



CYBER-ROBOTICS, INC.

Common Sense Web Marketing



To All Webmasters - Please feel free to use this book as a free gift to increase the number of webmasters accepting your link trade request. It also makes great quality content for your web site's visitors AND search engine robots that spider your web site.

You can install it to your web site and give it away to others for any purpose. You just can't sell it or use it in any email spam marketing program.

You may copy this book, send it to friends, email it as an attachment, stamp it, lick it, give it away any way you want, but it is copyrighted. You can't change it in any way, shape or form.

This book is dedicated to my father. He was a remarkable man, who accomplished unbelievable achievements, in his amazing life.

Thomas Wendell Notestine
December 1, 1919 to July 21, 2005.

The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.
--William Arthur Ward

COMMON SENSE WEB MARKETING BY DAVID NOTESTINE

<http://www.cyber-robotics.com>

WRITTEN BY

David Notestine

Creator of the

Zeus Internet Marketing Robot

The *Original* Link Building Tool



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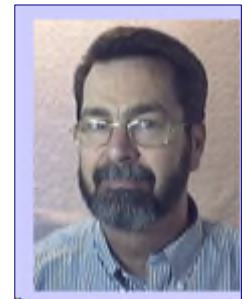
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Why Another Book On Web Site Marketing?

"It's all about using the energies, influence and the power of others."

Welcome

Welcome to "Common Sense Web Marketing". My name is David Notestine and I am the creator of the Zeus Internet Marketing Robot. The Zeus Robot is one of the most successful web site marketing software products on the web.



I've been an Internet marketer since 1996, personally creating dozens of successful web sites and helping other webmasters, to market their web sites correctly.

For over 30 years, I have owned my own successful marketing businesses. This guide provides you with, in my opinion, the most important concepts in web site marketing, which allows you to become successful.

This book is not a sales pitch about the marketing software I sell, but an honest sharing of marketing and business concepts that I have learned, over the years.

When you follow the concepts and tips found in this marketing guide, *you will be successful* in web site marketing. If you apply what you learn here, you can go from 0 to 1,000,000 qualified, consistent hits in 3 months.

You may feel that many of the ideas in this book are controversial and beyond the normal mainstream of Internet marketing; they are.

Don't quit, keep reading and everything will be made clear to you. The knowledge, in this guide, is not found anywhere else, on the web or in the "real-world".

This guide takes real-world, common sense marketing concepts and applies them to the Internet. The guide will simplify the complicated subject of web site marketing.

I will teach you:

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- How to drive consistent, qualified traffic to your website, QUICKLY!
- Basic business secrets that are unknown to webmasters, with the exception of successful business experts.
- To use what already works in real world business and marketing.
- The difference between aggressive and passive marketing.
- Putting different types of web marketing in perspective.
- How to consistently be in the top 10 search engine listings for your keyword phrases.
- How to create a web presence and become the networking center for your web site's subjects or Themes.
- To become an expert on Internet linkages.
- To understand the do's and don'ts of marketing.

Self discipline and hard work

“Opportunity is missed by most people because it comes dressed in overalls and looks like work”. -- Thomas Edison

Why do people give up on diets, exercise regimens, quitting smoking, etc? People give up things that involve work, because of human nature. People lack self-discipline. It's more tempting to indulge in short-term pleasure, even if it leads to long-term pain. Every one is looking for the 'Holy Grail' in what they do. They want the easy way out. There isn't one! The secret is Hard Work.



A boss I once worked for told me “A business is not worth the time and effect unless you starve in the beginning.” I always thought he was an idiot until I had my own businesses.

It's true, no matter what business it is; it's always hard work and sacrifice. If you can't accept this fact, stop reading this guide now and continue your fruitless search for your 'Holy Grail'. When you are ready to accept the truth, feel welcome to return.

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Most marketing books don't tell you that rules and concepts are only a small part of successful marketing. The most important aspects of successful marketing are confidence, consistency and discipline.

Rules or concepts you can't or won't follow will not do you any good. Marketers, who gain confidence in their own rules of marketing, will be successful when they apply them consistently.

Those who fail to follow these simple rules will always fail. This guide will teach you the concepts and give you the confidence but applying them is up to you. Those of you, who apply the rules, will succeed.

David Notestine



PART 1

Common Sense Web Site Marketing Basics

Use Common Sense from the Real World

Web marketing is the same as real-world marketing

“Successful marketing on the web is no different than marketing in a real world business. Only the medium and terminology is different.”

Too many webmasters have the mistaken idea that marketing on the web is special or takes special knowledge. Once the comparisons between the real world and the web are understood, then successful Web Site Marketing becomes easy.

Internet marketing is probably one of the most misunderstood concepts on the Internet. Many marketing experts would like you to believe that search engine marketing is everything, while in reality; search engine marketing is only a small part of marketing on the Internet. Marketing on the Internet encompasses many different aspects of what I like to call real-world marketing.

If you take the average businessperson, in the real world, someone that is a doctor, lawyer, salesman or who owns an appliance store; he understands what marketing is all about, in his chosen field. As an experienced businessman; he normally makes very few mistakes that beginners to the business world would make.

Throw this experienced businessman into the world of the Internet and terms such as ROI, triangular linking, click throughs, hits, and page views; he's blown away by this new terminology. If he would only think for a moment and try to find analogies, between the common-sense real-world marketing that he already knows and understands, to Internet marketing. This successful businessman would then be able to apply the principles that he already knows and realize that it is the same thing.

Ask for proof before spending a dime

“Demand PROOF before wasting time on useless Marketing Philosophies “

If you are satisfied with the traffic you receive from the search engines, then please DO NOT read the following, as it will only make you angry. You will email me a nasty email, which will make me mad and so on and so on. I know that there are a few of you out there who get search engine traffic. More power to you. This book is for the other 99.99% of us who don't :-)

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I was talking on the telephone to a new Zeus user, a few days ago. After listening for a few minutes, it hit me how hard it is for a new or non- Zeus user to comprehend the truth about Internet Marketing. They either market or link for all the wrong reasons and waste their time, chasing the elusive Holy Grail of Internet Marketing. They are doomed to failure from the very beginning, unless they learn the Truth. These intelligent people listen to those that have no concept of real-world or Internet marketing. New business people, or even worse, successful business people, listening to all the wrong advice. They honestly believe all the hype and rumors being sown on the web about Internet Marketing, **WITHOUT ONE SHRED OF PROOF** that it would work.

In the real world of business, they would **DEMAND PROOF**. These same businessmen would never take someone at their word without proof and absolutely never invest hard-earned money without demanding satisfied customers and hard facts. They jump into the world of the Internet and pour good money after bad, then wonder what it was that caused them to fail.

I don't care whether you buy or even use Zeus. What I do care about is that you spend your time wisely. If you fail, so do thousands of others. The Internet does not need another crash, caused by misinformation, like the last one was. The next time you are chatting with another and they give you marketing advice, nicely **ASK FOR PROOF!**

At Cyber-Robotics.com, we offer lots of content that would make complete sense to those who read it. The Truth is there for those who take the time to read it. We also offer Proof that should convince anyone who studies it. Before you follow any philosophy of marketing, you must **ASK FOR PROOF**. Yes, even ask for proof from those who tell you all about Search Engine Marketing. If they have proof, follow it. If not, go elsewhere. Concrete proof is what you want.

Many webmasters look for the easy way or 'magic pill' to solve their web site traffic problems. These hard-working marketers try so hard searching for the secrets that would cause the search engines to let loose the hordes of visitors, to their web site, they so desperately seek. If they tried half as hard, in proven methods, as they do in unproven marketing strategies, they would be successful in half the time. There is no easy way or magic pill. It does **NOT** exist. **STOP** looking, for it, now.

In the end, if you follow the advice from the moneychangers of the Search Engine Marketing Temples, you will more than likely fail. Just look through many of the search engine marketing forums and read the horrors of time and money wasted. Webmasters, with years invested into beautiful web sites are finally giving up. What a shame. If something doesn't work after a few months,

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one must try something else. Not continue with the same failed marketing philosophies.

Most of you know how I feel about investing time into search engine marketing as it's chatted about around the net. When I start a new web site, I do not even consider what most webmasters would consider 'normal' marketing practices. I add quality content and trade links, that's pretty much it. Then I wait for the opportunities to happen. The only search engine marketing I do is add a few META tags so others think I know what I am doing :-). I discuss these in detail in Part 4, "Other Stuff".

We ask everyone, when they purchase the Zeus Internet Marketing Robot. "What motivated you to try Zeus?" Here is what one Zeus user quoted:

"Number 1 placements for dozens of key words and key phrases for my customer's site are not enough for marketing a niche site. ... And - the most important fact; EVERYTHING you are teaching on your site, is absolutely correct and in accordance with my own experience!!! For the very first time, in years, someone is NOT trying to give stupid and or wrong advice. Of course, first of all I have to try your robot, but I am convinced, it will do the job as you promised."

Our plan is not just about links! It's only the first step. Every experienced Zeus user knows this. Zeus creates the roads to your web site first, gets return traffic and shows the search engines that you are the center of attention for your web site's subject. When this happens, it's other webmasters who catapult you into stardom, by sending countless opportunities to you. It's these opportunities that creates high traffic and makes your web site and you successful.

You do not need to buy Zeus to be successful. Just follow the concepts in this book and you will be successful very quickly. If you absolutely have to try our remarkable little robot, try the FREE version first. It will give you the same amount of traffic as the PRO. You have nothing to lose but everything to gain :-)



Introduction to Narratives

*“I am always ready to learn, but I do not always like being taught.”
- Sir Winston Churchill*

The next two chapters are in a narrative form. They are conversations between webmasters and me.

Why a narrative?

“Over the years that I’ve been involved in Internet marketing, I’ve had hundreds of phone conversations with webmasters. Much of what we talk about I’ve said again and again. I started asking those I converse with if I could record the conversations. I took those recordings and had them transcribed and the following pages are what resulted. I’ve tried to rewrite them in an article form, but they just don’t convey the same feelings as a conversation.”

“Hearing or reading a narrative about someone with the same feelings, anxieties and problems as you, is sometimes worth a thousand words, more so than me telling you in an article or chapter format. You learn that you are not alone, that others think the same thoughts and have the same problems. I hope you enjoy”

David Notestine



Why Reinvent the Marketing Wheel? –A Narrative

“Why reinvent the wheel? Applying the Basics of Real World Business and Marketing to Web Site Marketing

This is a narrative of an actual telephone conversation between Larry, a new webmaster without any web site experience and me. It was not scripted. It was edited for ease of reading, punctuation, etc. Some parts were re-arranged for logical structure.

L = Larry – A realtor and life insurance agent with a new website

D = David Notestine

Competing in the search engines

L: How can I get the Search Engines to send a lot of traffic to my new web site?

D: The first step, in successful Internet marketing, is to completely forget about the Search Engines.

L: Really? That’s crazy!

D: Don’t give them a second thought! I know it sounds crazy. But in reality, when you do forget about them and market your web site as you would a business, in the real world, you will get floods of consistent, qualified visitors. When you don’t rely on search engine traffic, they begin sending the traffic you wanted from them and couldn’t get.

D: Let’s try an experiment; what word would you like a person to type in, at a search engine, to get a search result listing that’s a link to your Web Site?

L: Real Estate, of course, or home buying.

D: Let’s type the words: ‘Real Estate West Palm Beach’ into Google.

SE: (.7 seconds later)

L: I don’t see my web site listed. It’s not showing up, at all.

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- D: Using five words, we got 715,000 results in Google; the more keywords you use, the more efficient the search and the fewer number of listings.
- D: Has anyone told you where you have to be listed in the Search Engines, to get any increased traffic? You have to be in the top ten, right?
- L: I guess so.
- D: How do you get your web site into the top 10 listings?
- L: You have got to fit those key words they type in, right?
- D: Well, when I typed in 'Real Estate West Palm Beach', Google came back with 715,000 different websites.
- L: I guess they would have to specify more keywords.
- D: My point is...you can't compete. There are too many possible keyword combinations. You never know what a person will type in, and many times they'll only type in one word or two.
- D: There are 12 billion web pages, out there. Why is yours going to be any better than the next web master's? And even if it is, there's not going to be any consistency to your placement. Let's say that you could influence the search engines and come up the #1 listing every time, on any word you wanted, eventually other webmasters would find out how you did it by looking at your source code and your page. Then they would do it themselves. But, none of those things matter, anyway. The search engines really don't mean a thing!
- L: Oh?
- D: When I typed in 'Real Estate West Palm Beach', the Search Engine returned a listing of links pertaining to those Key Words. Those links were related to Real Estate in West Palm Beach. As a Web Master, you have absolutely no control over which links are returned for any given Key Word(s). You are virtually helpless.

Networking in the real world

- D: Let's think about your business in the real world. How do you get your sales prospects? How do you find new customers for listings or sales?
- L: I'm in Real Estate and sell insurance too. But one thing I'm not good at and have a complex about is: I'm not so good on the phone. People constantly tell

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me that they can't hear me, hang up on me or they don't understand my accent. I hate the phone.

- L: But if you are not hanging on and cold calling, sooner or later you're going to run out of friends and referrals. After awhile, they all have insurance already. You got referred to me by your accountant and that was a great thing, a great help to me, but we would never have met had I just called you and said, "Good evening David, I am selling Life Insurance" you probably would have just hung up. You can only go so far with friends and referrals. They kept getting less and less because there were so few referrals. Finally, I just wasn't making enough money, so I went to Real Estate.
- D: So what you're saying is: it all has to do with networking.
- L: Yeah exactly!
- D: Now would you go so far as to say the majority of businesses in the 'real world' have to do with networking?"
- L: I think that's the best way.
- D: - and would you go so far as to say that the man with the largest address book is probably the man with the most money?
- L: Of course! Otherwise he would not have the money. It kind of goes hand in hand, I think. If you have a big contact base –

Planning a business

- D: You know, when you run a business, you've got to be able to plan ahead six months or a year, maybe even more. And you have to be able to get consistent traffic to your site. You can't get ten thousand visitors one month and get five thousand the next and one thousand the next; it's got to be consistent. Planning is everything
- L: Yeah, you're right.
- D: That doesn't mean there isn't hope. But if you follow the advice of so-called Marketing Experts, **YOU ARE GOING TO LOSE!** You are going to fail!
- D: You're a real estate and insurance guy, so you already have an idea about what I'm going to say next.

Networking on the web

- D: Everyone that starts a web site, on the Internet, thinks marketing is some big mysterious thing. It's exactly like any other business that you've ever been in. All you have to be able to do is to take the Internet terminology and adjust it so that you can understand it in "real world" terms. That is the big secret of Internet marketing! It is networking!
- D: Now, how could you network using a search engine? You can't. You just can't do it!
- L: No you can't. I see what you mean.
- D: You see what I'm saying? It's impossible. We have to apply our "real world" analogy to everything on the Internet. If you don't, you can't understand it.

Advertising on the web

- D: Some idiots have manufactured these STUPID hi-tech words that even I don't even understand. You know what I'm talking about, 'click through rates', or 'ROI's', words that don't mean anything to normal webmasters.
- D: A search engine is really nothing more than the yellow pages of the phone book. You put your business name out there and hope people will call.
- L: hmmm
- D: I'm sure you've heard people talking about "pay per clicks". This is where you would pay a certain amount for the word "Real Estate". When someone typed the key word into the Search Engine and clicked on your link, you would be charged an agreed upon amount.
- D: The analogy is still the same as the yellow pages.
- D: First, you buy a quarter page ad. Next year another guy buys a half-page ad and the next year another guy has the inside front cover.
- D: Year to year, you have no control over your position or your traffic. It's really what I call "passive marketing". You're just sticking your name out there and hoping that people will come to you.
- L: But that's what most people do, I think.
- D: That's what everybody does and that's why most people FAIL, on the Internet!

Marketing on the web is the same as in the real world

L: What do you recommend that I do? What is the better way?

D: Market exactly as you would in the 'real world'. First, I'm going to give an example in the 'real world' and then I'll tell you how to do it on the Internet.

In the 'real world', you go out and you pass out your business card, you print 8 1/2 X 11 fliers and stick them in storefronts, etc.

L: How about my email? Did you see my signature on my email?

D: Yes, that's networking, linking to people you know. My point is that you trade advertising with another business or you join the Kiwanis or Rotary Club. That's networking. You're trading something. You're trading an opportunity; 'I'll do this for you, if you do that for me'."

L: OK!

D: So now you do the same thing on the Internet. You go out and you start trading. You start building a network and networking on the Internet means links.

L: You have a good point there David. As a matter of fact, if you look at my website, on the left side, all the way at the bottom, there is something that says 'friendly realtor sites'.

L: One guy sent me an email that said, "I have you on my website, just temporarily. If you put a link to my site on your web site, I will keep your link on my site. I did that. I put his link into the area where you click 'friendly realtor sites' and his website simply just comes up."

D: Right!

L: But he's up in Huntsville, Alabama. You see though, it's not like he's competition to me, but it might be interesting for me to collect more links to other people. Because someone might want to move up there or know somebody there...

D: YOU'RE NETWORKING!

L: I am?

D: You're networking. It's not any different than in the 'real world'. Next thing you know, you could be talking to this guy, on the phone, and he has a book that you trade, then you do something for him. All of a sudden, opportunities

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appear. When opportunities occur, you have to be a smart enough businessperson to see the opportunity. Then you have to take advantage of the opportunity by building up trust between you and your network partner.”

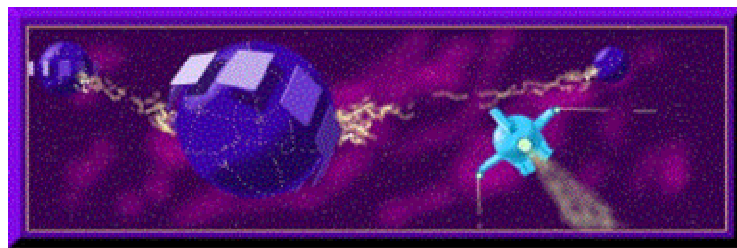
L: Of course, that is how I grow my business now.

D: It’s exactly like the ‘real world’. There’s no difference! You’ve got the point, right here. You just started networking, by trading links with this person. If you repeat the same thing over and over, the links you trade are building roads to and from your web site.

Web link communities

D: Try to take your web site and think of it as cyber-space. It’s three-dimensional. It’s like the whole galaxy. And over here, you have this cluster of stars that are the real estate web sites, all different kinds of real estate related websites. You should include mortgage loans, realtors, home improvement, all of these could be construed as real estate sites because they all fit the same subjects and themes, and you link them together.

D: You could call this collection ‘knowledge nodes’. They could be called communities. But they don’t connect or interface with another subject like an automotive knowledge node. There will be no linkage between Real Estate nodes and automotive. That’s because they’re two distinct nodes or subjects. You want to get in there and become the center or one of the centers of the real estate nodes. And you do that by setting up links. Think of links in a science fiction context. You can compare links to hyperspace jumps. You know, faster than light, connecting like worlds together.



D: You’re linking. You link all of these web sites of like subjects, organize them into categories and create a Link Directory. Then you keep trading links with people.

L: But let me ask you something here, David, because you know this stuff. What if a Realtor in Palm Beach Gardens says they want to put a link on my site and I do the same with theirs? We are actually in competition. Doesn’t this open you up to your competitors?

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- D: It sure would. Don't put a link to a competitor, don't do it!
- L: Then that means I shouldn't trade links with anyone that could possibly steal my customer.
- D: You got it! He could somehow be a competitor, even if he's across the world.

Qualified prospects and web site visitors

- D: Ok, now let's get back to real world sales. When you are looking for someone to sell a home to, you're looking for what? Qualified prospects!
- L: The more qualified the better.
- D: What are the qualifications for this customer? They've got to have an income and there are other considerations, also.
- L: Sure, like family, credit.
- D: He's got certain criteria you want. Well, do the same thing with your website. What is the type of person you want to visit your site? Ask yourself that question. Your goal is to find someone to buy a house from you. What would a person that is interested in buying a house be doing on the Internet? He would be looking for pictures of available houses in his area. He would be looking for a reputable realtor. He could be interested in the school district. These are all things that could draw a prospect to your website.
- L: Oh, sure
- D: So here's a guy that's getting ready to sell his house so he can buy another. Now he wants to fix his up the current house. I'm doing that now. I have a special slot in my folder bookcase; for the last year or so I've been collecting everything that has to do with 'curb appeal'. Let me go to my slot and look in 'curb appeal'. Hold on, it won't take me a second. I'm finding, "POOL", pool owners. Here's a brochure of someone that fixes leaks, here's a painter, here's pavers, here's a guy that does gates, home theater, bath systems, here's one...grilling. Permanent grills, painting, these all have to do with someone that is looking for something to do with "curb appeal" that's just the term 'curb appeal'! Think about all the different sites and links you can link to, just in that one theme.
- L: You don't really invite someone, to trade links with that your visitors might choose instead of you, but find other web sites related to subjects they need and they will see your site as a good source for all kinds of information.

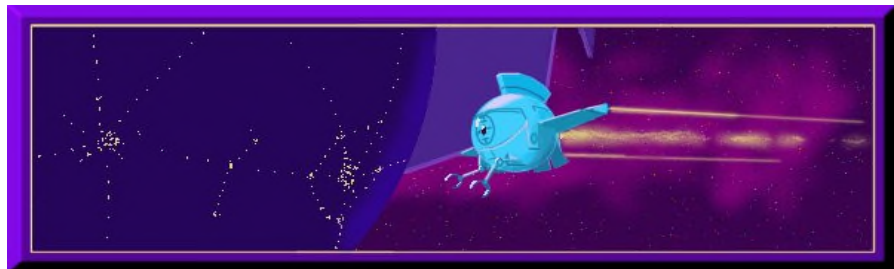
An organized link directory is quality content

D: YOU GOT IT! YOU GOT IT! You added quality content to your website. You became an encyclopedia and all you're doing is trading links. You're organizing the information, on the Internet, into a format that visitors will use. You are creating a miniature search engine, on your web site.

Zeus as a web explorer

D: That's what trading links, with other webmasters and Zeus, is all about!

D: That is what Zeus does! You train Zeus to automatically explore the Internet and find the websites that you want him to find. Zeus cannot come up with the idea of 'curb appeal' or your other subjects or themes included in your Link Directory. But if you have the idea 'curb appeal' and you train Zeus with a bunch of keywords that pertain to 'curb appeal', he'll find related web sites. For example, take 'paving', what you do is to tell Zeus "to go through paving sites" and suck all the information out of them. He goes to these sites and sucks all the links out, the email addresses and everything you need. He then uses the links he finds to automatically find other web sites you want.



Let him work all night. The next morning you sit down in front of your computer and look at the web sites Zeus has found and check them for closeness to the theme 'paving'. After you choose the sites that match your keywords and want to include in your Link Directory, Zeus sends an email for you that says, "Hey, let's trade links". Then, you push a button and it builds a "Link Directory" on your web site. So he combines all the programs you need to trade links with other web sites and integrates the data.

L: This is how Zeus works?

D: That is exactly what he does!

L: Aaahhh!!!

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D: Zeus is a salesman or representative for your website that you don't have to pay!

Knowledge is power everywhere

D: Knowledge is power. So as Zeus goes through the Internet, you never delete any site that has anything to do with your field, subjects or Themes, not even your competitors. You put your competition into an area of your database that never goes up to your link directory. You are actually creating a database of everything to do with Real Estate, Curb Appeal, Mortgages and all related subjects. You don't ever delete any of these things. But they don't have to appear in your link directory.

L: You mean that, as long as you have them, they will attract Search Engines because they will know they are there?

