.

Now having said that, I have to add something: **You're not trying to hook everyone.** The world is so large -- the English-speaking world is so large -- that you don't have to think: I've got to get going; I've got to make my website for everyone.

The opposite: You need to make your website exactly for your niche, your target market, so that the people who aren't your target market click away right away. That's okay. But the people who are your target market ...

Let's say you have a dry cleaners and you're selling your fluid. Now people who have no intention of trying to ever spot their clothes themselves, that love taking their clothes to the dry cleaners, they're not your market. It's fine if they click away. But the people who would like to save some money by not having to go to the dry cleaners all the time if they can do it themselves at home, they're your market.

Yael: It's rather like if you own a store. And there are two kinds of people. There are people that come in, look around and don't buy anything, ever. And then there are the people that come in and buy things. So

you're not really concerned what those people that come in and never buy think because they never buy. The same thing with a website...

There are two kinds of people -- people that are going to buy and people that are going to look and not going to buy. So the people that aren't going to buy your product anyway, you don't really care if they leave. Your product is not for them. They weren't going to buy it in the first place.

Phyllis: For the people who are interested, though, you want to hook them right away. You want to say to them, "This site is for you. I know what your problem is and I have a solution for you."

And so you see the headline, etc. is very important. And it takes a lot of work. If you own your own website and can make changes -- which is why we love the WordPress.org website, I'm constantly changing our copy -- you can test different things. You can see which headlines appeal. You can refine your message. So it's very important.

Now, the next thing is keep your homepage simple. If possible make everything that's really important above the fold. That comes from a newspaper saying, you know, the big newspapers you would fold, so meaning all the important stuff to be before anyone has to scroll down. That's why you'll see an email opt-in box in the top right-hand corner of the homepage.

Yael: I disagree with the boss a little here. I don't believe that everything has to be above the fold because I do believe that people surfing the web are used to scrolling down. But I do think that if you can't tell at all what the site is about above the fold, then that's a problem. So I'm not saying that you need all important information but you need the core of what the site is about above the fold.

Phyllis: And you do not want to waste what's called the real estate, you do not want to waste the most important real estate -- the real estate that someone sees the second they come to your site -- with several no-nos.

One of them is the word *welcome* in big letters. People know that they're welcome. That's why you have a website. It's much better to have a headline that is about what you have to offer.

The other thing is no pictures of your office building. People really don't buy from an office building. If you want to show a picture of yourself there rather than later on the *About* page, that's fine. But no pictures of static buildings.

And no pictures of pretty sunsets that have nothing whatsoever to do with what you're selling. Again, you're giving people a very confusing message.

There's a very interesting book called "Neuromarketing" by Patrick -- I'll spell it because I don't speak French well -- Renvoise and Christophe Morin. The subtitle is "Understanding the Buy Buttons in Your Customer's Brain."

And what's fascinating in the book is why we respond to pictures better than to words.

Yael: Just to backtrack a little -- I watch commercials. And when I watch commercials, if I can't tell what it's about -- you know, if they start with pictures of sunsets and beautiful women in bikinis and then it turns out it's a car commercial, there's a disconnect. I think, wait, what was with the sunsets and girls in bikinis? So the same thing, if you have a picture, have it to do with your product.

Phyllis: And put pictures that really show the product as terrific. So if you read the copy for the Miller Mosaic Internet Marketing Program you saw that we showed the picture of someone overwhelmed, taking a hammer to her computer, and then someone who is confident and calm.

Because according to the "Neuromarketing" book, the primitive brain -- our lowest brain -- is much, much older than the rest; it didn't have language and it made decisions based on contrast. So showing a contrasting picture really appeals to us.

And when you come to those two pictures, you know instantly what's the message -- it's before and after. So when you choose a picture for your homepage or pictures make sure that you're using it effectively if you're giving up that real estate.

