

**ENTREPRENEUR
MAKEOVER**

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For more from the author about business-related matters and for communication purposes, you can use LinkedIn, where the author is very active.

Also, if for any reason, related or not to the book, you want to communicate with the author, you can do so by email or through LinkedIn.

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INTRODUCTION

We live in a world where almost everything works digitally. If you want to be a successful entrepreneur today, you must have some digital skills to keep up with current trends.

The situation with Covid has been a good opportunity to understand that the Internet is the future.

In this eBook, I will try to give some tips and information on how someone can have a good digital presence on the web.

The title of the book, 'Entrepreneur Makeover' metaphorically refers to the need for entrepreneurs to have a good digital presence, and lets them know that if they follow some of the tips and advice in this book, they will change their digital image and will undergo a 'digital makeover' for their benefit.

Having a good digital presence online, and building your brand correctly can benefit you in many ways.

It can help potential customers and partners find you online, and also, having a correct and professional digital presence can make them trust you and buy your product/service, or cooperate with you.

There are many different places where you can have a digital

presence. You can use many different social media platforms or even have your own website. Using many social media platforms daily can be very time consuming, especially if you have a low budget to hire a team to help you. Therefore, you must focus on the ones that best suit your audience and the goals you want to achieve; keep in mind that the ones you decide to use must be handled professionally.

This book is not the typical digital marketing book. I share many growth hacking marketing strategies in it instead of the traditional ones.

In the book, you can also find the etymology of some of the marketing terms, so that it is easier to understand the content.

It includes many different subjects related to marketing, many of them for informative reasons and others with basic information without containing all the details.

The reason for this is that the goal of this book is to inform someone of potential ways where you can build your brand without teaching you complete marketing strategies.

The goal of this book is not to be a complete marketing guide but to act as an informative guide.

It's important for people who read this book to keep doing research on the different topics within it, in order to get a full picture of the subjects and also to use everything in the book correctly.

The author is not affiliated with any service/business mentioned in this book. Any of the services mentioned in the book are used with the responsibility taken by each individual/business that uses them, in case anything goes wrong. The same applies to any marketing technique that is mentioned in the book.



A SHORT NOTE ON THE AUTHOR

I have been a technology enthusiast since I was a kid, and have a special interest in digital marketing, e-commerce platforms, and all kinds of startups.

I also love all things related to real estate, because I believe in the potential of creating wealth through real estate.

My personal interests are photography, exercise, and traveling.

As the years go by, I have visited many countries and I keep growing my list of countries I have visited.

I wanted to keep this note short, so I will not write a lot about myself. This is my first book, and I want to thank my family and friends who have supported me mentally to write it. I also want to thank everybody who buys it.

A special thanks to Alexandros James Neocleous for the help I received in editing the book.

In memory of my grandmother, Eleni Pari.

Andreas Ioannou



CONTENTS

INTRODUCTION	4
A SHORT NOTE ON THE AUTHOR.....	6
BRAND, BRANDING, AND BRAND AWARENESS	10
CONTENT MARKETING, CONTENT STRATEGY, TARGET AUDIENCE	12
LEADS, LEAD GENERATION,	15
AND CONVERSION	15
ORGANIC AND PAID TRAFFIC	16
SOCIAL MEDIA	17
GENERAL SOCIAL MEDIATIPS	18
FACEBOOK	21
FACEBOOK PERSONAL PROFILE	22
FACEBOOK PAGE.....	24
FACEBOOK GROUP	26
INSTAGRAM.....	28
INFLUENCER MARKETING.....	30
BUY A READY-MADE INSTAGRAM.....	32
ACCOUNT	32
YOUTUBE	34