D: NO! No, they will not be included in your Link Directory. Competitors will not be there, unless you want them to be in your link directory. But let's say, six months later, you say, "hmm, let's see what my competitors are doing?" Then you say, "Zeus, please walk through all of my competitors' web sites and steal all their links". That knowledge is power! You keep an eye on your competitors and use their hard work and energy (oops, did I say that). You could have a complete area, on your computer at home, which is never seen by anyone else and does not show up on your web site, but is there for you to take advantage of. However, it is information that Zeus found on the Internet that you could use! For example, Gail (a parrot Zeusmaster), in her bird web site, when she needs a new expert for her expert forum boards to replace one that leaves, she goes to her Zeus and types in "Cockatoo Expert" and a list of all the websites about Cockatoos, that Zeus has found will come back. Then she tells Zeus "Send all of these Cockatoo Expert web sites an email asking them if they would like to be on her expert board." The next thing you know, she's got a new expert. So, again, knowledge is power. I cannot tell you what to do with that knowledge, but I can tell you that Zeus can accumulate it for you. It's up to you, as a businessman, to use that power, to use the networking he makes easy for you. It is not just about trading links, it's what trading links leads to, that will sky rocket you to success. That is what Zeus is all about. Zeus gives you the knowledge; it gets you the information and allows you to contact those people quickly, so you can create opportunities for yourself. This is just like you do in the 'Real World' of business. Zeus is nothing more than a salesman that you have to tell where to go. It is just like saying, "Zeus go out to every painting contractor in West Palm Beach and ask them to trade 8 1/2" x11" signs. You stick this in your window and I'll give your card to people I meet." The only difference is that the windows are on the Internet.

Zeus as a salesman

- L: What a good idea! I understand now what a good concept you have there. You have a salesman, a robot, walking around out there in cyber space for you, doing all the jobs while you are sleeping, collecting all this information for you.
- D: That's it! The next morning, you sit in front of your desk, and Zeus shows you everything that he saw...and you get to choose. You organize it. You say, "Hmm, this guy is a painting contractor, so you put him under a subject called 'Painting Contractors'. When you push the button and it goes up to your website, you could have a whole page of painting contractors...painting contractors in Florida, painting contractors in Georgia, etc. I cannot tell you how to do it in Real Estate, but what you are going to do is take your mind and make an extension or organized resource for your visitors to use. In addition to the knowledge you will be able to use, Zeus literally becomes an extension of your own mind. Have I gone too far?
- L: It is a lot of information for me to digest, but I see the thread through the whole thing. I see the idea and I see how that can be built on. Yes, that is very, very interesting and it makes a lot of sense.
- D: It's common sense.

All marketing takes work

- L: I have one little concern though. I am just an average person and I'm not that comfortable on the computer. There are a lot of things I don't understand... I do not know how to run Zeus. I feel it would be too much for me.
- D: Maybe, it just may be. Marketing your web site, like any marketing in the real world, takes time and hard work. Nothing of substance is ever easy. How tough was it to learn Real Estate?
- L: It took a couple of months, with training and courses afterwards. Then you have the fine-tuning. When you first get your Real Estate License, it is like you just got the toolbox, now you go out and do the work. You have to know how to use the tools and which tool to use.
- D: How badly do you want to get a web presence on the Internet? I mean. What can I say? Everything takes work. It isn't easy out there. There's a law of supply and demand. There's always energy of will, combined with the power of hard work that meets a resistance of business reality. Things never come easily in any business I have ever had, I have always had to sweat. People are

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looking for that “Holy Grail”...that magic pill, that push-button that gives them what they want. Nevertheless, it does not exist! You and I, as business people know that. EVERY businessperson knows it. It is the same thing on the Internet. If there were a magic formula, then everyone would be using it. Then it would defeat the purpose and no one would win. Still, everybody’s looking for it...nobody wants to do any work! I am serious. Zeus works. As far as I’m concerned, it’s the ONLY Internet Marketing that REALLY works. I am telling you the truth. I have tried everything, on the Internet, to market my web sites. The reason Zeus works is that it is EXACTLY like marketing in the ‘real world’.

Marketing, in the ‘real world’ takes a lot of work! Learning Zeus is probably the easiest part. The important part is that you MUST use Zeus every day.

- L: How long? My days are too short and I have so many things to do.
- D: I think that has to do with consistency. I’m like you. I work 60, 80, 100-hour weeks, but I still find time to learn something new. I just learned a new program to send newsletters. It took me probably 50 times as long as it would take someone to learn how to use Zeus. I wish there was an easier way. Zeus is not hard to learn, if you just install it and follow the directions.
- D: Well, Zeus actually trains you. He has computer-assisted instruction built into him. It actually talks to you; you have to answer questions and tests, before he lets you go further. We have instant support. Usually, people who learn it the fastest are people that are new to the Internet. They follow the instructions...they read.
- L: I see what you mean. When you don’t know anything else, you follow the way that you’re told. People that have been on the Internet, for a while, think they know what they are doing, so they are not as likely to read instructions.

Asking for proof

- D: That is exactly right. How hard was it, for me, to convince you that Search Engines were not the way? Moreover, I am still not sure that you’re convinced.
- L: About 30 minutes.
- D: And every person, out there, believes wholeheartedly that Search Engines are the way to success and don’t want to listen to the truth.
- L: I know, but that is what I was told by other people who know more than I do.

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- D: Well, do this as a businessperson. Let's say you own a construction company and a salesperson comes into your office to sell you a bulldozer and tells you, "My green bulldozer is safer. You're going to have fewer accidents". Then another salesperson comes in and says, "My Yellow bulldozer is safer. You're going to have fewer accidents". What do you do?
- L: You try to do some research on what is behind it, right?
- D: Ask for proof! Prove it! Prove it!
- D: Go to any Search Engine marketing web site and ask for proof. They CANNOT SHOW IT TO YOU! Not one of them can! Not one website, on the Internet, can show you proof that the typical Search Engine marketing concepts work!
- L: I didn't even try to get the proof. I just...
- D: There isn't any! There is not ANY proof that Search Engine traffic is successful! What I mean is that there is no proof that web sites that rely on Search Engine traffic are successful or profitable. I can get you all the web site traffic, in the world, if you want to spend tons of money and LOSE money! It costs you two hundred dollars to make a hundred and fifty dollar sale. But the people still do it. That is where the money goes, on the Internet. That is why we had a crash! My point is, I CAN PROVE IT!
- D: If you want to be at the top of the Search Engines, after you have done the things I've described, Zeus will put you at the top of the Search Engines. Then you will find out that it did not mean anything, anyway. Then you will believe what I'm saying!
- D: You can go to the Cyber-Robotics.com home page and see, in the 'proof' section, that there are all kinds of Zeus sites that are #1, in the search engines. We put the proof there so people can see for themselves that Zeus works. Those web sites have high rankings because they have a lot of links, showing the way for visitors, to easily find their web sites.

Link popularity

- D: I did a 'link popularity for your web site at MarketLeap.com and it has a 'link popularity' of four.
- L: You mean I will get four ups?
- D: No, that means that you have four signs...four ads... or four links pointing to your web site, in the entire Internet. Compare that to a site like

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Amazon.com that has twenty million links leading to it. George W. Bush.com has One Hundred Twenty Thousand links.

- L: So, in other words, the more links to my site from other related sites that I can get, the more visitors I can get. So link popularity is basically how many links I have going to my site?
- D: That's correct, in a basic kind of way. A link is not much different than a referral you get from someone you know, in the real world. Here's a business card. That's an ad, leading customers to you. That's what a link is. A link is an advertisement. Whether this link is a listing in the search engines, a banner that you can buy, a sponsored ad, it's all a little blue link or a picture that people click on to go to your site. So why shouldn't you put a whole bunch of links on the web, for free? The more you've got the more business you're going to have. It's simple.
- L: It makes common sense.

Doubling your money in the real world

- D: In your real-world sales, if you want to double your money...let's say you make a million dollars a year and you want to make two million, what do you do?
- L: You double your activity and exposure.
- D: That's right. You double the number of people you talk to. You don't go out and buy a 'How to be a Great Salesman' book. You just double the number of people you see. The 'How to be a Great Salesman' book is for non-doers...In my opinion, they lead you astray. That's what a lot of the search engine marketing books are about. They are 'How to be a Great Salesman' books...they're "get rich quick" schemes. Everybody wants to buy something that will give him traffic quickly. It doesn't happen!
- D: If you want to double the amount of traffic your web site gets, simply double the amount of links leading people to it. That's consistent, qualified traffic that you can plan on, day in and day out. You can project your business numbers into the future and plan ahead, when you market this way.

It makes sense now

- L: OK, David thanks for this lesson that you gave me. I have an awful lot to digest. Everything makes so much more sense now; it's a no-brainer! I'm going to go and check out your site, now that I know how Zeus works. Now,

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I can understand it much better. I'm making some money now, but I would like to make MUCH more! I've been working very hard to market and do everything...advertising too. I want to do everything possible!

D: It will take you lots of hard work.

L: But, I see the value of it! I could definitely get with it. It makes sense to me now that you explained it, I don't mind spending the time, I know what you say will work. You gave me so much advice. Well, thanks for your time. It looks like I have to market my site like the 'real world' with hard work and get my name out there in as many places as possible.

D: You now understand the real secret of Internet marketing 😊



Putting Web Site Marketing in Perspective -A Narrative

This is a narrative of an actual telephone conversation between Chris, a new Webmaster with a little web site experience, and me. It was not scripted. It was edited for ease of reading, punctuation, etc. Some parts were re-arranged for logical structure.

C = Chris

D = David Notestine

A web site is a real business and requires hard work

“Running a web site is absolutely no different than if you had a storefront somewhere”.

- C: When we started our website, it was not supposed to be a major career move. It was supposed to be something that would get us the boat to go out in the lake in the afternoons and my husband would never have to work again. And of course, it's not that. It's become 10 to 12 hours a day.
- D: I think the common misconception about having your own business is that you don't have to work. Some people think they are smarter than the rest of us and keep trying to do it the easy way. THERE IS NO EASY WAY! They end up spending more time looking for the magic pill than they would have putting in productive effort.
- C: Correct.
- D: The misunderstanding about the Internet is that they don't compare it to a real business –
- C: It is a real business.
- D: Running a web site is absolutely no different than if you had a storefront somewhere. It's just that the business analogies and language are different.
- C: Yes, I agree with you. We had a real business in Oregon and it's the same. It's hard work and it's every day. And there are very few days off. That's true.

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And for our first web business- – and this is what mainly surprised me. I sold Mary Kaye on eBay. And we were making about 25 percent on that, but it was little – it was running to the post office every day with, you know, 12 packages and whatever.

I was buying product off eBay and then reselling it by the piece, and these kinds of things. So we got back into the website. And it's a lot more work. And I was surprised to think eBay was immediate investment return, let's put it that way. And the website now is going to probably take the full two and a half, three years that a normal business would take before you really feel comfortable with it.

Misinformation on the web

"You're going to waste years of your time before you even get a clue."

- D: It can take that long. I think the biggest part about a website is that there's so much misinformation out there, that you're going to waste years of your time before you even get a clue.
- C: Absolutely.
- D: – by the time those years have gone by, you don't know what to believe. And most people just give up.
- D: And if they had the right information in the beginning, I think that you'd have a lot more chance to survive and make it a part-time income or even a full-time income.
- C: Well, that's kind of what happened to us. I agree. I happen to stumble into somebody else's site that explained that they were completely link orientated. I went on to learn, who was linking and collecting links.

Because see, when I had the website ministry, I was posting on newsgroups to begin with. This was in 1996. We started out really kind of early for the web. And I never worried about links at all. I mean I did it more because being Christian oriented, I wanted to share with others and they wanted to share with us. And we had subscribers. So that was the main thing, get those subscribers and keep the subscription list up. And that was the main thrust – and so I wasn't aware of links.

And I accidentally fell into links and began to understand that they were going to be extremely important if we were going to make it. And then this last year at Christmas, when we did finally made a profit, after we had added some links, we took four to five months just to get those links on there.

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Once we realized it doesn't matter, as far as the customer is concerned, how pretty your site is.

- D: Right.
- C: It takes a while for you to understand that. You can have the nicest site, on the web, and if nobody sees it - we began to understand about competition—how many listings your subject has; that's your competition.
- C: I think, at the time we typed the word 'gift' into Yahoo, 18 million listings came back. It was 74 million the last time I looked, last week.
- C: So we quickly learned we're not going to be able to compete in search engines with 'gifts', for quite some time. But we can compete over at Yahoo with things like 'water fountains'. We sell just about anything, really. We try to sell lighthouse items in home décor, which are not quite as high.
- C: We started adding a few links and as they added up, we hadn't come across Zeus yet; I was collecting links by hand. And as your links add up, you find that all of the sudden you're seen in these different categories, which was a big help.
- D: Well, it seems like you attribute links to good results, in the search engines.
- C: Yes.

The Importance of visitor tracking

"You have to know literally every variable from the very top to the very bottom."

- C: Unfortunately, we don't have tracking on our website. So I don't know exactly where our visitors are coming from. We're looking at a new package, so we can see if someone came from a page we're linked to or did it come from a search engine? Is the person actually using the link to come to our site? Or did links put us in a better position on Google?
- D: It's very important to know.
- C: I have no idea right now what's happening. I think the visitors, last year, bought a lot of water fountains, which is a nice, hefty profit for us. We love that.

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- D: So basically now you've been doing the gift website for how long? How many years? A year and a half, two years?
- C: I think it's been a year.
- D: Okay. So basically you've been running that gift website without any feedback, at all, about where your customers are coming from.
- C: That's absolutely true. Yeah. We're guessing.
- D: Would you agree that business is basically a pure numbers game? You have to know every variable of your business, from the very top to the very bottom. How many visitors are coming in and how many visitors stay on page one, and don't go to page two and so on –
- C: That took me some time to learn. That's why we're looking at a package with tracking.
- D: Don't spend a lot of money for that. There are a lot of free packages out there
- C: We did go out two weeks ago and we got a tracking package for \$50. And just from what they were talking about that needed to be done, was way beyond what I wanted to get involved in.
- D: Your web hosting service probably already offers this package.
- C: They do, but it's expensive. It's by the month and it's more than I want to pay for tracking.
- D: You mean they're going to charge you?
- C: It's like \$50 a month or something? It was more than I pay for the website. I know that.
- D: Usually with a decent web hosting service, the tracking is included.
- C: Oh, really?
- D: It would be like selling you a car without tires.
- D: You picked the wrong web hosting service.
- C: I guess we did.

Pick a real web hosting service

“...you want a real website...”

- D: But my suggestion is you really need to get out of that web hosting you're in and get one that will make you a real website.
- D: Go to bluehill.com, B-L-U-E-H-I-L-L.com
- D: They are one of the largest web hosting services, very, very professional, their support is good and they offer everything. I don't know what you pay now or what you get for your money. What do you pay, per month, for your website?
- C: \$14.95.
- D: You want a real website and you want somebody to be able to do these things, because marketing, without tracking, is just wasting your time.
- C: Thank you.

Putting search engine marketing in perspective

Costs of doing business their way

“That's an astronomical amount of money for nothing.”

“I think it's built on fear. I'm afraid to let go of the search engines.”

- C: What do you think of me paying Yahoo just to be in their directory listing?
- C: What I resented is when Yahoo made this change or Google made the change from Yahoo- – from using Google, I don't care who did it, whatever, and Pay-per-Click went to 15 to 30 cents minimum per hit or whatever they did, they're virtually eliminating a lot of people. And that would be fine too, because that's a business decision everybody can make. But what happens is most people will continue to give them their \$300 a year, and there are 74 million sites, in gifts. I can't be up front, where I need to be, to get visitors.

That's an astronomical amount of money for nothing. That's what I resented. And that's what I was asking your opinion on. And you say evidently search engines don't matter, but people out there probably don't know that and will continue to give them their \$300 a year when you can't get a position. You're

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not going to be seen anyway. It's like just let me hand somebody \$300 a year for no service.

D: Why won't they tell you what they're doing for that money?

C: That's what I resent.

C: Four months ago, I became concerned when I heard this rattling on about what was happening, I wrote them two or three times. They kept telling me that the answer was that they didn't know. Whoever I was writing back and forth to, could have been three different people. They didn't know.

C: I didn't object to the \$299. What I objected to was \$.30 a hit. We checked today and 'gifts' are up to a \$1.00 a hit. There's no way small business people can afford that.

D: No, there isn't. I don't do pay per click anymore. Most people don't have any way of tracking it. People are given seed money or they get \$10,000 from their personal savings and have nothing to do with it except – the first thing they think of, is 'pay per click'. All of the sudden, a bidding war starts and drives everybody out of business.

C: I asked what would happen to my website if I could no longer add links and get positioning. I couldn't afford the \$.30. At the time, I thought– everybody was going to be \$.30 I read in the newsletter. I questioned whether we would even continue.

D: So they're offering you two things: the \$299 a year plus a pay per click?

C: Yeah.

D: So if they can offer a pay per click and track your clicks so they can charge you \$.30, how come they couldn't track what you're getting for your \$299 and let you know that? Isn't that funny?

C: Yeah.

Cyber phone books

“...you buy an ad in the yellow pages, but then your competitor next year buys another ad, a bigger one.”

D: What type of analogy could you use for the \$299 fee, in a real-world business, with a storefront? What kind of business is out there, where you've got to

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pay X amount of dollars, per year, and you don't know what you're getting in return?

C: I see what you're getting at. Yeah.

D: Maybe the white pages, of the phone book. You pay, customers call, but you don't know if it's from the yearly fee.

C: Yeah.

D: You could look at the yellow pages as pay per click.

C: Well –

D: You buy an ad in the yellow pages, but then your competitor, next year, buys a bigger one.

C: A bigger one.

D: And then the next year someone else buys a bigger one. So really what you've been telling me is that you still don't have much control, over anything.

Ever changing ...

"How many changes have the search engines made...?"

D: How many changes have the search engines made that have affected your income?

C: Well, that I wouldn't know, because they don't really tell you. This one was obvious because it was made public.

D: Right.

C: And everybody on the web seemed to find out about it after the fact.

C: There was no preparation.

D: But then Google changed their algorithm, which affects you.

C: Yeah.

D: That happens every few months.

C: I noticed that, right off the bat. Now fortunately, for some reason and I have no idea why, we actually did better. Now I know thousands, millions

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probably, of websites didn't and they were hurt. And that's the end justice of this whole thing that irritates me.

D: Is it the injustice of what the moneychangers of the temple are doing to you?

C: Yes, with no rhyme or reason. In fact, I'll tell you this. This is what happened to us at the beginning. We went to Yahoo. We set up –set up a store. I had always used FrontPage for the ministry. And we decided, well we would go to Yahoo. Nobody told us anything. We didn't know to ask. We automatically got placed in their directory for \$60 bucks a month. That's what we had to pay them to be in their directory.

Now, you know, okay. That's our oversight. But the point is, you're brand new to the web. You don't know to ask these questions. And nobody really made that clear.

D: I didn't know that.

C: So when we got the site almost finished, I began to ask, well, you know, how do you get positioning in the directory et cetera, et cetera. And this is when this \$300 came along. My husband busted out. He goes; I don't trust the son of a guns. You know, he's all panic stricken. What else is going to come up that we don't know about?

So we quickly took our site out of Yahoo and we began – we were going to go free then. We were going to be free like we were with the ministry. And little did we know all of the complications then that would come from that. But that's okay. That was good. That was good for us because we've learned so much.

You know if nothing else – we may never make our living off of this, but we've sure learned a lot.

A different perspective

“What if links were everything and search engines were second?”

D: Well, it sounds to me from everything you've said, there's no rhyme or reason to what you've been through. And it's basically you're just sloshing around in marketing chaos. And you still don't know anymore than you did when you started.

C: Well, oh, I think we do.

D: What do you know?

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- C: Well, okay. I think we understood that to get seen on Google and Yahoo it took links. I think we understood that.
- D: What came first, the chicken or the egg?
- C: Well that I don't know. I – you know –
- D: Are the links getting you presence on Yahoo?
- C: We don't know that. That's true
- D: So what if you just stopped thinking about Yahoo completely and you stopped thinking of links as only good for your search engine positioning? What if links were everything and search engines were second?
- C: Aren't these the same thing? I would say at this point it doesn't matter. We're just collecting the strongest links we can because it should bring us up in Google and also people see them on other people's sites and then they would use them.
- D: Would you agree that a listing on the search engine is nothing more than a link that you can't control?
- C: Yes.
- D: Or that you shouldn't pay for anything, unless you get sales results?
- C: I would. We're not going to pay per click anymore

I'm afraid to let go because of fear

"I think it's built on fear. "

- C: We can't afford that any more. I think it's built on fear. I'm afraid to let go of the search engines.
- D: Why? They haven't done you any good; have they?
- C: No, no, no.

You must be in the top 10

“You’ve got to be in the top 4 millionth of 1 percent.”

- D: Because every one of your friends has said, you’ve got to be in the top 10 in the search engines, to get traffic. Right?
- C: Everything I’ve been told and read.
- D: When you type in ‘gifts’, at a search engine, how many competitors were there?
- C: 74 million on Yahoo and we don’t come up. No. (Sigh.)
- D: From what have you read, what number listing do you have to be to get any traffic?
- C: Between 1 and 30 we would have to be.
- D: So you’ve got to be in 1 in 30 in 74 million. Now divide 30 by 74 million and that gives you a percentage.
- C: Without my calculator, I can’t even –
- D: You’ve got to be in the top 4 millionth of 1 percent.
- D: It goes beyond comprehension. Let’s just say the odds are against you being listed.
- C: I guess that I knew that, at the beginning.

The number one listing had lots of links

“That’s how I knew that we were in trouble.”

- C: I went to Stacy’s Gifts, which is a competitor and number one in gifts. She had 10,000 links to her website.. – That’s how I knew that we were in trouble.
- C: – because I had nowhere close to 10,000.
- D: -The number of links, to Stacey’s Gifts, should tell you something important.

It used to be free

I remember when they used to do all of that for free just a few years ago – and you know what? It didn't work then.

- C: And now I resent that they're doing the changes and charging you for them, not telling you how to even compete and charging. It isn't just me, you know, I go in and out of them. I'm going to even stay with this. But the idea that they would charge millions upon millions of people for a service that they're not giving them is –
- D: I remember when they used to do all of that for free just a few years ago – and you know what? It didn't work then.
- C: Okay.
- D: Because you still had the same problems. You had to be in the top 10 or top 30.

Would you have consistent, qualified traffic?

"You're sloshing around in marketing chaos. And you're not ready to stop thinking search engines."

- D: And even if you are in the top 10 or top 30, does that insure you're going to get any traffic anyway?
- C: Well, probably more than the person that isn't there. I would assume that somebody is going to see you. I don't know.
- D: Let me ask you this. Is the traffic going to be consistent?
- C: No, it's not going to be consistent.
- D: Are they going to be buyers?
- C: I don't know.
- D: So you're running your business with absolutely no feedback. And what you are getting is totally non-consistent traffic. You have no way of planning what your business is going to be six months from now. You're sloshing around in marketing chaos. And you're not ready to stop thinking search engines.

Aggressive verses passive marketing

“Control over your marketing is everything. Find something that works and multiply it a hundred fold.”