And now another thing to do people: **Have you told people what the call to action is? What do you want them to do?** Do you want them to buy your book? Do you want them to sign up for your email

list? Do you want them to attend an event that you're hosting online a week from now?

People are not going to figure out on their own, in most cases “Oh, he's so interesting. I wonder if he's going to be talking anytime soon.” They need to be told that the person is talking soon.

So you want to go in the next few weeks and look at websites and see and just kind of test. Click on a website. Do I get it right away? Do I know what's being offered? Is it too confusing?

Sometimes homepages are so crammed with stuff that you can't tell what you're supposed to do. I'm going to have Yael talk about columns in a minute. But it's much better to help people think logically.

So they have less on their homepage and, then through telling them what to do, take them to the next page for the related information rather than trying to cram everything on the homepage with several different columns and the eye doesn't know where to go.

I'm going to have Yael tell you a little bit more about that.

Yael: I could go on about this topic forever, and one day we might go into it. I mean, we will go into it.

Just for now -- remember we're trained to **see text, read text**. So if you have the three-column format, which I'm not a fan of, with a lot of writing in all three columns, the eye jumps around the page: **see text, read text**. And the brain doesn't really put together a complete picture of what the call to action is.

So with an English-reading audience, don't have a column on the far left before your main content. You want the main content [on the far left] because as English readers we go from left to right, so main content on the left side. And then if you wanted a smaller column on the right that didn't have a lot of writing, that's fine. But remember **see text, read text**. Think about that.

Phyllis: Now, in terms of capturing addresses when someone comes to your site, this is really a good thing. Whether you have a book or a business or even a local dry cleaners -- because then you could send

them coupons when you have sales, you know, discounted prices for something in a special week.

The interesting thing is in the past it used to be enough to say, you know, "Give us your name and email," and people would sign up.

But now we all get so many of those that it's becoming harder and harder. Many people say, "Give me your name and your email address and you'll get my newsletter."

Personally, I already get too many newsletters. So before you decide now to start writing a newsletter, think it over. People who've had them a long time, and there are some very good ones that I do read, that's a different story because they started when newsletters were not as common.

So now you might get someone who'd say, "I don't want another newsletter. I just want some information."

And that's why the newest thing is that you offer a freebie, which is a digital download right away when someone comes to your site in exchange for their name and email address.

And it can be something as simple as a recipe. It can be 10 tips for keeping your office uncluttered. It can be 10 tips for cleaning your clothes at home. Whatever connects to your website, your brand and what you have on offer and will get someone to give you their name and email address.

And again, you'll see many people only ask for first name or just name and you can either put your first name or your whole name. Because studies have shown that the more questions you ask before someone signs in, the less likely they are [to do so].

So if they say, "Give me your name, your telephone number, what city you're in," you're going to lose a lot of people who would normally otherwise sign in because they do want your freebie.

And then, of course, the best thing about this is the freebie is delivered digitally through various means. And the person gets instant satisfaction of saying, "Yes, I want this information."

And of course, your URL is on it [the freebie], your domain name and a little bit of a pitch so that they have something of yours right away and they might then come back and visit your website.

The other thing that's really important is to think of what samples you can give on your website for free. Now by samples what do I mean?

Okay, in the case of a book, a sample chapter; in the case of a cooking site, a sample recipe. Now this would be separate from the email marketing ones. So perhaps your best chocolate cake recipe would be the one that they get if they give you their name and email. But then you could have a page on your site in which you would have recipes with apples in them. And people would get those recipes and they would say, "Gee, you know, she really gives valuable information. I didn't sign in before, but now that I've tested one or two of her recipes, I'm going to go back and get that chocolate recipe, give her my email address and first name."

That's why it's really important on every page of every site to have this email opt-in box. Because when I get to the pages of the recipes and I say, "Geez, she really shares good information. I want her chocolate cake recipe," I need to be able to add [my name and email address] to it right then and not have to go find the page where the email opt-in is.