LINKEDIN.....	38
LINKEDIN PERSONAL PROFILE.....	39
LINKEDIN PAGE	44
LINKEDIN GROUP	46
LINKEDIN NEWSLETTER	48
FACEBOOK PIXEL AND LINKEDIN INSIGHT TAG	49
LIVE BROADCASTING AND ONLINE EVENTS	50
PODCASTS	52
BLOG	54
E-BOOK.....	55
DIGITAL PRODUCTS (WITH ROYALTY-FREE RIGHTS) AND CHEAP FREELANCE SERVICES	57
WEBSITE	59
SEO	61
(SEARCH ENGINE OPTIMIZATION).....	61
GOOGLE AND THE REST OF THE AVAILABLE SEARCH ENGINES.....	63
YOAST PLUGIN FOR WORDPRESS	64
BLACK-WHITE-GRAY HAT SEO, OFF-PAGE, AND ON PAGE SEO.....	65
KEYWORDS	67
BACKLINKS	72
DOMAIN AUTHORITY	75
GOOGLE MY BUSINESS	76
NEWSLETTER.....	80
WEB PUSH NOTIFICATIONS	82
GOOGLE ADS	83
USEFUL WEBSITES FOR SEO.....	85

AFFILIATE PROGRAM ON E-COMMERCE PLATFORMS	87
FLIPPA MARKETPLACE.....	89



BRAND, BRANDING, AND BRAND AWARENESS

Many people use the word “brand” to describe different things about a company, like a logo, for example, but the real meaning of a brand is the reputation of a company and the image customers have of it.

And in the marketing world, branding means the act of giving a visual identity to a brand.

Parts of branding can consist of things like the logo, color scheme, typography, and other design components.

Branding is a very important process in creating a brand. There are three types of branding.

1. A company brand.
2. A product brand (a product of a company).
3. A personal brand (a brand of a person, like an industry leader, for example).

When branding for a specific company/product, many factors must be taken into account, like business goals, audience, etc.

Another term that is used a lot is Brand Awareness, and it indicates

how memorable and recognizable a company/product is.

Brand awareness is important because people tend to buy products that are well known and familiar to them rather than new unknown products.

A new company must increase its brand awareness first, and after that, it will start to generate good profits.

For a company to increase its brand awareness, it must create a good marketing strategy for the company/products.



CONTENT MARKETING, CONTENT STRATEGY, TARGET AUDIENCE

Content marketing is the content we create for our audience, such as blog posts, infographics, videos, podcasts, e-books, etc., that we share on our different platforms, like website/blog, social media.

A well-known quote saying 'content is king' indicates that creating high-quality, interesting, unique, and relevant content will help you be successful in building online audiences and building your brand as well.

Being generous and offering a lot of content that your audience enjoys and finds useful can help you become a trusted authority in your area of expertise.

A content strategy helps you decide what content you will create based on different information, and it generally works as a plan for your content marketing.

In content strategy, you will consider things like what you are trying to accomplish, such as creating brand awareness or generating leads, etc.

You must make decisions on the different types of content, which you will focus on more or less, depending on your audience.

For example, you must determine what content your audience prefers, whether it is images or videos.

Also, you must decide on the different channels you will use to share your content, such as the social networks and other platforms you will use.

You must also decide the ways you will use to promote them depending on the different platforms.

You will use paid ads or organic promotion. If you use paid ads, you must consider whether your budget is enough for what you are trying to accomplish.

You must also determine which metrics will ensure whether your content strategy is working or not.

There is also other information to consider, but I have only mentioned some of the most important.

Your target audience is the group of people who are likely to buy your products; these are the people you must try to reach with paid ads.

These people are defined by many different data, like demographics, geographical location, personal interests, and many other factors.

You can use common sense to find your target audience.

For example, a wedding photographer's target audience will probably be people that are young and yet to be married.

Also, you can use analytic tools on different platforms to see which people are interacting with, or interested in your brand.

We can use insight tools on many different platforms, such as Facebook, Instagram, or Google Analytics, which are for websites.

You can use an insight tool on a platform that has one integrated into it, or you can use a third-party insight tool, depending on the platform you are using.

Further research is needed on a lot of this information that applies to the target audience, such as buyer personas, etc.

When you decide what your target audience is, you can use different demographics and other filters from the paid ads on each different platform to target your audience.



LEADS, LEAD GENERATION, AND CONVERSION

A lead-in marketing term refers to the contact information and sometimes even the demographic information of a potential customer.

Lead generation marketing is the process of attracting potential customers with the goal of converting them into customers.

Lead generation marketing is driven by many different pieces of information, such as the quality of the leads, for example, and the research needed for someone to understand the different techniques that are used for lead generation marketing.