- D: Let’s think about 2 different kinds of marketing – I’m going to try to structure some things, if we can, into the difference between aggressive and passive marketing. To me, passive marketing is what you have now Even though it’s passive marketing, it’s costing you money. You’re actually putting your business and your livelihood in the hands of other people. Aggressive marketing seems a much more sensible way of doing things, with any type of business. You find something that works in marketing, with a minimum amount of investment and expand on it. Let’s think about the real world, for awhile.
- D: Let’s say you had a shop at a strip-center and it’s a gift shop. And you’re not in a very good location because the rent is cheap. So you don’t get a lot of traffic. What do you do? You know right now with search engines you’re paying for yellow page ads and these ads are costing you more than the sales you’re bringing in from them.
- C: Okay. I understand that.
- D: But what if you had a way of going out and aggressively taking control of your marketing – finding something that works for you where there’s a profit in it and then multiply that a hundred times. If you had a bad location, you might go out and start networking, to bring in business. The first thing you might think of is to print a lot of 8 ½ by 11-inch signs. Then go post them on every telephone pole or wall you think of. Or go to other stores along your street and ask if you can put a sign in their window. And they’re going to say “I’ll let you put a sign in my window if I can put one in yours”. So you trade signs.
- C: We used to send out flyers. So you’re talking about the same thing.
- D: That could be aggressive marketing. When you send out a flyer, you have a cost to it. Sending out flyers is aggressive marketing, if the numbers are profitable, but there is a cost to it.
- D: It’s probably costing you \$.50 or a \$1.00 to send out that flyer.
- D: If you had a way of tracking sales of the flyer by giving them a coupon to bring in, maybe something like: 10 percent off. You can find out that for every \$100 that you spend, in sending out flyers, you am making X amount of sales. You should be able to track it because of the 10 percent coupon. If that

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worked and there was actually a profit in that, you could build up to sending millions of flyers.

- D: Right now you're working, with your website, doing things but it's costing you more money than you're receiving. So you've got to find something that works for the cost. The first thing you've got to do is, start tracking things. That's job number one. Well, first, I'd get a new web hosting service, so you can track your numbers.
- D: Get one that can provide the tools, you need, to build a successful web site. And then number two, track what's going on and figure out what numbers you've got to have. You're running your business without a feedback system, at the moment. Find out where your business is coming from.
- D: Number three; try what I'm saying for a month. After all, you've tried it their way for a year
- C: Which is what? What are you saying?
- D: Just forget about search engines, and do nothing but go after links.
- C: Okay.

Qualified, consistent traffic – search engines vs. links

"I'd rather have the qualified visitor because he's more likely to buy."

- D: What you're going to find is that most web sites, that have links to them, usually get a fairly consistent amount of traffic. With search engines, your traffic goes up, it goes down. On the other hand, if you had a thousand links pointing to you and each one of them sent you five links a month, that's 5,000 visitors coming to your web site, that know exactly what your site is about, because, after all, the link they clicked, told them what it was about. You'll get a good qualified visitor, more so than a search engine guy that's coming in that really may or may not be qualified.
- C: I'd rather have the qualified visitor because he's more likely to buy.
- D: And the traffic is more consistent.
- C: Yes, you're right, it would be more consistent.
- D: If you get 5,000 visitors this month, the odds are you're going to have 5,000 visitors next month.

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- C: And you know that because you've seen it?
- D: Thousands of times. How could you not? It's pure diversification. Your traffic is coming from hundreds or thousands of sources. You're not relying on getting your traffic from a handful of search engines.
- C: Okay.
- D: So your traffic goes up to 5,000 and it stays there and it's consistent. You know it's not the search engines, because the search engines are never consistent. Most importantly, you'll know from your server log report where your traffic is coming from.
- C: That's true.

How to double your sales

"That's called White's Law of Sales."

- D: But once you get a hundred or a thousand links out there, you're getting solid consistent traffic. What do you do if you want to double your sales?
- C: Double the links.
- D: Exactly. That's called White's Law of Sales.
- C: Okay.
- D: You double the links and it stays consistent and it stays qualified. Now getting links is just the first step. That's not even what's really going to make your website big. But links give you qualified traffic and it's immediate.

Your immediate traffic starts when you send a link request to a Webmaster that has a site similar to yours. The Webmaster comes to your site to check it out, to see if he wants to trade links. That's a visitor right there. That's e-mail marketing. That's immediate traffic. He says, yeah, I'll trade links with this person, so he puts a link on your site. Now all of the sudden, you've got links – now you've got even more traffic from the link.

- C: Okay. I've got to say that's true. I understand that – yeah, I do because it wasn't until we started linking, whether I did it by hand or Zeus, which is much quicker, before I did links, no business. After I started doing links, the business has steadily increased each month. So, yes, you are right. What you're saying is true. And I assumed we were moving up in the search engines. You're saying it's probably more than likely because we put more

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links out there, there's going to be more people exposed to our site through the links.

C: Okay. That makes sense.

Link anchor text – trusted advertising

“The part that glows, on the link, is one of the most important things you can do as far as marketing goes.”

D: Now let's say that this site – this link that's out there on a thousand sites, what does that link say? What text are you telling your Link Partners to put in the link, pointing to your web site?

C: It says “gifts, home décor, garden décor, water fountains”, because we want to sell water fountains this season.

D: The part that glows, on the link, is one of the most important things you can do as far as marketing goes, because it's the part that most people are going to see. It's kind of like a neon sign. Yes, your title and your description underneath that are important for human visitors. You've now had another Webmaster place text describing your website, on his site.

C: According to my description, yes.

D: But if your description were wrong or inaccurate, he would have changed it. Let's say you were selling doodads, but you wanted widgets, on that text. The Webmaster went to your site and said, wait a minute; she's selling doodads. She's not selling widgets. I'm not going to give her a link or he's going to change it to what it really is: doodads. This other Webmaster is a kind of auditor that makes sure that the anchor text on links is correct.

C: Oh, okay.

D: He's approved – he said yes, to your title or description text. Your gift site is really selling what you say it is. He gave your site a vote of confidence or trust. He's approved that you are, what you say you are.

D: Now all of the sudden, a thousand links are pointing to you and those text links all say doodads, the part that glows. And the search engine robots are walking through these sites. The most important thing to these search engines, is giving their searchers what they really want.

Now here is your gift site that had a thousand votes of confidences or auditors go to your site and say, this site is really selling doodads, not widgets.

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C: Okay.

D: That's what the search engines use as their trust factor. So if you want to sell water fountains, get your fifty links out there that say water fountains.

D: Now, so what you've got is all of these search engines walking through your site saying wow, look at this website with a thousand links pointing to it. This has got to be a real website.

D: This is a center node. This has got the center of attention for water fountains. This is the water fountain site. Do you see what I'm saying?

C: Yeah.

D: You have all of these roads, pointing to you, no different than New York has highways, and railways, and airports, and ports, and ships coming into it. It's not any different. Your website is not any different than a little miniature city. And all of the sudden it has all these roads pointing to it.

All of the sudden your website is important. And the search engines see it as such. This is the center of attention. This is the center of water fountain communities and that's what they call it. This is a community –

D: – of water fountains. You've become the center of attention. In the beginning, you've got immediate traffic from your link requests, and then you've got consistent traffic coming in from all of the links. Then you have a link directory, which is really nice quality content for your website. It's a web resource for whatever you want it to be, that people save in their favorites in their browser, which is a form of search engine in itself. Now, you've got return traffic.

C: Yes.

D: And so now they come back and then all of the sudden you've got all the traffic you ever wanted and it's consistent and qualified. Now the search engines go, ooh, she's big. And now the search engines send you traffic. And you don't even care about that anymore because whatever they send you is frosting on the cake.

D: And you control it.

C: Yeah.

D: And all of the sudden, now you've got everything you wanted in a business.

C: Okay. That makes sense.

- D: Does it?
- C: Yeah, it does make sense because there's no way you can compete with just search engines, as things are now. Like they talk about how somebody will come along and try to steal your Meta tags or this kind of thing. Well, obviously, not everybody can have the same Meta tags so you've got no rating again. You know, I mean ranking, so yeah. Here you're controlling it because you're actually placing it on somebody's page with his or her agreement.
- D: Right.
- C: And it's what you wanted to say to represent your site. It's advertising controlled by you.
- D: To me, that's the difference between aggressive and passive marketing.
- C: Okay. So we really are kind of headed the right way anyway because we are using Zeus for links. We just need to get more serious about it is what needs to be done.

Networking

"...seen the networking that's possible on the Internet."

- C: When we had the website ministry; I met so many nice people. I had webmasters that would write and say, "Chris, you know your page would be better off if you did this". Or when I wanted to add audio, I had another man help me to learn that, things like that.

And so I was used to – before we got on e-commerce, I was used to everybody helping you. It was an, "I'll help you, you help me", kind of atmosphere. Everybody was kind. But boy, you get into this other – its cutthroat sometimes. It's really not pleasant.

- D: So you've seen the networking that IS possible, on the Internet.
- C: I have. I've seen people be very, very good to me and I've seen just the opposite, too.
- D: And the search engines didn't lead to that networking.
- C: No, the search engines are not people.
- D: They're a dead end, as far as networking and creating opportunities go.

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- D: You've got to get out there and mingle with the people. That's what links do.
- C: Yes. In fact, I'm going to say that because it reminds me of when I used to write people personally, that were on my subscription list for the ministry. It is like that. You actually are developing contacts with names and feelings, and things matter to them.
- D: I'll do something for you, you do something for me, or I'm just going to do something for you.
- C: I've had that happen too, with links.
- D: Right. Something happens.
- C: Yeah, it does. You're right.
- D: You don't know what. Something may happen, because of our talk today, that's going to benefit both of us.
- C: I know something that's already happened. You're keeping me in business, whereas of last weekend I was wondering.
- D: Well, I benefited you and you benefited me. That's a good business relationship and what led to that, was a link somewhere first.
- C: That's true.

Creating opportunities

"Search engines are a passive form of marketing, when it comes to opportunities."

- D: Let's take a real-world business like an actual gift shop. You've done all the linkages in the gift shop. You're a real-world business with a storefront. You've put all the signs out there, you handed out business cards, and you've joined the Rotary, Chamber of Commerce and other business organizations to make your contacts for networking. You're putting signs under people's windshield wipers, you've got bumper stickers, cards, mailings going out, and shaking people's hands, word of mouth, every one of those is a link.
- C: Okay.
- D: And so don't just think of a link as that thing that glows. You could write an article –
- C: Oh, I see.

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D: – and you can have all kind of things that get your name out. Everything you do that has your website’s name in it is a link. If people talk about you on a forum, that’s a link. So it’s not just what Zeus creates.

But going back to this real-world business now, you’ve got this store. And all of the sudden you’ve got all these connections and you’ve got all this networking, and all these people you know. You’re starting to get business. The next thing that happens is someone comes to you and says: “Hey, you’ve really got something there. Let’s work together to help each other in business.”

Now I can’t tell you what that’s going to be. On the Internet, you might create an e-book about how to make a water fountain. And somebody else says: “Let me give away that free book on my website and I’ll put you on my homepage”. What’s really happened there is an opportunity that came your way to give yourself a free employee, somebody else that is now providing something and giving energy to promoting your web site.

D: This is an alliance. It’s a business partnership. It happens in the real world.

To me, the person with the most money, if you go to Bill Gates or you go to anyone really successful, the odds are he’s probably got the largest address book. He’s got contacts or a network of people –

C: Probably.

D: He’s got the contacts. He gets more opportunities. When somebody wants something, they go to Bill Gates because of his networking. So that’s what happens to you in the Internet also when you become successful or people think you are.

One of my dealers wrote a book about Internet marketing because originally he came to my site because of the link. I got to know him through support. And he e-mailed me back and forth. And all of the sudden he said, if I write a book about Zeus, would you help me promote it? Will you offer me a special? I said, “I’ll make you a dealer”.

Over a period of time, an opportunity came up. We both saw it as an opportunity. We took advantage of it. We worked together long enough to where this strategic alliance that we created became a strategic trust and now we trust each other.

D: So we created an opportunity. You’re going to be creating opportunities. And so that’s – now that’s where business really comes from. But without the initial links, nothing happens; the links are just the start.

- C: Okay.
- D: Search engines are a passive form of marketing, when it comes to opportunities. Emailing and networking are not allowed. Linking, on the other hand, is an aggressive form of marketing that you have complete control over. The amount of energy you spend is directly proportional, to visitors, to your web site, and marketing success.

Building a foundation

“You must be able to CONSISTENTLY plan for the future or you will fail”

- D: If I told everybody on my website, up front, what I’m telling you now about marketing, they’d think I was insane. It’s hard enough for many of them to understand about links, except how they help search engine marketing. If I told them Zeus is really a business opportunity generator. They’d say, “You’re an idiot”. Well, they would. I have a hard enough time explaining that links are the way to go. And now all of the sudden I’m talking business opportunity. But that’s what web site marketing is all about. That’s the way a real business works in the real world.

Real world marketing experience

“I’ve watched thousands of web sites come and go.”

- D: I come from a business background. Ran them for the last 35 years, all successful. I created Zeus because I was a businessman first, a web marketer second and a programmer third. I’ve watched thousands of web sites come and go. I’ve watched the ones that are successful and what they do. And I meet with the search engines at least once or twice a year and I talk to the guys that write the software for them. I know what’s happening
- D: Search engines want to be the center of attention and they want to make money and that makes them share some of the burden of the problem, but not all. In fact, they are a small part, because mainly, they are the moneychangers of the temple. If you go out onto the Internet, to a lot of these SEO sites and their forums, you will get a lot of misinformation. Most of the kings of the forums don’t have any successful businesses or successful web site marketing experience. Worst of all, they don’t even have a successful web site. They use the forums to get their traffic and a way to drum up business for their search engine business. Everyone has an ulterior motive, in what they do, whether it’s positive for others or not. Most of the marketing people in the Internet don’t even have any business experience. Some are in their early 20’s and it’s their first try at commerce.

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C: And most of us that have business experience are led into thinking that it's going to be inexpensive and easy to do. And we put our savings in it too. Believe me; we have spent our own money just to keep it going. And not so much the search engine website listing fees or this kind of thing, but there've been times when we've oversold – done better on business than we thought, like at Christmas, the first time it hit us, and had to put our own money in to cover the expenses because we only drop ship. So we have to cover it on the credit card and order everything first. We want the money in the bank when we do this. They give us the order and we don't get paid until after.

D: Right.

C: So every two weeks we get the money back and that's the other thing we'd like to eliminate this year.

But I like your idea on marketing and I'll tell you why. Because I think that it builds a foundation in the business. I was having trouble even visualizing, prior to our conversation, where is the base that I can build from? Where is the solid base, I can depend on this to last? And you're saying links and you can audit through Zeus, which is nice to know. I had no auditing capability on my links prior to that. It would have meant going out, checking each one, you know every so often. So I put on the website, we do audit once in a while, but there was no way I had the time, you know –

D: Uh-huh.

C: – to do that. And now it's very simple. So I appreciate the program and I understand what you're telling me. I do understand it. And we had already made the decision that we had to spend a lot more time on links than anything else.

I didn't understand about the search engines. Just having somebody who is knowledgeable to talk to, strengthens me so that I can go on another year. Yahoo was just a tragedy that just almost wiped me out emotionally. I thought, now what? Now what am I going to do?

So much time wasted

“...knew it and was rebelling against this whole thing...”

D: Some part of you knew it and was rebelling against this whole thing, this whole concept. Like you said, you knew that you had to build a base and it wasn't happening.

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C: Oh, yeah. Yeah. It was too fragile. It was out of my control. The whole business was, to this point, to our conversation today, and you're confirming it. There has to be some kind of a base that you build your business on.

We've been in business before and the thing is, there was nothing in our control, where I felt I could hang on through the thin times. Every business has ups and downs, and good times and bad times. And what you need to know, though, is that the time that you're investing now is actually going to pay off in the future.

D: Yes.

C: And when Yahoo did that, or Google, or whoever did it – I've heard two stories. Google fired Yahoo, Yahoo fired – got rid of Google. I don't know.

D: It's happened before, a hundred times in different ways, the same thing has happened.

C: Oh. Oh, okay. And it sent us into shock because we were just getting our links up and we thought we were doing so well. And then all this happens and we have to make a decision, will we pay Yahoo another \$300?

And at this time, with this little business, which we're trying to keep separate from our own finances, we're trying to make decisions, like will the money go for supplies? Will it go for a new package that has tracking and the shopping cart? You know everything is a decision at this point. It's not just, let's go out and do it. It's really a decision about which way the money is going to be spent. And what is going to benefit the company most. This company has got its own identity, at this point. And it isn't us. It's a separate little guy who needs a lot of nurturing.

And so I appreciate the input because now I am going to – I'm going to stop thinking about the search engines. Plus, it's a big comfort. It's a big comfort to me to just to give up the search engines, all together, and just go for links because I can trust that now. I thank you very, very much for spending this time.

Testimonial

"I think it's really a fine program."

D: I'm glad I could help and I want to thank you for allowing me to tape this and write an article because –

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- C: Oh, that's no problem. You know what? I appreciate you doing this. Years ago, I did a Christian book. And I used somebody else's book, as a reference. He was so generous, with me, and so giving of his time. It was unbelievable. He's a well-known author. And I thought, if everybody did that we would all benefit, so I want to see you succeed. You've got a good program.
- D: Oh, thank you.
- C: You've got something that's benefited us quite a bit. It's cut down hours in linking and that kind of thing. I think it's really a fine program. I'll be honest with you. I first tried to use it, this was oh, I guess probably eight months or a year ago, and it was an older version. You've made a lot of improvements. I was just too ignorant to appreciate it. I went back and I bought it. I went out and looked at other programs, a lot more seriously. I took the time to do what I should have done. And I went back and bought yours. So, you know, you've done quite a lot – you've got a really good product.
- D: Oh, great. Thank you.
- C: And compared to what else is out there, we made a mistake. When we realized it, we came back and we bought Zeus. You can use that. You can say that. That's okay.
- D: Well, I appreciate that.
- D: In some ways, Zeus is kind of like a course on web mastering, because you can learn a lot from it.
- C: Yes, you can.
- D: And you learn about search engines from it, because Zeus IS a search engine robot.

Link misconception

“Have you ever gone to a website and felt trapped?”

- D: In the past, webmasters were told not to put any links on their websites. They thought that, if you put a link on your website, you would give your visitor an easy way to go to another website and they would leave yours.
- C: Yes.
- D: Now isn't that about the stupidest thing you've ever heard?
- C: It is. I didn't accept that, from the beginning.
- C: I've had people hide their links.
- D: Have you ever gone to a website and felt trapped, like you couldn't leave? You could go to your favorites, stored in your browser, and go somewhere else immediately. There were a lot of misconceptions.

Webmaster ethics and trust

“...when I went back to try to find it then, it wasn't there.”

- C: I'll let you go, but the other day I saw the strangest thing. I went to a link partner's web site and I couldn't find any links or resource page.
- I found it but only because I typed into a search to find it. Now I don't know why they do that. It's not there technically – it was hidden. I went back to try to find it and it wasn't there. But it was there every time I typed in Link to find it.
- D: Oh, okay. They were giving you a dynamic page that some search engines don't follow.
- C: Nor could their customers see it, unless they knew to ask for it. It was like I would give them a link and they were supposedly going to give me a link, but it was all a hidden page.
- D: Right. Now why do people do that?
- C: I don't know. Isn't that awful?
- D: It's another one of those misconceptions that's been around for a long time. People just don't understand.

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C: Wow. He went to a lot of work to be – well, to me that’s a form of being crooked.

D: Well, sure it is.

C: They’re telling me one thing and actually giving me another.

D: It’s the old: “I want you to do something for me, but I’m not going to do anything for you.”

C: Yeah.

D: Those idiots don’t make it in business.

C: Yeah, I – well, no.

D: They don’t. They don’t.

C: Probably won’t in the long run. They won’t. No.

D: Because you know what? A good opportunity is going to come by and he’s the type of guy that, excuse my language that will screw you every time. And he’ll –

C: Yeah, he’ll screw himself while he’s screwing you. That’s his nature.

D: He never gets to build up these trusted –

C: Relationships.

D: Yes.

C: I understand.

D: And that’s what it’s all about.

D: You don’t cheat somebody. You’ve got a lot of time and investment in any part of your business.

C: I know. Isn’t that something?

D: It just amazes me how people will screw you, for a short-term gain and the long-term never even crosses their mind.

C: Thank you for your time and help.

D: You are welcome. I appreciate your time and thank you very much.

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D: Bye.

C: Bye.



Shame on the Search Engine World

It used to be that you didn't pay to get traffic from the Search Engines. It didn't work then, so why does paying for it work now?

These are troubling times, for the Internet. Investors have turned away, in droves, from dot-com businesses.

Troubling times

In the past few years, many dot-coms have gone belly-up and have slid below the surface of cyberspace.

Everyone believed the hype about the Internet being an untapped gold mine. Myths upon myths were perpetuated.

Now, even the big names have cash flow problems. Like giant stars they burned brilliantly, at first, surviving off the cash they were fed. But they have since collapsed into black holes. They now try to survive by sucking in the wary. They are in meltdown scenarios.

Notable among these are the mighty search engines. They thrived and relied on the billions of dollars thrown about by the dot-coms that were backed by wealthy investors. The money seemed endless.

With everybody trying to get their share of website traffic, billions were spent in advertising dollars, making the search engine stock seemingly attractive.

The billions in marketing didn't work. It left the debris of failed dot-coms throughout cyberspace.

The dispensers of knowledge failed them, just like they failed the majority of webmasters that were trying to get their share of visitor traffic.

How can any Webmaster's site thrive on the few measly visitors per day that the search engines dispense to the lucky ones?

Didn't anyone ever stop to think that the form of website marketing being propagated on the net, is wrong and is largely to blame for the financial meltdown?

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Money was spent in inefficient ways. Most dot-coms are still failing, because the basic premise of Internet Marketing has been wrong.

The Internet powers-that-be have behaved like the temple moneychangers of old. They masked their greed with falsehoods about Internet Marketing and led the marketing plans of webmasters astray. They told everyone that the search engines were everything, if you wanted web traffic. They narrowed everyone's thinking to only rely on the search engines.

The basic algorithm of web marketing was to trick or manipulate others into thinking that their websites had quality content, even if they didn't. Instead of information being dispensed by the quality of content, it was dispersed by trickery. The end justified the means.

Websites, with magnificent content that should have been at the top of the search engines list, didn't even appear. What went wrong?

Many webmasters did what they had to do. They fought for the traffic that the search engines re-directed so feebly.

High marketing muckety-mucks had us spend time on marketing plans that masked the true content of our websites. Search engines, and the marketing concepts that evolved, relating to such, didn't work for the majority of webmasters. Most wasted months or years of time, which could've been spent productively. Many of us have been misled.

Now, with belts tightening, the search engines have started to turn their attentions elsewhere, to other sources for money. Now they want us, the webmasters, to pay for a concept that didn't work when it was free. Why would it work now?

The webmasters pay

As the search engines lost money, a desperate scramble for funds ensued. Most sources have either become extremely cautious or have simply dried up.

The entire economy, of the Internet, was based on self-deception. Its stock was overvalued. Now search engines need funds to survive. Guess how they're going to get those funds? They'll get the money they need from the web masters.

More and more, Internet search engines have begun the practice of fee-based submissions and listings. You can still submit the old way, but if you want to insure that you'll be picked up quickly or at all, it'll cost you. The charge for this can run as high as \$199 US. In some cases it's a one-time fee. Others charge

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monthly. Some of the more enterprising companies, out there, are making some webmasters bid on their own keywords.

This is corrupt; it is against the very nature of the Internet. As if that isn't enough, the way the search engines work hasn't really changed. So, you are basically paying them to be as ineffective as they've always been. You have to pay AND your website still loses.

Here we enter an unusual situation. The way search engines work isn't effective, yet we are being told the only way to get web traffic is to go through search engines. But now it costs all of us for the privilege of still getting no traffic. You can submit to them, you may improve your chances if you pay, and the search engines still do not guarantee you'll get traffic. Isn't this called extortion?