And so what's the big deal of the email opt-in? Why do we keep talking about how important it is and how you can tell a website that's really contemporary -- I would say, effective Internet marketing -- whether they have an email opt-in (that's what it's called) or not.

Well, that's because Twitter, Facebook, LinkedIn and all these other sites have changed the world of the web in ways that, you know, even two years ago it wasn't really clear, and that is that people expect to interact. They expect to have a relationship of some kind with the person who's giving them information.

They don't want to come to the old-fashion, static sites and just read information. They want to be able to respond and to contact the person. And that's why we put the contact information on every page of the website because you never know when someone might decide, yes, I need to contact the person right away.

And because you include this URL of your site in places such as Facebook, Twitter and LinkedIn, people who've already started to develop a relationship with you on another site will click through and come to your site to see more about you.

So you want a site that is really appealing and interacting with people and has your personality on it that they understand that you are behind it.

So if you have a huge staff, you might want to have a picture of the whole staff besides just the bios of the top people. You want to make it clear that it is a really personal effort behind, you know, sharp pages and pictures, not of your building, but pictures of what you're offering, and that there's an interest in getting comments and feedback from website visitors, which is why blog posts are so important.

Because blog posts can have on every post, if you enable this function, you can allow people to leave comments. And you can start a dialog and you're going to ask questions. And you can ask for feedback.

Now, I'm going to have Yael talk a little bit about some technical things now. Yael?

Yael: All right. The first one feeds directly into the homework of looking at various websites. Now, you might not know this, but **each browser looks at a page a little differently. A web browser is what you use to access the Internet.**

So if you have a PC, Internet Explorer is the web browser that comes with Windows. If you have a Mac, Safari is the web browser that comes with the Mac.

So what I mean by it is you see a website and it actually has code. So to make it look the way it looks it has a lot of code and programming behind it.

But the programming, there are set rules. Now, you think that all web browsers read the rules in the same way. Like, red light means stop and green light means go. Unfortunately this is not the case.

Internet Explorer, which is the standard on Windows as I said, is a terrible offender of this principle and rarely reads exactly the website the way you [programmers] want it to look.

So for your homework, for Windows or Mac, **I want you to get a browser called Firefox.**

Now, Firefox has the honor of being closest -- is able to show what the site is supposed to look like. It has great security, which Internet Explorer has a problem with. And you can adapt it to your own needs.

So to get Firefox, the real name is Mozilla Firefox, Mozilla is the name of the company -- you go to Mozilla.com and it's free, absolutely free. And that's wonderful.

So you download it and then you use it. You should absolutely use it to replace whatever Internet web browser you're using.

So the great thing about it, also as I said, is you can customize it, absolutely. Go to **addons.mozilla.com** and you'll see a list of all these little -- they're called addons. What they are -- little functions used to customize your web browser.

So I'm going to mention a couple.

One is **"Who is this person?"** So, as you can see, the search bar on addons.mozilla.com. And you enter it [Who is this person?], it comes up.

You take a look at it and click "Add to Firefox." And it will say, "Do you want to install? You say, "Yes."

What this program [Who is this person?] does is -- I don't know about you but sometimes I'm reading an article online. And a name -- they mention a name in an article and I just don't know who they're talking about. I can't figure out from the article.

So what this addon does is you highlight it [the person's name], right click, and it offers various websites to search that name -- so Wikipedia, Google News, etc. So that's a nice little program to add functionality.

Now, I don't know about you, but I am concerned, I have security concerns about the Internet. You know, I'm worried that I'll go to a site and it won't be legitimate.

So a good way to test this, to put an add-on layer of security, is an add-on called Web of Trust, WOT. Search for WOT [in Firefox add-ons]. You add it and it adds little things to the top [of your browser window], right next to the bar where it shows the URL -- a green circle, a yellow circle or a red circle. So, you know, green, good; yellow, caution; red, don't do it.