In digital marketing, conversion refers to the number of people who complete the call to action you ask them to, on your website, social media, or any digital platform.

Some of the actions can be the purchase of a product, the subscription to a service or a newsletter, the download of a digital product, the submission of an eForm, etc



ORGANIC AND PAID TRAFFIC

In the digital world, there are two ways to get more traffic/interaction on social media/websites. The first is through paid ads on different platforms, and the second is through free organic traffic.

The term “organic” refers to any free traffic/interaction you receive on each platform.

You can use different techniques on each social media platform to reach a larger audience organically.

For websites to increase your organic traffic, you can use SEO (Search Engine Optimization).

You will find many different organic techniques in this book.



SOCIAL MEDIA

Social media is used by billions of people worldwide to create connections, as well as communicate and share information.

You can use social media for personal or business purposes. In this book, I will focus on the use of social media for business purposes.

There are many different social media platforms available, but in this book, the social media platforms that are mentioned are Facebook, Instagram, LinkedIn, and YouTube.

Of course, you can use any other social media platform you wish, if you think it will benefit you.



GENERAL SOCIAL MEDIA TIPS

Having a large number of followers on social media makes you appear more trustworthy and popular, even if you don't know most of them in person.

This will help you a lot to generate leads.

Avoid sharing content that talks about politics or other content that will start an argument between people. Try to always keep a neutral opinion on any subject.

Always upload content that is positive, motivational, and uplifting to people.

Share funny content. Humor always attracts attention and also gives extra points for your brand.

You must choose to share interesting posts as much as possible. This way, you can keep the engagement rate of your posts as high as possible.

Engagement means someone who likes/reacts, comments, or shares your post.

Social media doesn't show our posts on the news feed of all our followers, so by having a high engagement rate, social media will show your posts to more people.

The engagement rate of each social media has different degrees and algorithms.

Don't just publish plain text posts, but also publish images that are relevant to your text.

The reason is that, usually, text posts that include images are noticed more than plain text posts, and the engagement rate is usually higher as well.

To reach more people with your post, a good tip is to tag more people in it. It is also good to include the location in every post because the location is searchable. So, someone can find a post based on a specific area.

The time and day you publish a post are important because they affect how much traffic and how much engagement you will get with a post.

Every social media has different days and times where it's best to post at that time and day because it is likely that your post will reach a larger audience. Further research needs to be done to find out what times and days are best for making posts. You can research the best days and times to make a post based on the details that you can find online.

You can search in places like Google, etc., or you can do your research based on data from your social media.

For example, you can post on different days and times and check which days and times your posts have the best traffic/engagement rate.

You can even use data you find online as a starting point for your research until you decide which days and times have better results for you.

Use the same style/colors of graphics and the same profile/cover picture on all the social media/websites for your business. This is how you will create your business identity.

Always add a call to action on every post on your social media/website you want to achieve a goal with, like if you want people to share your post or visit your website.

A call to action is when you tell someone what to do. For example, if you want someone to visit your website for more information on a specific product, you must write at the end of the post something like “for more information on the (name of the product) visit my website at this link”, and then write your website link.



FACEBOOK

Facebook is the most popular social media platform worldwide. Facebook and Instagram are both owned by the same company, Meta Platforms.

We will look at three different ways you can use it for entrepreneurship: from your Facebook personal profile, creating a Facebook page, and creating a Facebook group.



FACEBOOK PERSONAL PROFILE

It's good to upload some content that is related to your work, but not too often. Instead, it's better to keep it more personal. Upload more content like personal/family/friends/travel photos or some experiences/stories of your life etc.

Don't share on Facebook all the personal photos you have or every small detail of your daily life.

Choose and share only the best personal/ family/ friends/ travel/etc. photos and share only things from your life that you think are important and matter.

Do not share personal or any other photos that are of poor quality, such as dark photos, blurred photos, too small, etc.

Prefer photos taken with a professional camera, or even a smartphone with a good camera, but be sure they are of high quality.

Don't share photos of you that make you look silly, like for example, a photo of you when you are drunk or doing something inappropriate.