True consistent traffic

There is only one way to get true, consistent, qualified traffic. It is one that does not rely on submitting to search engines. To get traffic to your website, build roads to it. These are called links. Then provide quality content, so your new visitors come back. It's simple to build roads to your web site with links. The more links that are pointing to your site, the more qualified visitors you get. After all, a search engine is nothing more than a link pointing to you.

By this time you're wondering, how can links replace search engines? They don't replace them, as links have been there all along, it's just the powers that be haven't wanted you to see the truth and the truth is simple. The basis of this truth is in the basic algorithm of the Internet. Basically, HTML pages link to each other so surfers can quickly find the quality content they want. Linking and content are everything, period.

It would be wonderful if we could convince hundreds of websites to place a link on their websites pointing to ours. It's tough to get a link pointing to you, without giving one in return.

In reality we need to offer a trade. "I'll place a link on my website pointing to yours if you place a link on your website pointing to mine." Many webmasters love this idea because they already know the Truth.

Isn't that what the Internet is all about; everyone working together? The ones working together get the most traffic. A website without links pointing to it is a dead website.

Linking myth

At this point, you may say that you've read or that you may believe that putting a link to another site will only make it easy for one of your qualified visitors to leave your site.

Think about this for a moment. Do you ever feel compelled to stay at a site when you have decided to leave? The idea, that a lack of links traps visitors, sounds like the roach motel of cyberspace; qualified visitors come in but never get out! Not a chance!

They can go to their personal link directory, in their browser, called 'Favorites'. If you don't have what they want, they are gone, no matter how you try to trap them. Build an organized link resource, on the subject they are interested in, and they will save you in their favorites.

Search engines admit to using links

In the year 2000, the search engines acknowledged that link analysis was being used in scoring their query results. Articles have appeared, teaching those reading them, that links pointing to you and links pointing to others will help your search engine positioning.

Everyone involved with Internet marketing has to stop this type of thinking. People and programs that push search engine positioning are only propagating the myth that search engines are the sole source of traffic.

The truth is that search engines are nothing more than links pointing to your website, controlled by programs randomly dolling out traffic. It's not about using reciprocal links to increase your search engine positioning, so THEY send you traffic. It's about reciprocal links providing you the traffic, in the first place.

Forget the search engines; after submitting your site, concentrate on trading links and quality content and you will provide yourself with consistent traffic. Then the search engines will send you even more traffic, but by that time, you won't need search engine traffic because you will have a STEADY source of traffic from your reciprocal links.

The first step is forgetting

Completely forgetting about the search engines is the first step to successful Internet marketing. I'm not saying don't submit. I'm saying build your web pages the best you can, hand submit to the major search engines and then forget them. Imagine being able to find what you're really after. Imagine people that come to

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your sites because they want to be there, not because they were tricked into going, or because you paid for them to come by an errant search. This is the true way.

It's hard to say just how long many of the search engines, in their current mode of operation, will last. Undoubtedly, there will be mergers and bankruptcies as the weak die out and the strong survive. The search engines will always be around, however. What is needed is a total change of concept. As to their importance in traffic generation, the search engines should be thought of as only one of many ways to get traffic, not the best way.



A hard lesson

"This is one of the most amazing methods of traffic that I have heard of so far and one that makes the most sense. For months I have been learning and using SEO techniques with little results."

"Building links seems so simple and from what I hear and know to this point is a must for those who want qualified and meaningful traffic. As we all know traffic that is targeted turns into dollars for those money making sites and great publicity for information sites."

"Unfortunately my sites have drained all of my resources, up to this point, mainly due to the hype put into other traffic builders that just did not pan out. Now it has left me with sites that are very close to closing down, for good. I wish I had come across your concepts and Zeus program a whole lot sooner. I will recommend your concepts to everyone I know and come across that has a web site. This to me is the real way to promote a site and the only one that DOES NOT lead you on to the point that your hard earned money is lost for good with nothing in return."

"The organization that it lends to the search engine's itself towards relevancy of searches and indexing alone is amazing. I have learned that there is a right and a wrong way to get targeted traffic to your site and being highly informed of a good program or service is a must to succeed on the net. Research, research and more research is the key."

"For me it is nearly too little to late and my hasty decisions and lack of investigation has cost me dearly. In closing I hope that you post this on your site to let people know that

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choosing the wrong methods, to achieve success on the internet, can leave people with nothing but a desktop and office supplies that are up for sale."

"Thanks for listening"

*Mr. Mc******

The Truth about Search Engine Marketing

“The Truth”

Search Engine marketing is not everything it professes to be. It certainly is not the traffic producer that you have been told it is. Search engines are important, but they should only be a small part of your marketing efforts. You need to be able to submit to them, and then forget them. How are you going to beat out the other 12,000,000,000 (12 billion) web pages on the Internet? Your web site is in competition, for a top listing, with every one of them. What do you have that they don't? You are not going to beat them all!

There are no tricks or manipulations that allow you, as a web site owner or webmaster, to ensure that your pages appear at the top of the search engine's query result lists. If someone had figured out a way to influence the search engines and was using it, don't you think the search engines would find out and correct the problem? These are robots we're dealing with. Could they possibly look at grammar? Spelling? Frequency of word use? They are able to tell if you have used repetitious keywords. I designed and wrote the code for the Zeus Internet robot, I know the tricks.

Now don't misunderstand me here, I'm not saying there aren't professional web marketers that can't influence the search engine query results. They exist, but they have spent years to learn their craft and have 1000s of hours of experience. That kind of service and experience isn't available to most of us webmasters that are trying to grab just a little piece of the traffic for ourselves. Even if we could find experts like that, we probably couldn't afford them. Stay clear of those marketers who only know how to submit your website over and over again. There is more to marketing than submitting. Honest web marketers will design a complete program that would be different than anyone else's plan. It would be specialized to your website and your needs. Just as real-world businesses might need salespeople, magazine ads or perhaps sales counters, others might need only a catalog. Web sites are the same as those real-world businesses; except in this new world of the Internet we don't even know WHAT we need and have to rely on the expert advice of others. Building a lot of properly constructed web pages and having dozens of reciprocal links is the secret; not repeating keywords, resubmitting to a 1,000 link pages, resubmitting monthly or making extra fake pages. Spend your time and energy in giving the robots what they want. Prove to them your website is worth putting at the front of the pack.

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If you have a lot of links, to your web site, the robots will find you faster and more often, as they travel the Internet. They will spider your pages more often and they will believe your site is more popular than the others. This will also automatically submit your pages to search engines, with you never having to do that chore again, once you have the reciprocal links pointing to you. This will put you near the top of their listings and keep you there.

Finding the web sites that have links to your web sites

Try this: Go to Google and type into the search box *'link:YourSite.com'* (Leave off the www). This will list the reciprocal links to your web site (Links to your web site are oftentimes called backward links).

If a web site has a lot of links to it, the search engine robots say to themselves, *"Here is a site that must be popular or why would so many websites SIMILAR to it have it's link on their pages?"* Remember that only SIMILAR sites with SIMILAR THEMES would probably have a link to your site. Search Engines give more importance to other webmasters approval of your web site than you submitting your link to them over and over again.

Prefixing 'link:', enter your competition's web site or heavily trafficked sites matching your web site's Themes into Google's search text box. This will give you an idea of how many reciprocal links they have.

Search engine listings are only links to your web site

Search engines are nothing more than links to your site. You have to constantly fight for your positioning in the search query listings. Forget about that. Leave the fighting to people who are able to spend 24 hours a day trying to trick everybody. Quit trying to compete with the large organizations pouring millions into their marketing. Completely forget about Search Engine positioning and go after the reciprocal links. The Search Engines will then believe you are a heavily visited site because you will be. You will now be getting the traffic you so richly deserve.

Qualified visitors

Search engine visitors to your site, are oftentimes not qualified visitors. Too many visitors pop into your home page for 2 seconds and then leave. You know how it is. We all do it when we are using the search engines. Either it wasn't the information we were looking for, or they had this huge graphic on this stupid portal page, which just took forever to load.

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Reciprocal links bring in qualified visitors. These are visitors who were already on a web site that had matching Themes to yours. They already have a good idea of what type of site you are. They will come into your site and actually stay awhile. These qualified visitors should count as double credit they are so good. I know which type of visitor I would rather have.

How do you get people to WANT to put your link on their web sites? Why would a similar site put a link to your site on theirs? Simple, you have similar Themes. You are similar, but not competition.

Give the search engines what they want

So how do you make the search engine robots give your site a better rating than all the other millions of websites trying to do the same thing? Simple, give them what they want. You can't trick or manipulate them or make them think that you are better than you are.

Think about a visit from the eyes of a robot. He finds a site, usually from links embedded in web pages, and then loads the text from the first page. He looks for the META tags and pulls out the keywords and description. If not there he takes the first 200 or so characters of text and uses them as a description. The Title is extracted. He extracts the pure text from the page (strips out the HTML coding). He takes out the common words leaving what he feels may be keywords. (Most do not do this last step.) He now extracts the hyperlinks collating them into those that belong to this website and those that don't (He visits these later as this is how he finds new web sites). He may do the same with the email addresses. He goes on to the next page and so on until he has visited all of the pages in your web site. Now he stores all of this information. He now knows how many pages you have, how many 'outside hyperlinks' in your site, and can give your site a score based on how it is set up.

These are the basics. What do they do with the info? When someone comes to search a phrase or keyword, another search routine program takes over using the information the robot found. A person types in the keywords and the search program returns the 256,000 pages matching their keywords. BUT they also consider the following:

How old is the website or how long has the engine known about it? How large is the website? Was it properly constructed? How many hyperlinks are there to outside websites? VERY IMPORTANT! How many hyperlinks are located, on other websites, to this site? The older and better the website, the more links to it.

You can't trick the search engines

These Search Engines know when you are cheating. You can't trick or manipulate them. It is so simple for the robot developer to incorporate code to negate the tricks.

Text tricks

What about scoring keywords only once or twice per page or area; like Meta, title, etc? Is this page close in size to all the other portal pages? How many web pages in the same directory have the word "index" in them? Does this site have a lot of quality content? Is any text the same color as the background? Are there links to outside sites? Each page can be checked and compared against what the robot feels is a statistically normal page. These are computers you know.

Normal content

You need a lot of pages with normal content. Instead of spending the time to make fake pages, give the real ones content. This will also give your visitors something to come back to.



Where Visitors Come From - Search Engine Study Results

Your Links will be the single most important part of your marketing strategy. Search Engines are a very large collection of links to web sites. The only difference between your link directory and a Search Engine is that you have control over your link directory.

Booz-Allen & Hamilton study

A study by Booz-Allen & Hamilton found that people use the Search Engines, one third of the time they are on the Internet. Using that study, you would think that a third of your traffic should come from the Search Engines. Your thinking would be wrong. Web sites get ONLY 6% of their traffic, from search engines.

StatMarket study

A StatMarket study, released last December, found that only 7% of web site traffic come from search engines. The people that make their livings from Search Engine optimization were upset about the results of this study. They insisted that it had to be wrong. StatMarket researchers can now feel vindicated, because the Booz-Allen validates their results.

Past studies are not in conflict with new studies

The conflict in information comes out of the fact that, once someone has found a web site that satisfies a particular desire, they will probably go directly to it in the future, rather than navigate to it via a search engine.

What if you wanted to find a copy of a “Harry Potter” book? First, you would search, at your favorite search engine, and find a page from Amazon about the book. You would then visit the Amazon site. If they had the book in stock, you liked the description and the price was right; you would purchase the book from them. If you are happy with the experience, Amazon gained a customer.

Best of all, you will save this new trusted web site, in your browser’s Favorites.

A month later, you want another book. Since you had a positive experience at Amazon, you go your favorites and click on Amazon. You wouldn’t go to the

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search engine again and click on the site link there. Once you find a site that you like, you save it in your favorites and revisit from there. This would account for the relatively low traffic the StatMarket and Booz-Allen studies have found that search engines generate.

We constantly look for new and exciting things on the web. We are always striving to find another web site that has already done the research and organization of information we are looking for.

Your site needs to make a good impression or your visitors will go back to the Search Engines. If you DO make a good impression, visitors will save you, in their favorites, and visit you directly, rather than go back to a search engine.

Their key finding was that organized link portals are important to success on the Internet, being visited in 60 percent of all Internet sessions.

The authors offered suggestions on how portals might better monetize their services, especially by building content.

The study included over 50,000 sites.

The Great Portal Payoff

Booz-Allen & Hamilton, July/August 2000

http://www.bah.com/welcome_pages/0201/portals_study.html

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The 3 Keys to Web Site Marketing Success are:

If someone is going down the wrong road, he doesn't need motivation to speed him up. What he needs is education to turn him around.

- Jim Rohn

I'm going to give you the 3 keys to web site marketing success. This is what it really takes to be successful, on the net. I have personally built dozens of web sites; all of them have been successful. I've watched thousands of others have the same positive results.

This is what I do. These concepts work. Whether you use Zeus or do it by hand, is not important. Using Zeus is not what this book is all about. I may mention Zeus, but you can take the same concepts you learn, in the next few paragraphs, and apply them to any marketing campaign. The percentage of time and energy you should spend on each is included below.

Success Key 1 - Have lots of good, useful content

34% of your time and energy

You need a lot of informational, educational or entertaining content, on your site. Internet eCommerce experts say that you have to get a visitor back to your site 8 times, before they will do what it is you want them to do. I tend to agree with that. I think you have to have a lot of different types of content: different 'rides', different amusements, different resources and different information. You want your web site to be saved in your visitor's 'Favorites'. If you're not there, you have failed!

Think of your visitors' favorites as a mini SE. It's a link directory that all of us have and it's in our browser. You want to be in the favorite's subject area and you want to be at the TOP! In order to keep you at the top, in a visitor's 'favorites', Zeus includes a space before your website title. 'Favorites' links are saved in alphabetical order.

Use keywords and phrases, in your web pages, which pertain to your Theme or subject of your web site, so that the various SE robots will index them properly. Your keywords, in your html pages, pretty much take care of themselves. You are automatically using them as content so they'll be correct.

Success Key 2 - Have lots of quality links pointing to your web site

Have lots of quality links pointing to your web site from other web sites that match as closely as possible the Themes or subjects of your own web site's content.

33% of your time and energy

Have as many QUALITY links pointing to your site as you can get. Obtain Quality Links pointing to your site, from other web sites that match the content of your own web site as closely as possible.

This concept is extremely important! If you follow my advice, you'll get immediate traffic; link traffic, return traffic and search engine traffic.

Search engines will find your links. You'll never have to resubmit your site. They know you're there. They find your content and index your site. It is the easiest way to get noticed by the search engines.

When you get 10, 25 or 50 sites, pointing to you and that number keeps growing and growing; it marks a flag in those SE algorithms. Here is an active site that's growing in its community. When I say 'community', I mean your 'subject community', your 'Theme Community'. If you're a Parrot website, then you're growing in your Parrot, Bird subjects and your Parrot Community.

Success Key 3 - Create opportunities by networking

Expand your luck base, learn to recognize opportunities, nourish them to create strategic alliances that hopefully will develop into trusted ones.

33% of your time and energy

This key is what will rocket your website into the limelight..

All business growth consists of opportunities that come along and business owners that see the opportunities, as such, and take advantage of them.

To attract these opportunities, is the key to success. Attracting them is a combination of luck, hard work and common sense. Smart business managers expand, on this luck base, in various ways. In the real world, contacting people and telling them about your product, telephone solicitations, advertising,, advertising in a real-world phone book; are all ways to expand your luck base. Giving your customers free information to induce word of mouth, a friendly

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attitude, a good support area; these are some of the ways of expanding a luck base to create opportunities for good luck to happen to you. The ways of expanding your luck base are as diverse as the number of different kinds of businesses. Creating your good luck leads to creating a buying customer or the formation of strategic alliances, with others in your field.

Once you start forming strategic alliances with other web or business entities, your business starts to become a presence. Once a true web presence, you become one of the centers of attention or perhaps even THE center of attention for your theme or industry.

Summation

Whether you use Zeus or not, if you follow these three keys you will get traffic and become successful on the web.

If you do use Zeus and you follow the guidelines we give you, during your Zeus training, Zeus will actually give your web site all three of these keys. It will provide good, useful content (Its Link Directory), all of those Link Directory pages will be optimized perfectly, with all the right keywords and phrases. When you start trading links, you will get quality links pointing to your site. Zeus will find the sites that match yours, as closely as possible. Search engines will find you quickly and not forget you. You will interact, with other webmasters, creating opportunities from the email requests, to others, and using Zeus as a webmaster-to-webmaster communications system.



Content

A simple analogy to most web site marketing would be having a nice, 4 colors, 3-fold brochure, made about your business, and then placing it in the exact center of the Sahara Desert. Who would ever find it?

While researching this article, I thought I would do a little research on Content, as used on the Internet; its benefits, what to use, etc.

I found nothing, nada! I was amazed!

Content is the number one, most important item a successful web site has to have. Nothing happens without content!

Why worry about traffic, to your web site, if there is nothing for them to see?

Oh, you say, "I have the product I'm selling". So does a door-to-door vacuum cleaner salesman. You have to amaze and dazzle your visitors, before you sell them. Give them something. Create an exciting atmosphere.

Content encompasses what material to include, how to include it, design of the content and organization of the internal linking or navigational system.

This chapter is a chapter on ideas and some dos and don'ts on content, design and navigation.

Keep it simple!

People are always in a hurry, especially on the Internet. If your web site doesn't spark their interest immediately, they're outta there. Keep your web site simple, easy to read, and easy to navigate.

Make the language simple, especially on your home page. Don't use long-winded technical terms; use layman's terms.

Aim low and expect your visitor to be the lowest common denominator of your entire audience. Did I say that politically enough? Your visitor may know little about your subject matter, your web site, the Internet or even computers.

Deciding on your content

Deciding on your content is important. Most webmasters believe they just need to create a brochure or an advertisement, for their product. Nothing could be further than the truth.

You need to make a decision as to what your content will be. Of course it will be about what you are selling, but that must be slipped in. The content that surrounds what you have to sell is most important. This is what excites your visitors.

“Content is king”. No one turns on TV to watch the commercials; just like no one will visit your web site for a commercial. If your web site is nothing more than an online brochure, you will not have much success in getting your visitors to return. I’m not saying that an online brochure won’t get you sales, but not all visitors buy on the first visit.

I just purchased an Excel add-on (\$249) from an education-oriented, content-type web site. They sold a product, but first they educated me in creating basic products like theirs. I learned a lot and used the free resources to become a buyer. I felt loyal to them. I visited their web site 16 times before I purchased. Other web sites sold a similar product but didn’t hold a candle to the content this site offered. The main piece of content that sold me was a 28 page .PDF eBook that taught me how to create a simple financial model, step-by-step. They taught me that I really could use it and what their product was capable of doing.

Other web sites, I’ve purchased from, sent me newsletters that were valuable learning messages. When I received a special price, I purchased.

Content is like advertising giveaways

Your web site’s content is very much like the giveaways that salesmen or stores give to you; like giveaway calendars or pens. You know what I mean. They have enough value that you don’t throw them away. Your web site must have enough content that they save it in their Favorites.

What themed content to add

Become a resource, for specific subjects or Themes, this will get the traffic to get people to look at whatever it is you have to sell or want your visitor to do. Most webmasters fail in these choices. They think they have a unique product or limited Themes. They are limiting themselves by their lack of imagination.

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No matter what you sell, there are subjects or Themes with which you can align your web site.. Ask yourself this question, “What is it that a qualified visitor to my site would want to see as content?” Don’t give them what you want to give them, give them what they want. This is hard to explain, in a general enough way, for all the different web sites, with different Themes.

Visit your competitors and see what they’ve added for content. Go to <http://www.zeuscollective.com> and type into the search box various keywords pertaining to your product or web site. Examine the names of the different Theme category pages. We’ll give you a wealth of information about what content subjects you can add.

A diversity of content

A visit to your web site should be like an Amusement Park designed around your Themes. Your Themed Amusement park should contain Amusement Rides. These rides can be fun or educational. A ride can be a CGI script that does something for the visitor, a PDF eBook that a user can download, a forum to chat in, blogs, articles, link directory, favorite tools, etc. Quality, quantity, originality and diversity are key points here.

How to add content to your web site

Now that you’ve decided on what to add, you must decide on what format to add it in. A lot depends on your moneys, hobbies, skills and what you enjoy.

What are your technical skills; your artistic or writing skills? Do what you can now, because later you will learn how networking, with other webmasters, will get you the content that you don’t have the knowledge to add now.

Other ideas are photographs, videos, virtual postcards, trivia, contests, games, articles, education, white papers and information about the item you are selling.

You can tie everything in to help your customer make an informed decision. I’ve left a lot of web sites because they didn’t educate me in what their product does.

The use of a link directory for content

A great way to become a resource, is to link to quality web site’s, in your Themes. This is done with a highly organized link directory that has quality web sites with quality content that your visitors will be interested in. By organizing the web sites in your Themes, you become the center of a Themed Community. Everyone will want to be included.

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If your web site has to do with widgets, you must scour the web for quality widget web sites. Your link directory will become the resource and search engine for widgets. Your visitors will save you in their Favorites and the search engines will remember you.

Web site active look

Avoid a dead look and always keep your web site looking fresh or new. Subtle placements of current dates in titles or headings show your web site is active. Update your content regularly. Be original with your graphics and layout. Try for the different look, but not too much so. There are plenty of examples on the web.

Your web site's server speed

If your web site is slow, so will be the growth of your web site. Fix this now by getting another web site hosting company. Nothing kills you quicker than a slow loading web site.

Navigation within your site

The Macrocosm and Microcosm

Consider the very nature of the Web. It's like a huge three-dimensional spider web, taken to the Nth degree. From any point, through hyperlinks, you can immediately be whisked to any other point, quickly and efficiently. That's the Macrocosm.

Your web site, the Microcosm, needs to be the same. In a click or two, a visitor or search robot should be able to go from any page in your web site to any other. Any hard to find, hidden areas must be quickly and easily accessible. Any pages hidden and available only thru CGI scripts should be available thru hidden links so search engine robots can find them.

Users pop in anywhere. Don't let them pop out

You must design your site around the fact that users are able to come and go as they please. The structure of your web site must be cohesive enough to hold your visitor's attention and lead them on a controlled path, through your website.

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Most web sites are organized hierarchically, with the home page as the start page, providing text links to the next level, which in turn provides links to the next and so on. Before search engines, it was reasonable to assume that people would start with the home page and then follow through this hierarchy. This made it easy for a user who arrived at your home page to navigate smoothly around the Web site.

But now, every search engine indexed page is equally likely to be found and used as an entrance page. Users are able to bypass your home page and arrive directly at any of the pages deep inside your website.

This allows you multiple pages to be found, each with its own structure and keywords. That's an important secret. The more proper pages the robots find or you have submitted, the more people will flood into your website.

The fact that visitors arrive, on different pages, within your website, adds to the problem of navigating through your site. This problem is easily solved. Let's us look at our first example.

Exercise:

Try this web site's simple navigation and notice that it doesn't matter on which page a person arrives, they will still be able to find their way through <http://www.toolady.com> easily.

Navigation is made simple with a navigational bar at the top of all pages.

Notice that the main areas of the <http://www.toolady.com> web site each begin with a properly constructed page that lends itself to web site marketing. Every page under these subsidiary areas also lends itself to proper web site marketing.

Frames

Get rid of Frames. You have no choice. Frames do not work. Robots can't find your pages. Everything you have done, as far as content, is wasted. Making a few portals is worthless. You will look like only a 3 or 7 page website. You will not be able to compete with web sites containing 100 pages or more.