Phyllis: Explain what it means in terms of security and terms of this caution. Why would we not do something that is red?

Yael: There could be -- it could be a scam. I mean, just like anything else but more so because the Internet-- you know worldwide. You're searching for a product. You want to buy a product. Search for it and it has all these [listings]. You know, Google doesn't tell you if all these websites are good or not.

So I could go to a site that looks like a real site. It says it has the product I want, but it could be a scam. It could be a scam just to get your credit card information. And Web of Trust or WOT, you know, it says don't do this.

Now, it's not 100% accurate. So I have encountered some sites that are actually not bad. But WOT tells you why it thinks it's not good. So it might say, "This links to adult entertainment." Okay, but when you go, it doesn't do that. But it says, "But this is a good place to buy things." Okay, so I want to buy things. It's a good place to buy things. I don't care if it has a link to adult entertainment.

And there are hundreds of these little [Firefox] add-ons. And so you search for something and if you found something that catches your eye, check the reviews. Check how many times it's downloaded because that's a good system to judge, oh, this add-on is legitimate.

Phyllis: Where do we check the reviews? Do we check it on the Firefox site? Tell us how to do that.

Yael: Absolutely. So as I said you go to addons.mozilla.com and you can browse around. You see on the far left side, it breaks it down to categories. So you just click on one. Click on one right away and you

will see on the far left, under kind of like a picture of what it is, it has a five-star rating system -- how many reviews next to it, how many weekly downloads, how many total downloads. And then right above the big button in the middle that says "Add to Firefox," it says the last time it was updated.

Okay, so I'm looking at an addon right now that was updated in 2008. Only eight people reviewed it. What does that mean? They gave it a four. But there are about 400,000 people who have downloaded it. So I say I think I can trust this.

Now, another thing I want to tell you about is something called a **URL shortener**. Now, you've found a website and you want to share this website with a friend of years. So you go up into the URL bar and you copy [the URL] and you paste it [into an email]. There are some websites -- you might have encountered this -- that the URL -- you know the long string, the web address -- can be as long as a paragraph. And it doesn't look nice, even when you're sending an email. Who wants to get an email with a paragraph-long web address?

So there are services called URL shorteners. Now if you want a simple one, just to shorten it, go to **tinyURL.com**. That will shorten it and it probably will give you a little thing that says tinyURL.com slash-something-something, you know, numbers and letters. And you can share that with your friend in an email instead of that long paragraph thing.

Now, for people who use social networking, again, you also want to shorten your URL. You don't want a long, gigantic thing, especially on Twitter, which only has 140 characters. Now, tinyURL works great. However, you cannot see how many people have clicked on the URL.

Now, you might want to know -- I shared this piece of information with a website I thought was very good -- I want to know how many people, **how many of my friends really checked it out**. So you go to -- I'm going to recommend two different URL shortening things.

Now, for these two ones you have to have an account. It's free; you just have to set up the account and log in every time to get the shortened URL that you contract.

Now, the boss likes **budURL.com**. And she likes to customize it. So she has budURL and she wants to call this link something. You know, give it a name like dog barks. Let's say it's about dog barks. So she -- budURL.com/dogbarks. If no one has taken it, used that before, you get to use that. And it still works, goes to the original, your URL. And she's a big fan of that one.

I like something called bit.ly. So the address is **http://bit.ly**. Now these are smaller than budURLs so they're ideal for Twitter and you can give them a custom name like budURL and track.

So, again, if you just want to shorten a long URL and don't care that anyone sees it, use tinyURL.com. If you want to track how many people have clicked on it, budURL.com or bit.ly are two ones that we recommend.

Phyllis: One of the neat things about having budURL or bit.ly is that you can reuse it. **So on Twitter I use something called Tweetbeep. It's like Google Alerts but for Twitter.** And it tells me when people are talking about book marketing and if they ask questions saying, "Does anyone have any good book marketing articles," I send a tweet and I give the budURL that I created months ago called -- **budURL.com/bookmarketarticles**. And so now after a few months I know that 1,000 people clicked through on that term that I give out every so often on Twitter. So that's a really good judge of being able to keep tracking your budURLs over a longer period of time.