If you absolutely must have a framed web site, install an internally linked navigation system on each page. Search engine robots must be able to find every page. Zeus is the only robot on the market that I know of that walks framed web sites.

COMMON SENSE WEB MARKETING BY DAVID NOTESTINE

<http://www.cyber-robotics.com>



PART 2

Link Marketing

The Linked Beginnings of the Internet

In the very beginning of the Internet, the web started with a single HTML page, shortly followed by a second HTML page. Then along came the most important concept in the creation of the Internet, the linking together of those two web pages. Soon after, web pages became web sites and then multiple web sites linked together. Now visitors from one web site could easily visit the other web site by simply clicking a link. The link itself became an advertisement exactly like a sign or advertising billboard to another's Webmaster's web site. This was the first and only form of Internet marketing that existed for web sites. Other forms of links appeared, shortly after, such as banner links, image links and others. The more links you had as a Webmaster, the more visitors to your web site. It was truly a world of 'who had the most links wins'.



Then came the search engines

Next, along came the search engines and their robots indexing the web. The creators of the search engines had the bright idea to take the entire knowledge of the Internet and store it into a huge computer database. As new web masters came along, link marketing was forgotten. Search engine marketing became everything.

You must understand that a listing, on the results of a search engine's page, is nothing more than an ordinary link to your web site, but out of your control as a Webmaster. Sadly, linking was now left to the search engines and lost to the webmasters. Web site marketing became a quest to always be in the top10 results, in the search engine listings. If you weren't in the top 10, your web site wasn't successful. Someone smart might ask, "So how can I be in the top 10 when there are close to 12 billion web pages, on the Internet?" Good question!

The truth always takes work

So why didn't webmasters continue with linking? The answer was there was too much work involved in trading links. There was also too much money being made by many unscrupulous web marketers selling the novice webmasters the ideas and myths that they could be in the top 10 listings, in the search engines.

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Plus, trading links was tedious work and there wasn't any money to be made in selling links because of time-consuming costs. It's easy to make money on search engine marketing. You can promise webmasters anything, offer no proof, and make tens of thousands of dollars. Now don't get me wrong, there are many search engine marketers that are honest business people, but too many of them are not.

Linking is Google

Then along came Google telling webmasters that Internet linkages, between web sites, was actually being used in the algorithms that search engines used, to get top listings, in their search result pages. Literally overnight link marketing became OK again, but for all the wrong reasons. It became accepted because of what web site linkages could do for search engine marketing, not for link marketing by itself. So once again, the search engine myth perpetuated itself.

Linking truths

In reality, one could say with excellent logic, that link marketing is the father of all Internet or web site marketing. The goal of ALL web marketing is to get a link in front of potential qualified visitors.

A link is a road to your web site, period. Whether that road is a link, you click, from a search engine results page, from a link directory, a banner advertisement, a sponsored ad on a web site or an URL address printed on a business card, it is still a link to your web site.

If you take this one step further, the more times that a link to your web site is shown to Internet users, the more qualified visitors you will get to your web site. It's that simple.

What do I need?

Ask yourself, "What do I need to do to have qualified consistent traffic, day after day, month after month?" The key phrase in the question above is *consistent traffic*.

Search engine traffic comes and goes without rhyme or reason, the competition is very stiff and the rules always change.

To make matters worse, what works today, others will find out about and use it themselves. If you're an experienced webmaster you will not argue with what I'm saying.

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Find any successful web site of any kind, go to any search engine and find the number of backward links that web site has. You will find a direct correlation between the success, the amount of traffic and the number of links that point to that web site from other web sites. There are no successful web sites without a lot of links pointing to them. Without an aggressive Link marketing campaign, your web site marketing endeavors will fail along with your web site.

Personally, I have marketed dozens of web sites. 99.99% of my marketing endeavors are spent in Link marketing. All of my web sites have been successful. And have reached one million hits per month within three to six months and it hasn't cost me anything but a little time.

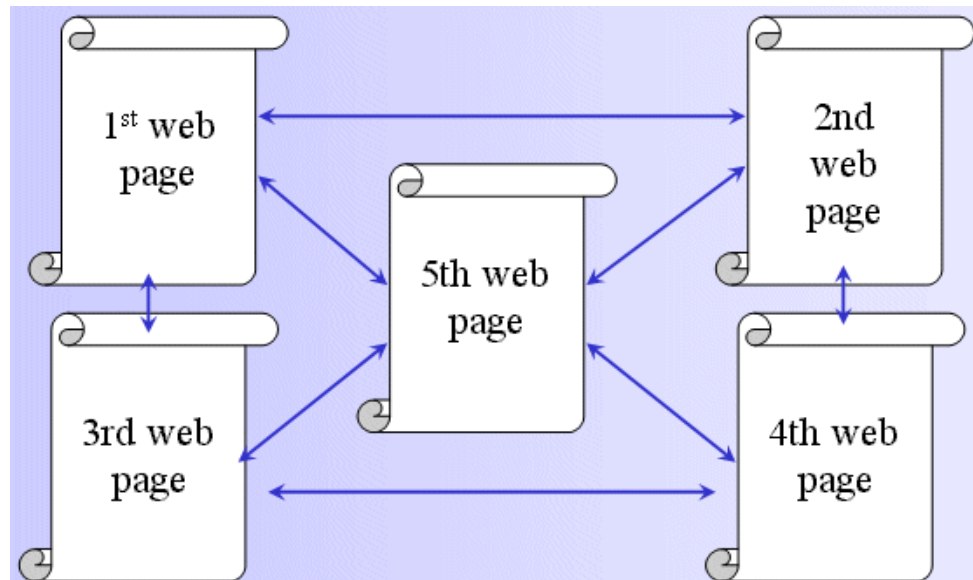
Link marketing is everything.



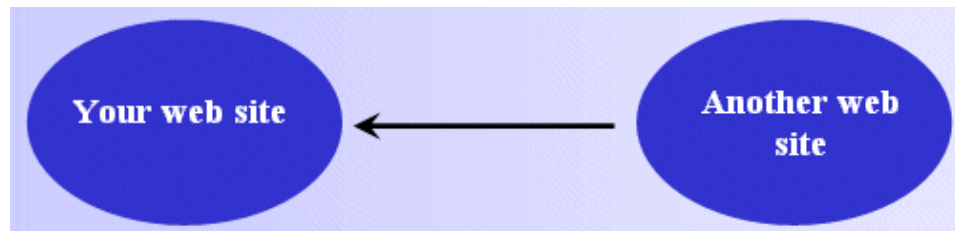
Linking 101

The very nature, the sole algorithm, of the Internet, is linking web pages and web sites together, not storing information into a database. Everything must be linked together. When there was the first page, the very first website, then they made a second page and someone said, “Hey, let’s link these two pages together, so it is easier to go from one page to the other”. That’s the basic mathematical formula that holds the Internet together; that and nothing else.

Link Marketing was the first form of Internet Marketing.



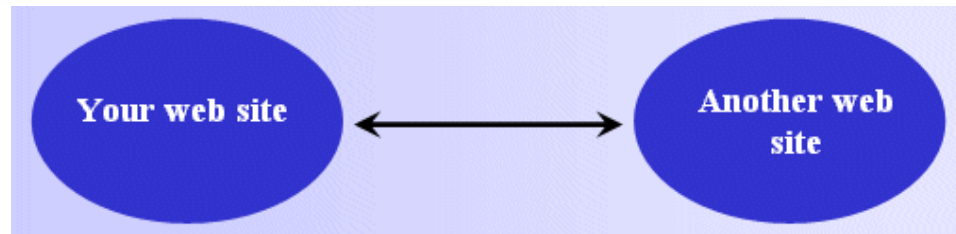
The Perfect Link



The perfect Link is when you have other web sites, linking to you and you don’t have to link back. Imagine that, hundreds, thousands of web sites linking to you and you never have to give them anything back. You wouldn’t have to do any work. It would be wonderful.

The Realistic Link

In reality, you've got to go out and trade links. You must contact other webmasters and say, "Hey, I'll put a link to your site up if you put up a link to me". That's what a reciprocal link is. It's a link trade. That is what Zeus is about, getting you this type of link..



You must understand that 'link marketing' consists of many other things. If you put the URL of your site, on a business card, and hand it to someone; you have just participated in a form of 'link marketing'. If you advertise on TV and put your web site URL in, that's 'link marketing' also. If you trade signs, with other stores, and you include your URL, that is 'link marketing'. It's kind of like trading signs. You are trading links.

If you go to the Rotary Club and give a speech, if you are an Insurance Salesman and go to the Kiwanis and shake hands, you're trading links. If you're doing 'affiliate marketing', that's trading links. If I take someone's PDF book and put it on my site and give them credit, that's link marketing. So, link marketing is literally, everything that gives out your URL address to others, so they can find your web site.

Steps to Building Links

There is a lot of work involved in manually finding links. That's why there aren't thousands of people trying to sell you this service. There isn't any money in it. That is why people can't charge for it. That is why link marketing hasn't caught on, as the mainstay of Internet Marketing. The Moneychangers of the Temple' cannot take any money out of your pocket.

You've got to find links, you've got to visit them, you've got to choose them, you've got to make notes about them, you've got to find e-mail addresses and on and on and on and on...

1. Finding web sites to trade links with.
2. Visiting web sites.

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3. Choosing ThemeSites from those websites.
4. Making notes to personalize your link trade request.
5. Finding the email address of the webmaster.
6. Adding ThemeSite information such as title, description and the link to your web site's link page.
7. Emailing the ThemeSites to ask for a link trade.
8. Making note of the email.
9. Receive an email accepting your offer.
10. Update link page information

Programs used in Manually Building Links

It takes a lot of different programs. Look at the program list...browsers, database programs, e-mail programs, HTML editors, FTP programs, etc. None of these programs talk to each other or are integrated with each other. So, you really have a big mess. Plus, how do you find the sites you want to link to? Do you start with the search engines? That's the problem, in the first place!

Linking Steps

Programs Used for Each Step

Finding web sites	<i>Search engines, Internet browser</i>
Visiting web sites	<i>Internet browser</i>
Choosing ThemeSites	<i>Browser</i>
Making notes	<i>Database program</i>
Finding the email address	<i>Browser</i>
Adding ThemeSite information	<i>HTML editor, FTP program</i>
Emailing the ThemeSites	<i>Email program</i>
Making notes	<i>Database program</i>
Receive email	<i>Email program</i>
Update link page information	<i>HTML Editor, FTP program</i>

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Then you add a LOT of time. The process is very time consuming and labor intensive.

Let me tell you, when I first started doing this in 1997, I said, "This is insane! I cannot keep this up!" I estimated that it would cost me hundreds and hundreds of hours, of my time, to get just ONE link. Then that one link MIGHT bring me visitors. That was my SOLE purpose for creating Zeus.

I took all the different programs needed to trade links and integrated them into one, so they all share the same information. That's what a link-building tool should do. That is what Zeus does. It is a LINK BUILDING TOOL.



The Benefits of Link Marketing over Search Engine Marketing

“Show me a web site without links to it and I’ll show you a dead web site.”

I started programming the Zeus robot in 1997 shortly after I started Crown Jewels.com, one of my first websites. I spent a year wasting my time doing what everyone told me to do, to get traffic from the search engines. Everything I learned didn’t work and I wasted hundreds of hours, of my time, and thousands of dollars of my money.

The importance of knowing your numbers

For most of my life, I’ve managed or owned my own real-world businesses. I know the importance of knowing all the numbers, of any business. With my web site, I quickly installed server log programs for feedback, so I could get a look at my logs and learn what was really happening. This told me how many visitors I was getting to my web site. I’d like to share with you what I’ve found.

Web site statistics for Cyber-Robotics.com

Cyber Robotics receives approximately 6 million hits per month (7/1/05), each and every month and it grows constantly.

We only average 5 to 10 QUALIFIED visitors per day from the search engines. Do the math - that works out to anywhere from 150 to 300 visitors per month provided from the likes of Google, MSN, Yahoo, Alta Vista, Lycos and Yahoo. These are very small numbers when compared to 6,000,000 hits. When I say qualified, I mean that they typed in, at the search engine’s search box, a search word or phrase that pertains to Internet Marketing.

Here is yesterday’s live server log for search engine keywords typed in:

<http://www.cyber-robotics.com/logs/keywords.html>

The rest of my visitors come from links. This is why I like to market websites using links.

<http://www.cyber-robotics.com>

Here is yesterday's live server log for link referrals from web sites that link to me:
<http://www.cyber-robotics.com/logs/refers.html>

There is a huge difference! My server logs, for links, are usually around 200 PAGES PER DAY. The search engine keyword log is less than a page.

You can see the diversity of links that we have, pointing to us, and the sheer huge, huge numbers of visitors that we get each and every day. This is one day. As you can see from these logs, I like links. If I lost a few links, which point to me, it wouldn't matter at all. I can consistently count on visitors. The number that I receive never changes, because I'm diversified.

Remember the number of visitors that come from search engines compared to incoming links. Now there are others that perhaps will get more traffic from search engines. Cyber-Robotics is in a very competitive Internet Marketing Field, but I have never seen a Server Log from anyone else that proved to me that search engines are the way to go, in marketing.

That's why I chose links to market my web sites.

Marketing diversification

Search engine keyword patterns

Another thing that I noticed, in my server reports, was that there was no pattern to the keywords or keyword phrases that people typed into the search engines. After all these years, I've still never seen a pattern.

Can you see any pattern in my live server log for search engine keywords typed in yesterday? I'm pretty sure of myself; if I'm giving you live logs to look at. I know there won't be any pattern 😊

<http://www.cyber-robotics.com/logs/keywords.html>

If I spent my time thinking of 500 keywords or 500 keyword phrases and I worked, for months, to tune my site and do search engine optimization, for these 500 phrases, would I really get any traffic from it, when there's no pattern? I'd do a lot of work and every time I got some traffic from a keyword, someone else would figure out why and copy me. Then it would be more work for me to find something else; that's not what I want to do.

You must be able to plan a business

I want to run a business and I want diversity. An important concept, in a business, is marketing consistency. Never rely on a few businesses to send

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your customers to you. I'm a numbers person. I want to be able to put my monthly sales into a spread sheet, watch it grow and be able to plan for 9 months from now and know I will be making X amount of dollars. If I can't do that, then I can't plan a business. I have to be able to plan employees, costs and hundreds of other business variables. That's the reason that most Internet businesses go broke. They're not looking at it from 'Real World' business criteria.

Consistent qualified traffic

People ask me, all the time, if Search Engine Traffic is qualified or if Link Traffic is qualified and which is better. I don't particularly care too much about Search Engine Traffic, at least for me. Maybe it could be great for other people.

Qualified traffic is the visitors that have a possibility of buying whatever it is that I'm selling. Keywords typed in that have nothing to do with the subjects or themes of my web site are not qualified visitors.

Can you see much qualified traffic in my live server log for search engine keywords typed in yesterday? I'm still sure of myself if I'm giving you live logs to look at. I know there won't be much qualified traffic ☺

<http://www.cyber-robotics.com/logs/keywords.html>

Links are important. For those of you that use Zeus, keep at it. You're going to get qualified visitors. They are going to be qualified visitors, because those are people coming from sites that are like yours. They are similar to yours, in kind. They are going to be clicking on a link that has already been described to them, before they click on it. So they know what you have and what kind of site you are. That's what I call 'qualified traffic'. If you sell widgets and a link from another site was 'Acme Widgets', then the person that clicks on that link, knows that he is going to a widget site. It's that simple. That's a qualified visitor.

This is how truly qualified traffic finds our web site and this is the best means of securing visitors to your site as well. As long as everyone links to only websites that match each other's subjects or themes, you will get an immediate increase in your qualified web traffic.

I'd rather have a thousand links, pointing to my web site, sending me consistent traffic that I can always count on, than trying to rely on search engines sending me traffic. I have no consistent control over the search engines and consistency is the key to future planning and success.

If you find you can't plan your web site's future, with the type of marketing you are now relying on, maybe it's time for a change to consistent, qualified traffic.

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What do you have to lose but a little time and energy? You've probably already wasted plenty of those with the type of marketing you have been doing ☺

Checking your Link Popularity

You can check your site's popularity on the web in just a matter of minutes. Currently, there are a number of services out there that provide link popularity checking. Notable among these is mwww.marketleap.com.

They provide this service for free and offer tips on how to improve your link popularity (Not only that, but there is nothing to stop you from entering a competitors URL and checking them out!).

Summary

The real solution to traffic is simple; you need to be linked to common sites, or ThemeSites. This is the best way to improve your traffic. Again, look at the numbers. The more links you have, the greater your traffic. You want that traffic to stay and look around your site, not pop in and right back out because it was not what the visitor was looking for. If you have a common theme, to the site, that sent you the traffic, chances are your visitors will be qualified visitors.

This is the real secret of Internet marketing.



For years, the search engines and their backers made it appear that they were the only game in town. More and more, with the way the web operates and evolves, this happens less. Again, look at the numbers at Cyber-Robotics. The more links you have, the better your traffic. The bottom line is, once you have those themed links, you are really on your way to getting the traffic that you want and the traffic you deserve.

So, in short, you need to:

- Check your link popularity to see if it needs improving
- Build the links you need to increase your qualified traffic
- Improve your site's content to help you keep the traffic once it arrives
- Stay away from sites that provide quantity over quality.

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By following these steps, your site and your web-based business will reap the benefits of improved, qualified visitors to your web site.



Understanding the Flow of Internet Traffic to Attain Website Traffic

To attain visitor traffic to your website you must understand how traffic flows throughout the Internet. This understanding stems from the basic algorithm of the Internet and the goals of its original creators. The goal of the creators was to link the knowledge of mankind together by using hyperlinks. That's it. You can be on one page of content and click a link, to be sent to another. Links point to sites or pages of similar content. The Internet grew and became what is today because of a simple basic goal, but webmasters are leaving that basic premise by relying on search engines to move traffic to our websites. What we have today has become a quest to store all the knowledge of mankind into search engine databases. This is unnatural to the way the web is designed and should be used. Trying to store all the information in a giant database doesn't work and never will. Results are diluted and the knowledge grows faster than robots can index it. No search engine database has indexed over 17% of the Internet and adding up all the knowledge of all the databases doesn't even equal 40%. Those numbers include over 12,000,000,000 (yes, 12 billion) web pages. Why are your web pages going to have placement in the top 10 listings from search engine queries? Are your website's pages any better than the next website's? You must be listed in the top 10 to get any traffic.

Visitor competition

For most of us, the quest for ownership of the top ten, twenty or even thirty single keywords or phrases, in the Search Engines, is a waste of time. I get millions of hits a month to my cyber-robotics.com website but I only get a few qualified visitors a day from the search engines. There are lots of websites pertaining to website marketing and I just can't compete. There are just too many. If you have a website dealing in non-competitive Themes or subjects, like Nepenthes Carnivorous Plants only grown in Borneo, then you may have a chance to corner the market in Nepenthes. But there are those of us, who type our subject keywords into search engine query textboxes, and the return listing consists of 3,456,142 pages and ours is listing number 109,234. We must assume that's doing pretty good as that's still in the top 3% :-). And even if we found out what does work in the search engines, the next person copies. Plus, you have probably discovered on your own that the keyword you own, for a few days, in the search engines query results, doesn't give you the qualified traffic you want. Traffic

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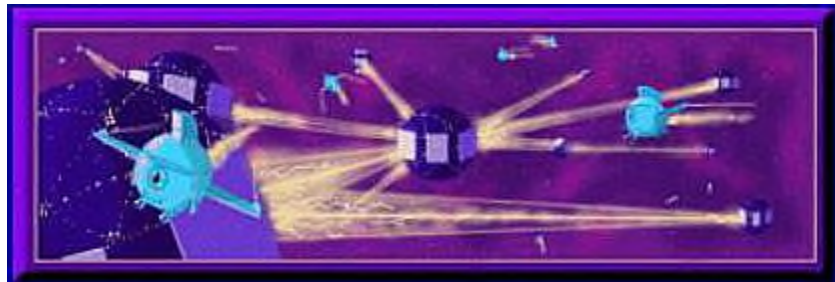
flooding in today is gone tomorrow, like a switch being turned on and off, exciting but brief.

We have all thought, at one time or another, that search engines were everything and without traffic from the search engines, our websites were doomed to failure. That's what we have been taught, but we have also been told that the world is flat. Well, the world's not flat and the search engines aren't 'everything'.

Understanding linking

So how do you get more than the 3 hits a day that the average website gets on the Internet? You must understand links and their importance to traffic. Traffic is what feeds e-commerce, business-to-business or any Internet website, for that matter, and links are our signs and roadways, for visitors and robots alike, to find our sites and easily visit them. Without links, pointing to you and away from you, you are nothing. The world is not flat, like some visionaries of old screamed. It's round; as modern day thinkers found.

In the case of the Internet it's multi-dimensional. Each point in space, like a planet floating in space, is virtually the same distance from each other where time and space doesn't matter, when traveling from one-to-another. That sounds like a futuristic story in another space-time continuum. Perhaps we need to use cyber-space as an explanation and use reality, as an analogy, while explaining how traffic flows through the Internet. Each website could be like a planet, a point of space in cyber-space, not limited by time and distance. A click from one instantly whisks you to another, similar to possible conveyances of the future, causing traffic to flow from one-to-another.



The traffic from point-to-point or planet-to-planet happens along established link paths, with the larger websites, having more links pointing to them and away from them, to other websites. The largest ones, like massive terminals, routing the travelers to the knowledge they seek. These websites link to others of like kind; where Themes match and knowledge is similar to what the quester of knowledge is looking for. This is natural, where 'like' links to 'like'. To build traffic to our sites, we must begin to build these terminals. These Link way stations need to be link pages of nicely organized information.

The Favorites link directory

When I am surfing the net, I save the kind of websites containing quality content and links that I am looking for, into my Favorites folders, thus creating my own personal Link Directory. When I use my favorites, I am using the linking nature of the web to find new websites that I am looking for. My favorites, over time, become a personal Link Directory, organizing websites, many that have link directories with the knowledge I want. Once I have enough of these favorites, I stop going to the search engines for knowledge, on these subjects, because the knowledge I now have is specifically tailored for my needs. I'll only go back to the search engines when I'm researching a different Theme and start the process of collecting my Favorite links. I only go to the search engines if I can't find what I'm looking for in the links stored in my Favorites.

I think most of us use the Internet in this fashion, don't you? Don't just rely on a listing in the phone book to send you business. Having lots of signs pointing to your website and a clear easy path, to it, will insure that thousands of new visitors will finally arrive.



The Basics of Asking for a Reciprocal Link

“Asking for a Reciprocal Link is Standard Practice on the Internet.”

Asking another Webmaster, for a reciprocal link, is standard practice on the Internet. Webmasters have been asking other webmasters for reciprocal links since the beginning of the Internet. The very nature of the web is linking websites to one another. It is of even higher importance, now that Google and others have changed their ranking algorithms.

If a Webmaster considers your email spam, then he can report you. Your emails should be unique, without commercials and personalized with unique comments about their website. If you include unique comments that prove you explored their web site, it would be hard to call your email spam.

All webmasters must be responsible while asking for reciprocal links. This includes following simple rules and guidelines in choosing websites to include in your link directory.

Tightly Themed Link Directories get high ratings, from search engine robots, but only if they are true resources of organized knowledge. Search engines are getting very smart with their query result rankings. They include all kinds of advanced calculations pertaining to how the links point to you and away from you. They can include keywords in their algorithms and now they know how tightly linked your Themes or subjects are.

Don't try to fool them into better positioning, by including a lot of websites that are outside your website's real Theme, into your Link Directory,

Your Link Directory's Themes must match the Theme of your website. You must not let your zeal to email and perhaps get a reciprocal link, overpower your need to create a true web resource. You don't want to create a directory that includes all the knowledge of mankind. You should be happy with organizing a tightly Themed Vertical Link Directory.

Be the best in your area, linking only sites that relate to you. A smaller, tightly themed Link Directory will grow much faster than a diluted, loosely themed, large bulky one.

Your website's traffic will quickly increase, not only with visitors from your Reciprocal Link partners but will also increase from Search Engine visitors, once their robots quickly find your Link Directory pages through your Link Partners!

The Web's Trust Factor

When each Link Partner approves your web site for a link trade, they are saying your web site is what you say it is or they wouldn't be agreeing to the trade. The search engines NOW know that you are what you say you are. That's the all-important trust factor the search engines use to rate your web site.

Other webmasters check your web site

The search engines have had all these auditors, working for free, checking your web site to see that it is what you say it is! Now they trust you, especially with hundreds of links pointing to your web site, proving your importance, as the center of your Theme or subject community.

You are now getting traffic from your links, and now when you don't need the search engines for traffic, they start sending you all the traffic you wanted in the first place. It's frosting on the cake that you can enjoy when it's there, but you don't have to rely on. Strange isn't it? What comes first, the chicken or the egg? In Internet marketing I can say emphatically, its links that come first.

A webmaster's vote

By linking to your site, the Webmaster has given you a vote that you are what you say you are and that your content is valued. Search engines use anchor text as their trust factor; it is the single most important secret to getting high rankings with the keywords you've included in the anchor text.

Control of more keywords

Once you have 40-50 links pointing to your web site, with those keywords, change them. You do this by changing the linking information page on your web site. This is the page that shows another Webmaster how you want your link to appear on their web site.

Single-most important traffic concept

The anchor text secret is the single-most important concept to get the keywords you want in the top rankings of the search engines. With all the links to you, with

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text that really explains what your web site is all about, the search engines will now trust that your website is what you and other webmasters say it is.

With trusted, quality, organized content, you are now giving the search engines what they want.



Linking Do's and Don'ts

Create your link directory to be tightly themed.

“Only link to web sites that match your Theme”

Create your link directory to be tightly Themed. DO NOT include directory listings unless they match the themes or subjects of your web site. If you have a Parrot web site, you wouldn't link to an automotive web site.

Google, MSN, AOL and Yahoo are really checking theme tightness. If you have a directory full of links unrelated to your site's theme, get rid of them. Linking to sites totally unrelated to your subject, just to have a link, will penalize your web site, rather than reward you with good placement in the search engines. By having unrelated links, you are defeating the purpose of using Zeus. Zeus directories that are in the top 10 search engine placements are tightly themed. If you already have a link directory, you must go through it and weed out the unrelated links. Theme tightness is what will get you noticed by the search engines and most importantly, other webmasters who may want to link to you.



If you are including websites in your Link Directory just because you want to send an email and possibly get a link, then you are spamming in mind and spirit. The Webmaster, that receives this kind of email, is not a happy camper. He or she is proud of their achievements in creating traffic to his site, over the last few years. He's getting millions of hits every month, only to receive an email asking him to link to a website that, in no way, can remotely match his website or be useful for his visitors. This is spam.

Remember the phrase reciprocal links? Please change it to Reciprocal Themed Links. This is important!

Use common sense when choosing which web sites to ask for a link

Use proper logic and sense when choosing which web sites to ask for a link.

Link to quality web sites

Do not link to junk sites or sites that are trying to trick or manipulate the search engines. Only link to quality sites, with quality content. You are building your link directory for your visitors first, search engines second.

Explore a web site

Before you can send a reciprocal link request, you need to explore a web site, to decide if you want to include them in your link directory. You need to also use some thought in which email address you select to send to send your email trade request.

Large web sites

A large website may not trade links with you, in the beginning. Perhaps you should save those for later. There are egos involved and sometimes other webmasters feel only the best can be in their link directory.

Web sites with high PageRank

There is a lot of misinformation on the web. Some webmasters even believe that linking to web sites below their Google PageRank will punish them in their search engine rankings. Don't try to change them because you'll only waste your time. Send them a copy of this eBook. ☺ Don't worry about these webmasters; your PageRank will quickly rise after you have a few links. Save these webmasters to email later.

Only trade links with those that do

If you cannot find an outgoing links page or link directory, they are not going to trade links either. Think before sending email.

General email guidelines

No commercials

DO NOT commercialize your email, in any way. It shouldn't look like spam or people will think it is. Do not include ANY links in your email signature area except links to your website. Keep it short and to the point. Ask for a reciprocal link and that's it. This message should only be a few lines and not a

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long narrative, with rules and guidelines. Save that for the information on your link directory.

Stay unique in your request

Use a unique email reciprocal link message. It is possible for Webmasters to receive the same basic request from another Webmaster. Each reciprocal link request MUST look different by being fresh and original.

Do not use "Let's Trade Links" as your subject. "Let's trade links" is probably the most used email subject line, on the internet today, because there are thousands of webmasters using this phrase on the internet. If you keep this subject line, then you are sending the same message as everyone else. It will not be accepted or worse, it will look like spam.

Personalize each email request

Personalize every email message. Include a personal comment in the email message, to each of your selected email addresses. You could include something like: "I really like the animations you had on your home page and loved your background image" or "I loved the content on ... page". This personal comment should prove, beyond any shadow of a doubt, that you personally visited their website.

If you personalize your requests, it will save you hours of work, in the long run. The percentage of webmasters, that accept your link request, will jump from an average of 10-20% to 50-60% depending on your customization. We have a great seminar on our web site that will teach you all about this important subject.

Link directory creation guidelines

Use good descriptive text and keyword phrases for Theme category pages

Theme categories are the individual pages of your link directories. These are pages that are organized by subjects. Individual Theme pages may link to other sub pages, organizing your directory even further, thus creating a tree structure similar to the way your hard drive is setup on your computer.

i.e. - Visitors may click to visit your parts Theme page, and then click further to locate the type of part they are looking for.

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Use good descriptive text and keyword phrases for the Theme categories describing each Link Directory page. No more than 2 or 3 words.

A good way to learn about Theme categories is to go to ZeusCollective.com and type in a word that describes your web site. You'll be able to see what other Zeusmasters are using for Theme categories and learn that you will be able to include many more web sites, than you initially thought, in your Link Directory.

Be sure text links contain good keywords

Be sure the text words, in the link pointing to you from your Link Partners, contain good keyword phrases that describe your web site.

A Webmaster that thinks about trading links, with your web site, will visit to check the value of your content and that it is what you say it is.

If a Webmaster trades links, with you, he checks the wording you want included in the Title and Description that he will put in his web site. The title of your web site becomes the anchor text of the actual link to your web site. The anchor text is the part of the link that glows with underlined blue text that a visitor to their site clicks, to come to your web site.

The anchor text becomes the web's trust factor.

Keep the directory clean

Keep the directories clean of '404 not found' pages, dead links or grayed-out PageRank Google bar web sites. Go through your directory and delete your 404's. The search engines ignore a directory that is full of broken links. People that visit your directory won't come back again, if all they get are dead links.



Link Building Robots

It doesn't matter if you do link marketing with or without Zeus. You have to choose your POTENTIAL LINK PARTNERS with care.

You have to use proper etiquette when asking for a link, as there's a proper way to ask. Then you want to build your link page or directory properly.

Whether you do it by hand, or with Zeus, the rules are the same..

Common Misconceptions about Link Building Robots

First: that it emails automatically. It does not. There's no automatic emailing.

Second: the user of a link-building tool is not visiting the web sites of his link partners. Not true. You're visiting them, you're looking at their sites, and you are making decisions. Where Zeus saves you time is in finding the sites and integrating the data, thereby helping you to see it easily and organize it.

Third: I've actually heard from quite a few people that that's cheating! I give them the same analogy. I used to be a carpenter, when I was going to college. I remember these old time carpenters when the staple guns were just coming out. They said, "Oh, I'm not going to use those. I'm using the old-fashioned hammer and nails. If you use staple guns, the first wind that comes along will blow these houses over." Give me a break! People know what's happened. Every carpenter uses staple guns and nail guns, now.

That's what is happening with web marketing. Just because Zeus automates steps and it's faster, doesn't make it cheating.

A Link Building Robot saves 90% of the time involved in link building

Using a link-building tool isn't any different than doing it by hand. You're just saving 90% of the tedious part of the job. There's still plenty of work to do.

Link Building Tools save you the legwork of finding web sites to trade links with.

Let your tool give you a listing of email addresses. It lists the email addresses found in each web site, sorting them by host and email that does belong to the web site. This makes it easy to select one email address to address your personal

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link-trade request. You shouldn't have to search through an entire web site looking for an email address.

Then your tool assists with approving, classifying each website into a Theme category and creating the link page or directory, into a hierarchical directory structure.

Let it build your link directory, automatically on your hard drive. Then let it FTP the directory directly on to your web site.

Then, if someone wants to make a change, all you have to do is push a button and the change is automatically uploaded. That's what a link-building tool for.

What to look for in a link-building robot

All the steps and programs should be integrated into one program

Happy customers! Testimonials! Proof that their software works!

You should be able to design your link directory to match your site or to look any way that you desire. You wouldn't want it to look like the common FREE Zeus page. Personally, I wouldn't want my link directory to look like the common Zeus directory. It's ugly! I made it that way so you'd buy a PRO version! I'm honest! If you buy the PRO, you can use headers and footers. If that doesn't work for you, you can use templates to make your Link Directory look any way you want. Nobody has to know. You can steal it; you can do anything you want with it!

Next, you should have fast support. If any of you have used our support, you know that if you send an email to us, you will get a response, to your support question, quickly. We have the best support on the net!

Before you fork over one dime to any single person, on the Internet, you say, "PROVE IT! Prove to me that it works!" We offer that. Just go through our website. I'm not saying any more. We've got server logs; we've got everything to prove that Zeus is the only thing that works! WE prove that our software does what we say it will do!

Spam-proof design is a must. We've kept Zeus from being used as a spam generator. It's just too much work for them to get all the emails they would need. It is easier for spammers to just get a plain old email harvester.

PART 3

-Networking- Internet Business Opportunities

Networking for the Web

“Show me the most successful person in the world and you will find the world’s largest Address Book.”

David Notestine

“Someone who is an island within themselves, will be alone and stagnant.”

Robinson Crusoe

Interactions between humans and businesses

Businesses, in the real world, exist and grow because of the interaction between human beings and businesses. Businesses, on the Internet, exist and grow because of the interaction between webmasters and web sites. The more human or business interactions businesses have, the larger the businesses. The faster the increase, in the number of human and business interactions, the faster the businesses will grow. These interactions, are what business networking is all about.

These human and business interactions include employees, suppliers, customers, contractors and any person who adds energy to your business. It takes time and work to find these alliances and even longer for them to become a trusted alliance that you can count on, for the present and future. There is always a heavy investment, of time and money, building these alliances. A business can only grow as fast as its alliances.

It is a statistical fact that there is a direct correlation between the success of a business or businessperson and the size of their address book. Basically, the more contacts you have, the more successful you or your business will be.

These human interactions are the bottom foundation stones comprising the pyramid of your business. They control the consistency of your sales, profit and growth. Everything is built and grows from this foundation of networking.

Teamwork

There’s an old business saying that states: *“One person does the work of one, two people do the work of four and four do the work of sixteen, when they work as a team.”* These people do not have to be paid employees, as most of the productivity flowing

into a business, will come from other business people who are as highly motivated as you are. They make their money or get their part of the deal; in whatever it is they sell or do, when they contribute to your business.

Paid employees

Employees you pay, will be the least motivated, have the worst productivity, create the largest percentage of your wasted time and, worst of all, cost you the most money. One in one hundred employees are good, for awhile. Employer / employee relationships are always changing, as they quit, get a new boyfriend or girlfriend, husband or wife, or become an unknown business partner, helping themselves to inventory or cash drawers. These relational dynamics are always changing, usually for the worst. You may or may not be able to fix them and if you do, it's only temporarily. I'm not negative or pessimistic about employee interactions, just realistic. I've had over 6000 employees, in my lifetime, in the various businesses I've owned, so I am speaking from experience.

The moral is, you must try to build alliances and interactions with other motivated business people and you will build your business faster and be able to relay on it longer.

Web marketing must lead to networking

When you consider that search engine marketing is now touted, on the web, as the only important form of marketing, you have to question if it leads to any type of networking or the building of interactions or alliances. Personally I can't think of any way that it does.

Create web alliances

Trading links with other webmasters, on the other hand, is perfect for building alliances. In fact, the trading of a link is the first form of an Internet business alliance. It is interaction between businesses! The exchange of emails leads to the exchange of other opportunities. It's not any different than meeting other business people, in the real world, at the Chamber of Commerce or Kiwanis meetings; many business people attend to increase their business alliances.

Links create personal interactions

Link Marketing creates instant traffic when webmasters come to check out your web site, to approve the trading of links between both of you. They are soon followed by qualified visitors; created from the time and energy spent by your Link Partner marketing their own web site. This occurs within hours, just after

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they place a link to your site from their site. These new visitors will save your web site's address in their browser's Favorites, because of the organized resource you gave them in your vertically themed Link Directory. Now you have return traffic.

Most important, in time, you will become the organized center of your Themes or subjects, throughout the entire web. Links will point to you from all corners of the Internet, exactly like superhighways point to cities, in the real world. Being the center of attention attracts the alliances and opportunities that it takes to catapult your web into the stardom that you deserve.



Link Marketing Leads to Business Opportunities

“Look around at successful web sites. Every one of them has lots of links pointing to it. The more links, the more successful it is. It’s that simple.”

Opening up lines of communication

To create business opportunities, you must have human interaction. Your marketing must include opening channels of communications with other business people with similar needs and wants as yours, or your business will stagnate and die.

The emails you send, requesting a link trade with another Webmaster, are actually the first step to opening up lines of communication to another businessperson and the first step in creating an opportunity and alliance with them. Without this first step, nothing else will develop.

Not everyone, you communicate with, will create an opportunity for your web site. Perhaps only one out of ten or one out of hundred might lead to something important. The percentage doesn’t matter, only that something happens. You only need a few of these alliances, with other webmasters, to become successful.

Expanding your luck base

What develops is up to luck, your imagination and what your web site and other web sites are about. One of the variables, in business, is luck. Why not expand your luck base? Don’t sit back and try to win the business lottery by sitting on your rump. Go out and beat the bushes to get things going for your business. Sending link request emails doesn’t cost you a dime, only a little time. It’s like being able to play dozens of free slot machines instead of sitting back and playing only one. ALWAYS be in the process of expanding your luck base!

When you receive your first communication, from another Webmaster, wanting to do something for you or trade something of value to both of you, you will know that your web site is on its way to success.

Opportunities happen

Ah, you might ask. “David, what are you taking about? What are these elusive opportunities and alliances you keep talking about?”

It’s hard to say what they’ll be for you. Part of being a businessperson is to see opportunities when they smack you in the face. Some people never see an opportunity anywhere. Maybe it will help if I tell you what happened to me.

In the beginning, I was thrilled with the traffic from:

- Webmasters checking, my web site, to see if they wanted to trade links,
- Traffic from their web sites that followed when the link was in place,
- Return traffic from my new visitors who liked my Link Directory and saved its shortcut in their browser’s favorites.

The same webmasters, that visited me before, noticed I had a free e-Book for download to everyone. They asked if I would mind if they let their visitors download it. I said “sure”, since it was plastered all over with my web site’s address.

That was my FIRST opportunity! These webmasters visited me because I sent them a link trade request email.

Opportunities with other webmasters will NEVER happen if they do not visit your website. THINK about that statement. What types of Internet marketing demands that a Webmaster visit your web site? Link marketing of course. Are there other types of web marketing that start an interaction between your web site and others?

Visitors, who liked what they saw, started working for me as employees. In the beginning, when my sales were low, they worked on a piece basis. We worked it out. They graduated, in time, to full salaries.

Users became affiliates, who later became dealers, making me even more money. Users setup their own user forums. I was asked to speak at Internet marketing seminars, to write articles. I made my articles available for use on other web sites. I provided quality content; I wanted spread throughout the web. Video producers created animations, for me to install on my home page, so we could both benefit. A book author provided me a chapter on Link Marketing that was made available to my visitors.

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I currently have thousands of alliances, with all of us benefiting from each other. We all expend energy that propels our businesses in the proper directions. Everyone involved benefits from our interactions.

Without links, none of us would have found the other. Every one of these alliances was born from a simple link, an opportunity two business people saw, that could become an alliance. Over time we learned to trust one another and that simple alliance became a trusted alliance.

It all happened because of roads pointing to my web site: links. What would a community or city be without roads, leading visitors to it? The marketing you do **MUST** expand your luck base to create opportunities for your business.

Links provided **EVERYTHING** for my business.

There aren't **ANY** successful web sites without a lot of links pointing to them.



Web Presence Creation

Creating a web presence

“Are you wondering about the future of your website?”

To compete in today's Internet market place, you must turn your website into a web presence. A web presence is about creating web opportunities, by expanding your luck base; this will attract strategic alliances, hopefully these become strategic trusts.

Marketing your business, on the web, is basically the same as marketing any real-world business. Most businesses, in the real, world take years to build. It doesn't happen overnight. Years of hard work and luck contribute to the success of all businesses. Marketing is something most of us small business owners have to do ourselves, because we can't afford to pay someone to market for us. It takes a lot of effort and time to do it correctly. The same especially holds true for web businesses.

If you use the following simple instructions, in marketing your website, you will be successful. All my websites are successful and I have had a hand in helping others create this same success for many hundreds of websites. During the creation of Zeus, I have watched many websites become successful and their webmasters have shared their stories with me. Every one of their success stories involves creating the web presence that I stress.

All business growth consists of opportunities that come along and business owners that see them and take advantage of them.

The key to success is to collect opportunities; a combination of luck, hard work and common sense. Smart business managers expand on this luck base in various ways. In the real world, contacting people and telling them about your product, telephone solicitations, advertising and appearing in the phone book are all ways to expand your luck base. Giving your customers free information to induce word of mouth, being nice and having a good support area are other ways of expanding your luck base, to create opportunities for you. The ways of expanding your luck base are as diverse as the number of different businesses. Your work leads to creating a buying customer or the formation of strategic alliances, with others in your field.

Once you start forming strategic alliances with other web or business entities, your business starts to become a presence. Once a true web presence, you

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become one of the centers of attention or perhaps even THE center of attention for your industry. The new opportunities, this creates, mean more money flows into your business.

The key is: from the beginning, look for the opportunities that expand your business. Plan on continuing through the life of your business, to increase your luck base and attract opportunities. Some of these opportunities will turn into strategic alliances with others. These, over time, can become strategic trusts, each helping the other reach their goals through mutual growth. As you grow, they grow and as they grow, you grow. In time every successful business, whether web world or real world, consists of these strategic alliances. You then become a presence or a force that people come to, so they can grow with you.

Strategic trusts

Strategic trusts are made up of energy, time, trust, communication and commitments towards these opportunities. Over time, as one learns to work with other people and you become dependant upon each other, the trust is born. Employees, other websites and webmasters, software, product suppliers, CGI scripts, advertising relationships, repair people, sales people, lawyers, accountants, customers, competitors, bankers and basically every person or mechanism you become involved with, in your business, becomes either a failed or successful strategic alliance. Successful ones are those that pay off in profit or to help you to reach your goals. The failed ones go away and gradually you collect the successful ones and also become successful.

How do you find successful opportunities? Whether you are a successful businessperson or one just starting out, think about what it might take to be successful. In the beginning, in a real world business, if you have a storefront or an office, you may have to go out and build opportunities. An insurance salesperson that joins the Chamber, goes to church and is involved in their community, is building a luck base for opportunities that enable him to sell insurance policies. He is building roads to his business. Thus, potential customers will call and visit when they need insurance. It's a numbers game. The more people that know what the insurance salesperson does, as a profession, the more sales that will be produced by the sales team. These roads could include 8 x 10 signs in the windows of other shops, on your block. Running newspaper ads, banner advertising, etc, are also roads that point to your business.

It's the same for your website. Build roads and have signs that point to it and keep building them. Never stop or your business will become stagnant. Then, you must have quality content that makes your customers keep coming back. With roads to your business, the visits will start immediately. Put enough signs up today and you will get a few visitors tomorrow. The more signs you put out, the more qualified visitors you will get, on any given day. If you have 100 signs

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out and you get 10 qualified visitors a day, put out 200 signs and you will get 20 qualified visitors a day.

What are these roads and signs to your website? The answer has been before you the entire time, links. The more links you have pointing toward your website, the more traffic you have. A business without signs is a sign of no business. A website, without links pointing to them, is a dead website, period. I dare anyone to show me a busy website that doesn't have links, of some kind, pointing to it.

Now that you have qualified visitors arriving, on a daily basis, you want to make sure they come back. You must have enough content or inventory that will make them come back again and again. Have whatever it takes to make your visitor say, "Hey, I like this store. I'll come back for sure. Let me remember this and it's location". It's the return qualified visitors that make your business or website grow. If 25% to 75% of your daily traffic is return visitors, add each days new visitors to the return ones. Now your website or business is starting to take off. Giving your visitors content, information, knowledge and even products, is a great way to insure qualified visitors come back again and again. You may even decide to have your visitors provide the content. Chat and message boards are a great way to add content to your site. I like the html ones that actually make a HTML page, for your site. The search engine robots like them, also. Matt Wright's WWWBoard is a favorite of many. Since they have the subject embedded in the Title and the page itself, they make great keyword tuned pages for your website, the search engines will find them and send a lot of visitors to your business within 3 to 6 months.

Links and search engine marketing

Creating a link page or link directory, is a great way of providing new visitors, opportunities, content for your return visitors and search engine traffic. Properly organized, tightly themed link directory pages can send your website thousands of visitors, on a daily or weekly basis. These mini-search engines become immensely popular and their locations are saved in thousands of browser favorites, especially if you have a way for your visitors to conveniently search for information, with a search script. Once a visitor finds a link directory pertaining to a subject, they are interested in, they return again and again.

You should require a reciprocal link, to your site to be included, when webmasters request to be included in your website's link page or directory. Websites want to be included and oftentimes you will get so busy adding websites that you don't have to market anymore, in other ways.

Traffic THREE ways! Your Link Directory is providing traffic from your reciprocal links, you get return traffic from site content and you receive traffic

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from the search engines, because of the individually keyword-tuned directory pages.

Reciprocal links do help your placement in search engine listings, but the important thing is the link pointing to your website, not what it does for your website in search engine marketing. Too much emphasis is placed on search engine marketing. Until webmasters understand this, they will never be truly successful. I always hear marketing experts talk about how link popularity improves your listings in the search engines. That's a simple side effect, but the important result is the qualified traffic you get from the link itself. Search engines are just one of a thousand different ways to get traffic. If you rely solely on them, then you might as well just rely on a listing in the WHITE PAGES Telephone Book, in your real-world business. I'm not cutting the search engine form of marketing; I just think it narrows a Webmaster's thinking to only that. I have three very successful and profitable websites and if I just relied on the search engines, I would be making 4 cents for every dollar I currently make. Remember that a listing, on a search engine, is a link to your site that you cannot control. I call it passive marketing. That is, waiting for visitors to come and leaving that decision in someone else's hands, hoping for them to send you a trickle of traffic.