Now, you might be saying, "What the heck does all this have to do with Internet marketing?" The title of this teleseminar is "What Should You Know about Marketing on the Internet?" I'll tell you what it has to do.

Every single one of these things makes you a better Internet marketer. The more you know, and we're going to do it in easy-to-implement steps so it's not overwhelming, that's one of our promises to you. But everything that you learn helps you be a better Internet marketer in several ways.

One way is you can track your competition if you want. You can use all kinds of tools to see what they're doing. And we'll talk about that later.

Another way is you just know more about what's going on.

A third way is building your reputation.

So I have different brands and we are going to talk about those. But as an example, I post on **mrslieutenant.blogspot.com**. I do blog posts about various military things. But on Twitter I usually send links to other people's book marketing tips or my own book marketing tips because I want a reputation of sharing things. I want a reputation of people knowing that I share good information. And one of the things that I really try and do is to retweet.

If someone uses, you know, a link to one of my articles on a tweet, then I will go back and thank the person on Twitter and give the link again, which is important to do. Many people just say, "Thanks for sharing my link," and they don't give the link. You always want to be sharing and that's why it's important to know how to shorten these URLs.

I think Yael might be able to give us a couple of other things. I'm hoping she'll talk about Remember the Milk because she put it on my computer. It was a big help.

Yael: So I don't know about you, but you may have a to-do list somewhere written on little pieces of paper, I don't care what you do. And it gets to be a problem because you're trying to find your to-do list, etc., etc.

So there's a great program. Again, it's free, called **rememberthemilk.com**.

Now, there are two ways to use this program. Well, a couple, you can use it from the site rememberthemilk.com. But I don't, I don't use that. What I do is I use Gmail, that's my email, I use Gmail. And Remember the Milk connects to Gmail.

You go to Remember the Milk, sign up, and they have this thing under services that says "Remember the Milk for Gmail." You want the "Remember the Milk for Gmail" Firefox extension. You load it and download it.

And what this does is in your Gmail, you go to your Gmail inbox. It shows up called "Tasks."

Now, this is great because not only right there in your email can you have a list, the wonderful thing about this list, besides you can just enter your tasks -- is if you work in a business and the boss sends me an email that says I want you to do this, this needs to be done.

The client says can you please do this, etc., etc. Well, all I have to do is click the star next to the email and it pops up in my Remember the Milk. So I don't have to write that down again anywhere. It just does it automatically.

So if you find that you have too many to-do lists, you forget to do things, rememberthemilk.com and it will help you a great deal.

Phyllis: In wrapping up today's teleseminar, I just wanted to say a couple of things.

The most important is that the Internet is an equal opportunity playing field. That's what I love about it. Really, it doesn't make any difference what degrees you have, your income level, it's a level playing field if you decide that you want to learn it. And there's a lot to learn but you go through it slowly and then you use it to help yourself and others. So that's my message for today.

And then I want to add that those of you who want to be live on the Q&A for July can do so. If not, others can download. But if you want, whether you can be on it or not, send your questions now, if you have them, to this email: qanda@millermosaicllc.com, so that we can judge what questions you would like to talk about. Try and keep them on the subject [of this conversation] if you want, but if there are other subjects that you want to get into a little, that's fine.

But remember your homework is to look at other websites, both yours and others, with a critical eye to see if they tell you right away what's on offer, [whether] there's a call to action, you can contact the person easily and you have a feeling for the personality.

I hope you'll read the articles in the core section and from time to time there'll be other information if you'd like to read it. We want this to be as pleasant a learning experience as possible and we look forward to talking to you again soon.

Yael: And use Firefox. Thanks for listening.