I do not spend much time optimizing my pages or on search engine marketing, especially with what I know now, since using the pay per click-through services, and owning so many keyword phrases, with all of those appearing in the number one spot. If I would have wasted time trying to influence them with page optimization etc, I wouldn't have gotten any traffic anyway, as they don't give me the numbers I need now, to survive. Search engines are only a piece of the whole, in creating a web presence. It all adds up. If you rely on search engines for your visitors, you are depriving yourself of the opportunities you must have to be successful. Quit wondering how links will affect your listings with the search engines. It's not how links affect the search engines; it's the links themselves. One good link will send you as many visitors as the largest search engine. The search engines will wonder why so many links point to your website; then they will start sending you traffic. By that time, who cares? It's nice, but will only be a small part of your traffic.

Go out and put links, to your site, throughout the Internet. Don't think too small by just considering normal hyper-links. Links can be anything as long as a user can reach your site through it. Reciprocal links, advertising, the printed page, search engines, word of mouth, people talking about you on the forums and message boards, banners, affiliate programs, writing articles giving yourself credit, referral scripts etc. All of these add up and are roads back to your website. No one of these will make you successful. If you rely on just one, you won't have much traffic. Each one will bring you a little traffic and closer to your goals.

Strategic opportunities

OK, so what happens now? You have the roads or signs pointing to your shop or website, quality content to make them return again and again, traffic from the search engines that you always wanted. Is this what it's all about. Not even close, it's just started :-). The opportunities, of your Link Directory, have become a strategic trust. One you can always rely on to continue driving you traffic AND opportunities. This is your motivation to continue. Roads to your site are what open these opportunities. You have to be able to see these as opportunities., which is hard to do, without common sense

After a few days, weeks or months, these strategic opportunities will come along. Someone is going to email you with a great idea, a partnership or something that will benefit both of you. The basic strategic alliance is the reciprocal link partnership. You'll try it and if it works and both parties are benefiting, then you have another strategic alliance and after time a strategic trust. Don't rely on just reciprocal links, as the more diverse kinds of trusts you have, the closer to your website's goals you will become. You are now partners and as you grow so do they.

What is a web presence? It's all of the above and more. Visitors are flowing to you and opportunities are happening. It explodes somewhere along the way and you become noticed by the powerful people, in your field. Now everyone wants to be involved with you and your website. You can't stop it now, even if you wanted to. Instead of a steady logarithmic growth it becomes explosive geometric growth.

In the beginning, all new websites are like opening real-world businesses, in the worst business location in the world. No one knows your website exists. What do you do first? In a real world business, you get a telephone so you can get listed in the phone book. After applying and waiting a few months, your listing appears in the white pages. You expect visitors to call but they don't. That's because you relied on a passive listing in the phone book. A business won't make it from such a small amount of traffic. You don't spend all your time trying to increase your visitors from the phone book listing so why do it with the search engines. Do some active marketing and go out and get your visitors. Search engines are nothing more than phone listings in the phone book.

Aha you say, let's get a yellow page ad or in web terms, lets start paying for our click-thrus, from the search engines. Notice the analogy between the phone books and the search engines. Cyber-robotics.com is in the top three listings for every keyword phrase we could think of, pertaining to reciprocal link marketing. It accounts for 4% of our sales. Scary isn't it? We own all the keywords and phrases we want, on 75% of the search engine queries, on the net, and we only get a handful of visitors and sales from them. It does pay for itself and makes us

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a little money. If there is one lesson to learn about the search engines, it's 'quit thinking about them and get out there and market yourself and your website'.

The key to being successful, on the net, is creating a web presence. Creating your own luck and making opportunities happen is how you become a web presence.

One of our first Zeus Internet Marketing Robot users once said:

"Well, my friend...all these encounters would NOT have been possible if it were NOT for Zeus!!!! I've left out many 'untold stories' which happened on account of me dispatching the trade links letter...Again, without Zeus...or something like Zeus...the generation of this kind of 'activity', 'connection', 'interface', etc., WOULD NOT BE POSSIBLE!!!!!! I'm telling you this as and aside from the generation of 'traffic/links'...there's REALLY 'things that happen' which are FAR more important as a result of using Zeus."



Using This Book as a Web Marketing Opportunity

You can use this book as an opportunity for your web site. Since this book is all about creating links to your web site and generating opportunities, use it for that purpose. Help spread common sense throughout the Internet marketing community, perhaps refuting some of the misinformation that is spread throughout the web.

Increase your link trade acceptance

In your link trade request email, offer this book, at no cost to other webmasters, if they trade links with you.

If you use this book as a free gift for accepting your link trade offer, you can double or triple the webmasters that accept your link trade requests.

Take this .PDF file and install it on your web site so your visitors and link partners can download it from there!

Examples

The following is an example of a *link trade request email* you might send to another Webmaster, when you ask for a link trade. Be sure to change it, as you don't want the same webmasters receiving the same email from different webmasters.

Dear Sam,

Please consider trading links with our web site. We extend this invitation with pleasure, as your web site is wonderful.

The section on the javascript examples was a great reference, unlike anything I've seen on the web.

Our visitors will enjoy your web site, as it clearly matches the Themes of ours. We are an Internet marketing web site whose goal is to create a quality guide to other web sites that have great quality content, such as yours.

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We only link and conduct business using professional standards, as set forth in the book: “Common Sense Web Marketing”. To thank you for linking with our web site, it would be my pleasure to send you a copy of the book, absolutely free (170 pages).

To save you time, we have already listed your web site in our directory. The following is a link to the location of your listing in our Link Directory:
<http://www.cyber-robotics.com/links/javascripts.html>

Titles, descriptions and HTML code to add our link to your web site:
<http://www.cyber-robotics.com/links/addalink.html>

To edit your listing in our directory:
<http://www.cyber-robotics.com/links/index.html>

Regards
John Smith
<http://www.cyber-robotics.com>

You can use this example for your *thank you for the link* email.

Dear Sam,

Thank you for the link trade. I hope this is one of many business interactions that our web sites have, together.

Besides thanking you for the link trade, I wanted to send you the link to download the “Common Sense Web Marketing” book I promised you. I hope you learn as much from it as I did ☺
<http://www.cyber-robotics.com/downloads/common.sense.mkt.pdf>

Regards
David Notestine
<http://www.cyber-robotics.com>

Added .PDF content for your web site

This book makes great content if you copy it to your web site and link to it from your home page ☺

PART 4

Other Stuff

Link Farms, Link Nests, Link Memberships and Free-for-All Link Pages

One thing that you need to be alert for is a service that offers to improve your traffic by means of automatically generated link pages for you to post in your website.

On paper, the potential they offer looks good. But the pages are usually chaotic, with no themes or common thread at all. This is a quantity versus quality approach, and may actually derail your efforts. Since you are linking to a number of sites on pages that lack cohesive themes, you simply have no way to know if those other sites have any traffic, at all, that has any bearing on your themes. If most of those sites have little traffic, say less than one hit per day, then what good is it to be linked in this way? Not only that, but you are actually being counterproductive; to belong to consortiums such as these, many times you need to put up banners that may advertise competing products. Then they may even want you to host another page of links and submit them to search engines. You are aiding and abetting them in this sloppy method of link production (and that's all it is, link production)!

Is this the way to bring in truly qualified traffic to your site? The answer to this question is NO. What you end up with is pages full of potentially unrelated links and your site is added to a similar page elsewhere! Is this the way to get qualified traffic? Of course not!

As the search engine's robots evolve, they are becoming even more aware of sites that link in this way. If you have these random-type links, you are actually doing yourself a disservice, because the search engines will not help you. Even the Zeus robot will back out of those pages; it views them as cancerous growths on the body of cyberspace!

The real solution is simple; you need to be linked to common sites, or ThemeSites. This is the best way to improve your traffic. Again, look at the numbers. The more links you have, the greater your traffic. You want that traffic to stay and look around your site, not pop in and right back out because it was not what the visitor was looking for. If you have a common theme, to the site that sent you the traffic, chances are they will be real qualified visitors.

This is the real secret of Internet marketing. For years, the search engines and their backers made it appear that they were the only game in town. More and more, as the way the web operates evolves, the less this is so. Again, look at the numbers at Cyber-Robotics. The more links you have, the better your traffic, bottom line.

<http://www.cyber-robotics.com>

Once you have those, then you are really on your way to getting the traffic that you want, and the traffic you deserve.

Check your link popularity to see if it needs improving - Build the links you need to increase your qualified traffic - Improve your site's content to help you keep the traffic once it arrives - Stay away from sites that provide quantity over quality

By following these steps, your site and your web-based business will reap the benefits of improved links.

With the new understanding of how important reciprocal links are to generating website traffic, it's important to understand the difference between what a correct link exchange is and what's not.

Many web Masters have questions as to whether exchanging links with other sites could be harmful to their search engine listings. The answer is: absolutely not; if done correctly. Just about all search engines use web site linkages and their search algorithms. It is important to Link correctly.

What's springing up around the Internet are these free-for-all type link exchanges. You put your link in a page that everyone is supposed to copy and update once a month, to a page on your website. So you have 400 links on a page, all jumbled, no ordered organization, total link chaos. This is attached to your website with your domain name embedded into the URL address, for all to see.

This is supposed to look like everyone included has links pointing to and from them and that the search engines are going to just love it, thus sending the webmaster the traffic they so desperately need to survive.

Now along come the search engine robots that are the most sophisticated machines ever known to man. They are infused with millions of dollars of development money, pretty much all-knowing with every keyword on the Internet and which pages they belong to, running on banks of super computers, sitting at the apex of giga giga giga bytes of storage. Besides just link popularity, these machines do correlational calculations, linking Themes or subjects together. It knows the keywords belonging to each website and has the ability to do statistical correlation, which is common in most languages used, to create these programs. A quick query to it's database and it comes up with a score of how close you are in Theme-tightness to the sites you are linking to and how tightly-themed those sites you are linked to, are to the ones linked to, on their websites. The more tightly-themed your score means you are only including websites in your link pages that match or have something to do with the Themes of your website.

What we have here, in the case of free-for-all link pages, is total link chaos. No organization to it, at all. Of course these sites, using these methods, will be punished.

I'm sure that since Zeus already has the program code to recognize these websites, these other search engine guys, who know what they are doing :-) have programmed their search engine robots with something similar, also.

<http://www.cyber-robotics.com>

When Zeus finds the text patterns matching these known link cancers or free-for-all link pages, he immediately backs out of the site, marking it visited and NOT a ThemeSite, no matter what the site has to offer, then goes on to the next site, thus completely ignoring it. It doesn't exist.

I feel very strongly against these webmasters creating this kind of link page, ruining the very organizational fabric of the Internet, in their ignorance by believing numbers win out over quality, or to the appeal of the easy way out. Those sites, with these known text pattern matches, will never be included in a Zeus-generated Link Directory.

Now think how these same smart search engine robots think, when they stumble across a Zeus-generated Link Directory. The thousands of links listed in Zeus directories are websites that match each other, in Themes, without the threads of the cancerous growth of link disorder infringing into it. The difference is like night and day, organization over disarray; thousands of links, nicely organized on hundreds of keyword-tuned pages versus chaos.

There are Resonant Keyword patterns, throughout each page, using the embedded keywords, you selected, as your Themes. These are used in the Meta tags, titles, text, and most importantly, the page's URL address. Add to each page the hundreds of listings, which include those same keywords again and again, in each ThemeSite's URL address, title, description and comment and perhaps banner image URL address. These are very good pages for a search engine robot to find.

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Understanding Meta Tags

When we started Cyber-Robotics, we took maybe a half dozen of the pages and stuck in some Meta tags, some Meta descriptions and keywords.

Primarily, we did this so when people looked, they wouldn't think that we were total idiots and say, "What do these people know? They don't even have Meta tags."

I don't really care about those people anymore, because most SE robots don't use Meta Tags. Web Masters lie in their Meta tags. They can't be trusted. But, put some Meta tags on a few main pages anyway. Use some of the keywords and phrases that you already have. If I'm glossing over Search Engines, that is just my own personal philosophy. I haven't really seen that tweaking and re-tweaking your keywords does much good.

In 1996, when Search Engines started using Meta keywords, only half of them used them. Too many people played games with the Meta keywords, trying to trick the search engines. Between 1998 and 2000, only 2 SEs used them. After 2000, it went down to one. By then, Meta keywords carried so little weight, that no-one associated them with ranking.

Basically, now Meta tags or keywords serve no purpose in obtaining Search Engine ranking. Rather than worry about Meta tags and keywords, a Webmaster should concentrate on putting good, solid content into his site. Rankings soar with great content.

If you feel it's necessary, the following should help.

Adding a description and keywords META tag

META tags simply require editing the HTML code in your web pages and adding the Meta tags, as in the following example. The top of an example, web page, HTML source code on your site might look like:

```
<HTML>
<HEAD>
<TITLE>ACME Corporation Devices Information</TITLE>
<META name="description" content=" ACME Devices Information">
<META name="keywords" content="brochure, widget, wholesale">
</HEAD>
<BODY>
<H1>ACME Corporation Innovative Devices Information</H1>
```

Questions and answers about META keywords

Q) META keywords tag - should I use UPPERCASE, lowercase or a mixture, commas or spaces?

A) Use lowercase, separated by commas, with a space after the comma.

A) How long can my keywords META be?

B) Maximum - 800 characters.

Q) If I have several keyword phrases in my META keywords tag that all contain the same keyword, will I get penalized? For example:

```
<META NAME="keywords" CONTENT="gold jewelry, diamond jewelry, silver jewelry, platinum jewelry">
```

A) This would represent four repetitions of the word 'jewelry'. I personally do not believe in spamming or putting multiple keywords throughout the page. This is too easy to check for and the search engines are not stupid. If we can think of it they already have. Most engines only count to 2 for keywords, so why waste the keyword utilization. Put in other keywords.

Q) Will I be penalized for using the same keywords on a lot of different pages that have the same content?

A) If the pages have exactly the same content, why are they in your site? If they are all related to the same subject, they can logically have the same keywords, but the Description tag would be different.

Q) What is the optimum number of keywords before the engine gets bored?

A) It varies. Some are more easily bored than others. I don't usually repeat keywords, maybe twice for the important ones. It's better to show up adequately on all the engines than perfectly on one and badly on the rest.

Q) Will the engines treat a phrase such as 'handmade gifts' that is written as a keyword phrase the same as if it were written as two different words? Should I write them out both ways?

A) Use: "hand made handmade gift gifts" to cover all the possible variations searchers might enter.

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Automatic Submit Programs

Now I'm going to teach you something that is going to make a lot of enemies out of the people who make a living from selling automatic submission programs.

In my own humble, experience, I have found only one good way for you to submit your site: The easy way, by hand. "But," you say to yourself, "this idiot doesn't know about the automatic submit programs". Been there, done that.

After personally spending months submitting and re-submitting with these time wasters, I found that the majority of the major search engines didn't have most of my pages listed. I had spent dozens of hours carefully constructing each page, only to have them mishandled by these programs.

They were not submitting most of my pages properly. If I had been doing what I do now, I would not have wasted months. I was not submitted correctly, even though the Submit Program told me that they were.

But wait, there's more. Like a fool, I bit again and they gobbled my money right up; 99 BUCKS (Pro Version). I ended up doing it by hand anyway and still do it by hand now.

Do it by hand! It will only take you a few seconds to submit to the search engines but it takes a LONG time to set up these trouble-free (ha-ha) submit programs.

Once you've submitted, why do you need to do it again? The search engines don't forget. That's insane. If you had a hundred Reciprocal Links out there, the search engine robots would find you, even if their hard disk had a forgetful day and forgot about your web site. Do it right the first time and then never have to worry about it again.

I watched my Keywords Report (it tells me which search engine and keywords my visitors come from) and out of maybe 3,500 automatic submissions, I got maybe half dozen visitors, BUT I DID GET 1676 PIECES OF EMAIL. These emails told me that they would do all the marketing work for \$19.95, my web site sucked, they could do it better, and how they made \$1,000,000 selling a car book. Someone else came along trying to sell me the guy who made the million bucks. Sure filled up my trash box that month.

The promised 3,500 automatic submissions resulted in 500 sites you couldn't submit to because they didn't fit your theme, unless you were selling pornographic material. Another 1150 were not successful submissions. Out of the others submitted, no one goes to these link sites anyway (except for the submit programs), and if they do, you've already rotated off the link page, by the time you can find it.

Submitting by hand

This will save you time two ways. It's faster than setting up an automatic submit program. You also won't find out two months from now, that the search engine never listed it. Don't worry about the small search engines, THEY WILL FIND YOU quickly if you have reciprocal links.

The most important thing about submission, is to go back about 3 or 4 weeks later. (Make yourself a note) Be sure that you got included in each engine. Just go in and type in your URL, then a keyword that should bring you up...even if you're number 4,000. Just make sure you're in. If you're not, then re-submit, if you must.

Of the major search engines, you will only want to work with the four that will give you 95% of your traffic. Those four are Google, Yahoo, AOL and MSN. Don't waste time with the other 5%. Spend your time getting reciprocal links. If you have a lot of links, to your site, out on the net, ALL of the robots will find you quickly and re-visit you every few days or weeks. This is the best-kept secret on the web.

Re-submitting monthly to the search engines

No matter what anyone tells you, there is no need to resubmit your web site, to the search engines, on a monthly basis, once you have a few links pointing to you. Been there and done that. They don't forget. Their job is to find new and exciting web sites. Once they do, why would they forget them? These are very sophisticated software machines. Some of them even know the activity of new pages and edits. When they detect these they will come back more often. If I were writing the search engine robots, I would probably punish the people wasting my Internet bandwidth by resubmitting constantly. The trick with robots is, to add content to your site and give them a way to see this activity. Make your site grow, not stagnate. The robots will reward you with visitors. If you and I can think of a way to trick these machines, be assured that they will think of a way to overcome the trick.

DO NOT WASTE YOUR TIME OR MONEY!



Search Engine Robot Visiting Patterns

If there is one thing I have learned about search engine robots; there is absolutely no pattern to their visits, to your web site. Most robots act stupid and wander randomly. For example, the majorities of search engine robots requests the robots.txt page and then go away never asking for anything else. Then they come back a week later, ask for the same thing and then go away, again. This happens over and over again for months. I have never figured it out. What are they doing? If they wanted to see if the website was really a web site, they could just Ping it. This would be faster and much more efficient. They seldom visit another page and if they do, they ask for another page every visit or so. Some come in and issue rapid-fire requests for every page in the website. How rude!

There is one very important lesson to learn from this crazy robot behavior. They don't visit often and they don't do it with any efficiency, so make it easy for them. Make the navigation in your web site so easy that a visitor can find any page within 2 clicks of your home page.

One way of doing this, is installing hidden DotLinks. DotLinks are placed in a period, which link to other pages of your web site. They are noticeable to your robot visitors. Although the human eye does not easily see them, they are a link that a robot can follow in your web site. When you do this, robots can find your pages faster and more easily. The period at the end of this sentence is a DotLink.

You have to quit worrying, so much, about search engine robots. It takes 4-6 months before they request enough pages to do you any good. If you take anything away from this lesson, it should be; **ANY CHANGE YOU MAKE FOR THE BENEFIT OF SEARCH ENGINES, YOU MUST WAIT 4-6 MONTHS TO KNOW IF IT WORKS.** If you make two changes to your web site in 6 months, how do you know which one did any good? I really quit thinking about search engines a long time ago. Build a lot of pages correctly and, if you have reciprocal links to them, the robots will find them quickly.



PART 5

Appendices

Zeus Internet Marketing Robot

Zeus is the most popular Link Marketing Software, on the Internet.

"Anyone Can Be A Webmaster, Some Can Be A Zeusmaster!"

Zeus is the original and most popular linking program. It is the only Link Marketing Robot available on the Internet.

If you use Zeus and follow our marketing guidelines, you will have all the consistent, qualified web site visitors you want. The more energy you put into Zeus, the more traffic your web site will receive. Once you get that traffic, it doesn't go away.



Immediate increase in web site traffic

Zeus creates immediate, diversified, qualified traffic to your web site, in numbers you have always thought to be impossible. This is quickly accomplished through a series of steps utilizing website content, increased search engine activity to your web site and hi-quality, closely related reciprocal links.

Zeus creates thousands of reciprocal links, for your web site. A totally new concept in generating web traffic, this revolutionary software product has features and benefits that enable it to create traffic to your web site. One good reciprocal link can give you the same traffic as a major search engine and, with a Zeus robot, you can have thousands of reciprocal links. Zeus generates both new and return visitors to your web site.

Qualified traffic

The best-qualified visitors, to your site, are from reciprocal links. Zeus simplifies the tedious task of reciprocal link generation by providing, from your link directory, a pool of qualified, theme-matching, reciprocal link prospects, with your link listing organized by themes or subjects.

<http://www.cyber-robotics.com>

It is a fact that reciprocal links bring you an amazing amount of qualified traffic, even more than all the search engines combined. This is what Zeus is all about and it works.

Repeat traffic

Your link directory ensures your web site gets repeat traffic as it becomes an internet-wide, web resource for the long-staying visitors to your website. Your visitor will make sure your link directory and web site are bookmarked into their favorites. Once you're in their favorites, they return often..

Zeus is also an alternative approach to search engines

Zeus was driving traffic to web sites before Link Popularity was a popular marketing term. Zeus was designed to be an alternative marketing approach to search engine marketing, which wasn't helping most web masters get the traffic they needed. Zeus is a software tool that helps any web master easily establish links, to their websites. Links are the major source of traffic, with return traffic to your link directory, a second source of traffic.

Then it was discovered that, because of the links to your web site, the search engines send you traffic. One good link can bring you more traffic than all the search engines combined.

Remember that link marketing is the most important form of Internet marketing. Search Engine marketing is only one of the subsets of link marketing. After all, search engine results are only listings of links that most webmasters have no control over.

You will be amazed in the increase in your traffic. Zeus is as easy to use, for the beginning web master, as it is for the most advanced and experienced. Someone new to the Internet can train and utilize the features that have been proven over and over again. Zeus works if you do!

Saves you time

The Zeus Internet Marketing Robot was designed as a tool to find suitable quality web sites to exchange links with. Zeus saves you 95% of the time involved in the tedious link process.



Zeus integrates all the jobs AND data into one program, saving time and simplifying everything involved in the process of trading links. Zeus finds web sites for you to trade links with, organizes, emails and even creates your Link Directory for you, directly to your web site.

We offer proof that Link Marketing works and that Zeus is the best tool available for doing this time-consuming job.

Easily manage dozens of web sites

In the top file menu, Zeus now has a selection under "File" called, "New Project". This makes it extremely easy to create new and manage old databases, for each of your web sites.

Matches the design of your web site

Your link directory is matched to the design of your web site perfectly, no matter how complex your HTML code is.

How Zeus works

Zeus is an easy-to-use, intelligent, Internet marketing robot that traverses the web, spidering web sites and creating, for any webmaster, a vertical themed, searchable link directory

Train him to find web sites, matching your unique themes or subjects, and he zooms off to find thousands of them. Zeus then helps you to review and organize them into vertically themed categories and possible inclusion within your link directory.

Quality content is quickly added to a website with dynamically changing, Zeus-generated, link directory pages. These themed pages are keyword-tuned to score high in search engine rankings. Search engines also give higher rankings to websites with themed content that match each other through mutual reciprocal links.

<http://www.cyber-robotics.com>

A contact manager is included allowing you to email an individually personalized reciprocal link request to each website's Webmaster. Link Partners receive a preferential graphic and listing at the top of each directory page, providing a compelling reason to reciprocate the link.

Zeus is non-invasive to visited websites and follows all the Robotic Guidelines, as described throughout the Internet.

Yep. Zeus takes work every day :-) You've heard it said before, anyone can be a Webmaster, only some can be a Zeusmaster.

Zeus is search engine friendly

Thousands of Zeus Internet Marketing Robots build the Internet linkages that search engine robots trust and follow. Our software and users follow proper guidelines, laid out by the major search engines. We listen to what the search engine companies tell us to do.

Also, as we caution on the Cyber-Robotics.com Home Page:

"Using link-building programs that query or use the search engines for finding web sites, data or information can penalize or even get your web site banned. This practice is expensive to the search engines as it over-taxes their servers and connections."

"Zeus creates true Incoming Links and Link Popularity and does not artificially create or inflate either."

As an added bonus, re-submission to search engines is a forgotten chore once reciprocal links point towards your site.

Ease of use

Ease of use is the number one reason to try Zeus. You will be amazed at the ease of use and the short learning curve.

Zeus Version 3 is now as easy to use, for the beginning web master, as it is for the most advanced and experienced. Someone, new to the Internet, can train and utilize the features that have been proven over and over again. Zeus works, if you do!

EZ-Train

Zeus now has a "self-learning" feature. Previous versions of Zeus took hours of training, while the new Zeus takes just a few minutes. It does not require any prior knowledge of the program

EZ-Train even seeds your Zeus with its initial web sites, to visit! You heard it right! Keyword training and adding URLs has been automated.

Computer assisted instruction

Computer Assisted Instruction teaches vitally important marketing and Zeus use concepts and will not let you go on before understanding. Text pops up automatically, at points in the program, where you must know an important concept. Do not shortcut these, as you will only be wasting time. Even if you've had years of web marketing experience, missing just one important concept could sabotage or waste your marketing efforts.

User interface

The layout, users interface and organization of the new Zeus program has been completely designed. Zeus uses an outlook bar, for ease of operation and organization. This makes it easy to follow the steps that you need to do, to use Zeus successfully

Job areas

Job area buttons are on the left of the program and structured in the order in which they are used. Start at the top and work your way down the job icons.

Complexity modes

With the new "User Experience Level" feature of Complexity Modes, the user is only exposed to Zeus features that he needs at his present stage of learning.

Built-in help

Zeus has a compiled help file available from the top menu bar, with normal contents, index and favorites features. Built- in, mouse-over sensitive content.

Job area quick tours

Each job area has QuickTour viewlets. These teaching animations enable you to become familiar with the different Zeus jobs, in a matter of seconds. Over a dozen of these have been incorporated into the program.

Setup wizards

One of the most important new features is the new settings wizard. When you first start Zeus, basic set-up is a breeze. Six entries and four clicks, and Zeus is ready to go and find web sites.

Internet connection settings are a breeze; even setting up for proxy servers or firewalls is simple. We have accomplished this through easy-to-use wizards.

Reviewing, approving and maintaining web site data

Approving web sites, also has its own job area. It practically requires no help to learn, because of the intuitiveness of the program. Zeus tells you what you need to do, by a series of check marks and red Xs. You have to see it to believe it.

There are many new actions available from the action menu in the 4 different theme site viewer incarnations.

Add/edit has been redesigned. There is a float option that allows you to easily copy and paste information from e-mail directly into Zeus. This is user selectable. Because of public demand, the annoying Message Box is now selectable. You decide what you wish to pop-up or not

Creation and uploading to your web site

The next step is to create your directory. After the directory is created, Zeus installs the pages directly to your web site, and then furnishes you a link to click on, to visit your newly created and uploaded Link directory.

The first time through, the FTP wizard makes it easy to enter your FTP settings.

Emailing

Batch e-mailing has been simplified and has its separate job area of the program.

Zeus makes it easy to customize your e-mail messages for each web site during the Approval process.

Auditing

Zeus will visit or audit your entire existing Link Partners; to insure the reciprocal link agreement stays reciprocal. The audit area handles multiple links from the same web site. The audit has its own job area with its own toolbars.

Misc. features

The Access database has been upgraded and utilizes state-of-the-art normalization techniques, relationships and indexes for faster data retrieval

You can compact your access database from the menu bar.

Backing up your database is also available from the same menu bar

Robot traversing logic has been extremely modified. Link and keyword extraction has been speeded up as much as 50 times. Many new code features make Zeus even more stable than it was before. Every bug that has EVER been reported by ANY user has been addressed in THIS version.

New controls have been added to Zeus. FTP, Mail, Toolbars controls, and new InfraGistics controls, update Zeus to all current programming technologies. State of the art re-sizing controls, allow the user to re-size and remember Zeus screens easily.



Zeus Testimonials

Our customers are constantly sending us testimonials and we are proud to have the most loyal users of any software product on the Internet. These are a few of the current testimonials when this book was published. Click the link at the end of this chapter to view hundreds more. ☺

"I purchased Zeus about 6 months ago and started an online web directory called the Who's Who Guide of Art. Within a few months and many hundreds of Art related websites being listed I found that the traffic was up to about 750 unique visitors each day. The search engines had found the website and so now I'm getting link partner visitors along with search engine traffic as well."

"I then started a more General Directory called the Who's Who Guide. I add websites to the Guide, exchange links, get search engine traffic and now between the two Who's Who Guide's I get about 1500 visitors each day."

"Many of my categories get #1 placement in many search engines including Google, Yahoo and MSN."

"Absolutely fantastic! I had been struggling to get Google to notice my site before Zeus. After only two months I've went from PR 0 to PR 5. What an outstanding program. Thank you."

"I have been a Zeus user for over 3 years. Over that time I have witnessed a steady increase in traffic, peaking to over 10,000 visitors a day from 2,000 link exchanges."

"The beauty of the Zeus design is the link pages are sorted into themes. This means that traffic flows around the link exchanges as well as from the search engines. Zeus has given me 3 "above the fold" search engines listings for: JEWELLERY CLOCKS WATCHES that have lasted several years. As the Zeus system keeps to the spirit of ethical link exchange it remains a legitimate way to gain search engine patronage."

"Zeus has a link management database that makes dealing with link partners both easy and quick. I am not a link professional, I prefer to spend my time developing my jewellery site. Zeus gains me 40 man hours per week."

"I have used Zeus for almost 3 months and it has helped me to move my site up the search engine scale quickly with a dramatic traffic increase as well as increased revenues. I would not have been successful this quickly without the help of the Zeus package. The package was easy to use and to update for my unique requirements."

[More Testimonials](#)

Reviews from the Experts



[URLwire](#) announced the original Web launches of Amazon.com, Weather.com, Wine.com/Virtual Vineyards, OnSale, Link Exchange, Dell, Rodney.com, Infobeat, The BBC, Kellogg's, MoMA, Law.com, MyPoints/CyberGold, Visa.com, and sites for Ziff-Davis, The New York Times, The Discovery Channel, Microsoft, AOL, About.com/The Mining Company, The AMA and cyber-robotics.com.

Eric Ward, The Father of Link Marketing

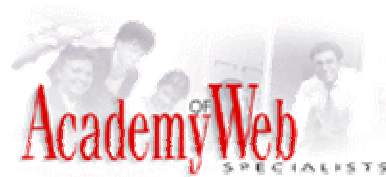
Named as "One of the Web's 100 Most Influential People"

"You should feel free to purchase Zeus. Zeus itself is only a tool. It is the user's approach and technique that determine if Zeus is being used to its maximum benefit. Zeus itself does not bring traffic to your site. It is the sites that link to your site that bring traffic to your site, and you seek those links in a number of ways, one of which is using a tool like Zeus."



[Eric Ward](#)

Academy Of Web Specialists



"A site that links to you can only increase your link popularity not decrease it....let me introduce to you a terrific program that will help you find hundreds, if not thousands, of sites related to yours to which to link: Zeus The Internet Marketing Robot." [Bill Gentry Review](#)

MENSA International Journal

Haakon Rian Ueland
SmartWare Editor

"In order to get a good placement in the search engine, having an optimized website isn't enough. You need links from other sites – reciprocal links – and preferably from sites with a similar theme to yours. ----- Since I am writing about this here, there is a smarter way: Zeus the Reciprocal Link Generator! [Complete Review](#)

MENSA



<http://www.cyber-robotics.com>



John Buchanan

Author of the book *"The Insider's Guide to Dominating The Search Engines,"*
Publisher of a free monthly newsletter *"The Search Engine Bulletin."*

"Zeus is a software program that was designed to automate the task of finding reciprocal links for you, leaving you free to concentrate on your business, customers and promotion. It's sole purpose is to crawl the Web and find sites that match your criteria, and then get them to link to you." [Article](#)

Terry Plank

[Search Engine Marketing Consultation](#)

"As Director of Training for the Academy of Web Specialists, I have ample opportunity to know the Search Engine Marketing landscape. I can say unequivocally that Zeus is one of the top 4 essential tools for developing a successful Web site. Not only that, whenever I have a question about Link Marketing, David Notestine, the developer of Zeus, has proven time after time to be right on target with his observations and his advice. It's a proven product developed by a knowledgeable SEM professional."



Rudy DeDominicis

Producer of *Computing and Technology.*



"The Zeus Marketing Robot is probably one the most best kept secrets in aggressive online marketing... Cyber Robotics provides a free demo version of this software that you can download and see for yourself how effective a robot can be in online marketing." [Complete Review](#)

Derek Galon

Author of the book *"The Savvy Way to Successful Website Promotion"*

"Exchanging links may take an incredible amount of time. Searching for proper websites, emailing with link exchange offers, maintaining links database all that is really a time consuming task, but well worth doing nonetheless. Recently I found an amazing tool to make this task much easier it is called "Zeus". It can automate the whole process for you." [Complete Review](#)



Cyber-Robotics, Inc.

<http://www.cyber-robotics.com>

We invented integrated Link Building tools in 1997.

We work closely with the Search Engines. I often meet with the designers of many of them and I take their input and their suggestions and I incorporate everything that I hear from them, into Zeus

This gives us a unique perspective on linking and link building tools.

We single-handedly fought the Link Request “Spam Wars”. We created the email guidelines web masters should follow in linking. We’ve spent years responding to and working with Internet forums, marketing experts, bulletin boards and user groups, in formulating proper guidelines

We were there long before “Link Popularity” was even a phrase. We were there when people thought that you didn’t want links, on your site, because they made people leave. This concept is insane. I don’t think that any of us has ever felt “trapped” in a site, feeling like, “Oh my gosh, there are no links, so I’m trapped here.

It’s only recently that link marketing has become accepted and I firmly believe that it has been accepted, for all the wrong reasons. It has only been accepted for what it can do for your search positioning. This is totally wrong.



We’ve learned a lot since 1997 as to what works and what doesn’t work, not just in Link Marketing, but also in all forms of marketing. The majority of link marketing concepts, used by all webmasters today, Cyber-Robotics and our Zeus users have helped develop. Those concepts have been shared with all.

Themed linking or only linking to web sites of like content was a concept we originally came up with in 1997. Our goal was to help organize content, on the web, by creating highly organized Vertical-Themed Link Directories.

<http://www.cyber-robotics.com>

To attain the goal of the original creators of the Internet, by hyper-linking the knowledge of mankind together through highly organized Vertical-Themed Link Directories and making that knowledge freely and easily available to everyone.

The major search engines and all smart webmasters have followed this same guideline throughout the years. Google's PageRank and search algorithms are based on this concept along with many other major search engines.

We wrote the guidelines on linking etiquette or email link request guidelines. We fought and won the link request spam war, so that link request emails would not be considered spam.

We coined the phrases: Link Partner and Themed Linking.

Zeus quickly teaches you these concepts and more, which all successful webmasters use to market their web sites.

Zeus works if you do, PERIOD! Or your money back!

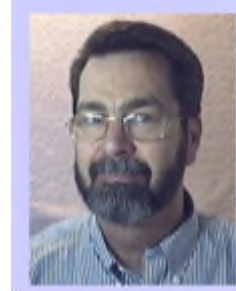
Click on our testimonials page to prove it to you. You can find that link on our home page



David Notestine

CEO - Cyber-Robotics, Inc.

The author is David Notestine, the creator of the Zeus Internet Marketing Robot, which is recognized as the original and most popular link marketing software on the Internet. His controversial Internet marketing views are being embraced by webmasters throughout the web, as the truth about website marketing. Mr. Notestine is also the creator the world's first collective search engine: www.zeuscollective.com.



“I’ve had my own businesses, all of my life, so I apply proper real-world business techniques to my Internet businesses.”

“I’ve been guiding Web Masters in their link and real-world marketing campaigns since 1997. I’ve met hundreds of web masters and I hear their success stories. My views on marketing, I share through marketing articles, newsletters, lectures, seminars and web content from my cyber-robotics.com web site”

“If people use Zeus and apply our real-world marketing techniques, to marketing their web sites, they’re successful”.

“I have never heard one story where someone used Zeus and didn’t make it. But, like everything in life, Zeus does take work”.

Cyber-Robotics.com

November 1997 – Present

CEO, Owner, Marketer, Website Designer, Developer and Chief Design Engineer

Developer of the Zeus Internet Marketing Robot. Programmed the Zeus application and constructed the Cyber-robotics.com website, including online shop, secure pages and numerous CGI scripts.

Skills used: HTML, javascript, Visual Basic 6, Visual C, Perl, CGI, FrontPage, various email, ftp, http browser and system controls, MySQL, PHP, TCP/IP,

<http://www.cyber-robotics.com>

Windows API. Operating systems: UNIX, NT4, Windows 2000, Windows 98, Windows 95 and msdos. Apache and NT servers.

ZeusCollective.com

November 2000 – Present

To attain the goal of the original creators of the Internet, by hyper-linking the knowledge of mankind together through highly organized Vertical-Themed Link Directories and making that knowledge freely and easily available to everyone.

Toolady.com

April 1999 – Present

Webmaster, Script and Development Manager

Toolady.com site was a beta test site for the Zeus robot. I setup the basic infrastructure and wrote or edited the over 40 CGI scripts that helped to create the success of this outstanding website. Toolady.com is currently at 4,000,000 hits monthly and the largest, most active Avian / Parrot website in the world.

CrownJewels.com

December 1998 – Present

Webmaster, Marketer, Website Designer, Script and Development Manager

Crownjewels.com was the web site for the 35 Crown Jewels Jewelry stores and also became one of the beta test sites for the Zeus robot. I setup the infrastructure, web site design and wrote or edited the over 60 CGI scripts that helped to create the success of this outstanding website. This web site is currently averaging 750,000 hits monthly, even though it has been ignored since 2002.

Crown Jewels

September 1989 - Present

Crown Jewels was a themed jewelry business which grew in sales from \$8,000 its first year to sales of \$600,000 in 2001.

Prior skills, knowledge and positions

In the 1970's:

David built the first microcomputer, in the state of Texas, utilizing the 4004 chip.

He continued his studies with programming, digital electronics and microprocessor design, with Heath Educational systems

For over 2 years, he served as the Texas State Educational Technical Advisor for microcomputers. He setup state vocational, high school and college curriculum, pertaining to microcomputers and state-of-the-art electronics.

David wrote the *first* Computer Assisted Instructional course for microcomputers - *Basic Programming*, marketed by *Software Toolworks*.

Wrote the Slip instructional language, for microcomputers.

David designed Input/Output hardware card for Heath H8 microcomputer.

In the 1980's:

He setup and consulted on various microcomputer retail stores, for Zenith Data Systems. He worked in wholesale microcomputer distribution, training management, sales and support personnel.

Founded and managed First Capitol Distributing Company, Distributor for Zenith Data System computers. This company became ZDS's largest wholesale distributor in the world.

Founded and setup First Laser Systems interfacing lasers to microprocessors.

Interfaced the first electronic Kronos time clock and wrote the software for one of the first computerized payroll and time accounting systems.

He was instrumental in founding the Tele-robotics industry, by starting and managing Tele-Sel, a developer of hi-tech robotic hardware and software utilizing the phone lines. He developed the first working automatic dialing machine.

David Notestine

Zeus Collective

To attain the goal of the original creators of the Internet, by hyper-linking the knowledge of mankind together through highly organized Vertical-Themed Link Directories and making that knowledge freely and easily available to everyone.

The Zeus Collective gives directory examples and models that webmasters can look at, so you can compare your link directory with others

Order against chaos

How does the Zeus Collective differ in the final analysis from a link exchange that might receive a banning of a site?

The Collective is nothing more than a pointer to the Zeus-generated link directories. Search engines can't follow the Collective pages that require user input in text boxes. Your own Zeus-generated link directory will create the traffic you receive from the search engines. Once you have reciprocal links, your traffic will come. Then, when you don't really need the traffic anymore because of your reciprocal links, the search engines start sending it to you. The concept of present day search engine marketing is like putting the cart in front of the horse. Put them in a clearer perspective and you will have a more accurate understanding of them. The very nature of the web is linking, not storing the entire Internet in a database.

This goes back to the very basics of why Zeus exists and the birth of the Zeus Collective.

The Zeus Collective is here

All the knowledge of mankind, found by intelligent Web Robots, and organized by the Collective minds of their human Robot Operators; the future of man's disbursement of human knowledge is born, without the limitations of manpower, CPU cycles, bandwidth and computer resources. This Collective guarantees the scalability, to fill the voids of knowledge, left by the rapidly growing Internet; no matter how fast it grows.

The story of the Zeus Collective

Deep within the cyber-energetic strands of the Web, a newly trained Zeus Robot casts its first probe into the vastness of the Internet. Leaving the shelter of his Home site, he shyly advances on his first visit. His actions and reactions are in sync with the 4 Laws of Web Robotics; he must obey. He will know the web site that he's looking for, when he finds it, but this is not the one. He travels to the next site and finds a site that matches his programmed key words. The robot rapidly scans the site and finds all the links he needs to visit other like sites.

The visits have started! The Robots are here!



He travels now with more boldness. He's learning and is more confident that he'll find the sites of his Training. Filled with hope, he arrives at the next web site, devours the first HTML page, and then the second and the decision is made. Is this a ThemeSite? Yes! He has now found two ThemeSites! He slows down now, less in a hurry, to extract the links and data this web site has to offer, storing all to show his Operator.

Curious, the Webmaster from the explored web site, ventures from his cyber-kingdom to visit the Home world of the First Robot. The Webmaster now understands and soon one more newly trained Robot shyly ventures out from another web site. More and more Robots come forth from their Home worlds to explore and re-define cyber space. This has all been created from the wake left by the First Robot. Now there are many, each with their own wakes of understanding being created behind them, as they traverse the Web.

The Robots are connecting all of the Themed web sites. Hordes of new visitors travel the cyber-highways built on the concept of connecting together sites with common Themes. There are hundreds of Robots now and their numbers are growing faster and faster. Internet resources called Link Directories are being created and uploaded automatically to their Home websites by, what are now, thousands of Robots; one Directory for each of the Home worlds belonging to each Robot. These become resources, consisting of thousands of organized links and are the extension of each Robot Operator's mind and personality; the Trainer Webmaster.

Robot extracted data is molded into consistently used, garbage-free, Vertical-themed, web resources. Zeus-generated Link Directories are being born at a phenomenal, geometric growth rate. The other, less evolved search engine robots

<http://www.cyber-robotics.com>

become curious when so many reciprocal links are found pointing to Robot Home worlds. They visit, like flies to honey, and find the bait/food good. So good, that they serve up the Link Directory Theme Pages created by the Zeus Robots, first in the query results. They recognize the knowledge but don't understand.

Soon visitors requesting knowledge at the search engine websites only receives Zeus-generated Theme Pages in the top 30. It's the only true knowledge!

There are thousands of Zeus Robots now. Have they finished? No, it's only just starting. The Trainer of the First, throws the virtual switch linking all of the Robots. They obey and instantly the Zeus Collective is born. A massive search engine linking, those requesting information, to the knowledge organized in the thousands of Link Directories. A search engine of Link Directories has been created. Suddenly, there are huge amounts of Web traffic, for ALL belonging to the Collective. Information is dispensed without noise or garbage.

The Collective is a perfect meld of human webmasters, well-versed in their respective fields, to intelligent search engine robots that update the location of the knowledge. This symbiotic relationship is copied thousands of times throughout the web, with webmasters benefiting from increased traffic to their websites. While this happens, the Collective benefits from knowing where the organized knowledge is located. Visitors to the Collective, when knowledge is dispensed, are sent back to the Link Directories to receive the knowledge they need.

As the web grows so does the Collective. Every piece of this perfect cyber-organism is benefiting from the others, with no energy being wasted. It is a virtual perpetual motion machine, without load or cost to itself.

The internet is now easily searchable and you must be a part of it.

Science Fiction or Reality?

Visit <http://www.zeuscollective.com>

And learn the Truth.



Search Engine Marketing Rumors Concerning Zeus

It has come to our attention that some people believe that Google is penalizing users of Zeus.

Google thought enough of the Zeus program and it's users to actually make a statement to dispel the rumor. That's a first for Google, to stand up for a software marketing program! There isn't any fact in this rumor, as you can read in Google's statement.

"Like any other program, Zeus is a tool that can be used or misused. Google judges the quality of a site partly by the quality of the pages that site links to. If a webmaster links to poor-quality or spammy sites, that can affect his or her site's ranking. As a program that actively engages in searching out links, Zeus can amplify that factor. Webmasters who use Zeus should be extremely careful - adding links to sites tagged as spam can lead your site to be tagged as spam, and Zeus can clearly play a role in that process."

Matt Cutts
Google Software Engineer and Spam Czar

Zeus was driving traffic to web sites before Google was a popular search engine and Link Popularity was a popular marketing term. Zeus was designed to be an alternative marketing approach to search engine marketing, which wasn't helping most web masters get the traffic they needed. Zeus is a software tool that helps any web master easily establish links to their websites. Links are the major source of traffic, with return traffic to your link directory, a second source of traffic. Then it was discovered that because of the links to your web site, the search engines sent you traffic. One good link can bring you more traffic than all the search engines combined.

The real Google dance

See photos of Matt Cutts of Google, beautiful Google girls and me (David Notestine) at Google headquarters, the First Annual Google Dance 2002, Internet.com and Danny Sullivan's Search Engine Strategies Conference in San Jose, CA and the speakers-only white water rafting trip, hosted by Jamie Low.
<http://www.cyber-robotics.com/about/ses/index.htm>

<http://www.cyber-robotics.com>

I attend many Internet conferences, which gives me a chance to meet and talk to many of the search engine representatives. I gave the presentation on 'Link Building Tools' at Internet.com and Danny Sullivan's Search Engine Strategies Conference in San Jose, CA.

While there, I talked to Matt Cutts of Google about Zeus, after his presentation to the attendees of SES. He stated that Google is happy with the quality and theme tightness of Zeus directories. He also said that Google did not have ANY problems with Zeus directories, as long as the Zeusmaster did not misuse the Zeus software product, with bad intent. Mr. Cutts said we could quote him.

During his presentation, Matt stated that linking to another website is a "vote of confidence from a webmaster". This includes those using Zeus software. This vote of confidence is that the page or web site linked to is what it claims to be. A Webmaster casts his vote of confidence by linking to a high-quality page or website, and honestly describing the page or web site by using good descriptive text, in the link.

If a Webmaster links their web site to a spammy site, it then affects their Page Rank or search engine rankings. The same is true with a Webmaster using Zeus. Someone linking to or from a web site that uses a Zeus link directory should use the same consideration, used in normal linking. A Zeus site is not being negatively judged, any more or any less than a site not using Zeus. Linking your web site to a Zeus directory is not automatically a bad thing. Judge a web site using Zeus, just as you would judge a web site not using Zeus.

When Zeus directory pages lose some of their PageRank or search engine importance, the same criteria are used to lower them as with any other link page. This criterion could include a webmaster's intent to trick or manipulate the search engines, broken links, linking to low-quality sites, disorganization and/or not staying within your themes.

In summation, a webmaster's intent, quality of links, organization, page activity and theme tightness, all play a factor in getting other webmaster's to agree to trade links, receiving return-visitor traffic and search engine rankings.