Use a profile photo that is high quality. It's better to choose a photo taken by a professional photographer instead of a selfie taken with a smartphone.

Upload a high-quality cover picture. It can show something personal, like a photo of your town, or you can use a cover photo to show your company information.

Wish a happy birthday to your Facebook friends. It helps to build good and warm relationships.

Contacts are very important for an entrepreneur. That's why it's good to hide your Facebook friends so only you can see them.

You can do that from an option in your Facebook settings.



FACEBOOK PAGE

When you start a new Facebook page advertising a new company/product, focus on gaining brand awareness from the beginning.

If you have a better-designed, more professional page and you are active, as well as continuously posting and engaging, it's more likely that someone will buy your products/services.

A good tip to better managing your time is to create scheduled posts on your Facebook page.

Always upload high-quality content that is more useful to your audience, like tips, articles, etc. and publish fewer posts selling your products/services.

For example, you can upload posts for advice on how to use a specific product correctly, or a post about general information about your industry.

The reason for that is that your target is to build a fanbase/community for your company, establish warmer relationships with your audience, and make them trust you enough to buy your products/services.

Being too pushy and commercial in trying to sell/promote your

products can often have the opposite results.

Answer all the comments you receive, even the negative ones, and always answer politely to all the comments; both positive and negative.

Since Facebook pages allow people to leave reviews on them, ask your customers to leave a review on your Facebook page.

Facebook doesn't promote organic content on its pages, as much because it generates money through Facebook's paid ads.

If you want to reach more people, the best way to do that is with paid ads.

You create ads on Facebook by selecting your target audience with demographics and other filters, and Facebook shows your ads on your target audience's newsfeed.

You can use a Facebook page to promote your website, by sending traffic to it either organically or through paid ads.

With the private messages feature you can use your Facebook page as a communication tool to communicate with clients.



FACEBOOK GROUP

There are many reasons for creating a Facebook group. If, for example, you create a group for your business, you can use it to communicate better with your audience.

This also creates a better organic promotion of your posts that will lead to a better engagement rate with your audience compared to a Facebook page.

This happens because Facebook tends to promote group posts more organically than page posts.

Sometimes, members of a group also get a notification about a new post in the group. However, it depends on the settings you may have.

In a group, everyone can post content, and this can allow everyone to share their opinion on a specific subject. Also, you can set your own rules about anything, such as what content the members can share, how often someone can post, etc.

Also, one good way to help you generate leads is to create a general group for your industry. For example, if you are a real estate agent from London and you create a group for London real estate, people interested in buying and selling property in London are

likely to become members of the group.

It's good to participate often in your group. For instance, post often and engage in other members' posts or comments. A good idea is to create welcome posts for the new members.

A group, in general, can help you. When used correctly, you build better relations with your audience and also increase the leads and the conversion/selling of the product.

A group can also help you build credibility, and show yourself as an expert in your industry.

Also, it's a good idea to use other groups available in your industry to increase the leads and conversions and to build credibility by posting or even engaging in other people's posts to reach a larger audience.



INSTAGRAM

Instagram is the favorite social media platform for influencers. I will share some marketing strategies for how you can build your brand on Instagram.

To reach more people with an Instagram post, always use hashtags that your potential customers use.

A good tip for choosing which hashtags to use is to check your competitors, especially the ones with successful Instagram accounts.

To grow your account and to increase your engagement rate, you can create giveaways/contests.

For example, you can create a contest offering a free product/service, and if someone wants to participate in your contest, you can ask them to do things such as follow you on Instagram, share and like the contest post, and tag a specific number of friends in the contest post.

If you want to use your account for your business, it's a good idea to create an Instagram business account.

In general, a business account makes you look more professional because it allows you to include more information on your Instagram bio, such as contact details, for example.

an Instagram business account gives you more benefits as opposed to a personal account.

Some of the benefits you have with a business account are that it allows you to connect with your Facebook business page and, from there, you can create scheduled posts to your Instagram. You can also create Instagram paid ads to reach a wider audience. Having a business account also gives you access to analytics regarding your account and your performance. You can also create an Instagram online store that is exclusive to business accounts.

As well as Instagram posts, you can use stories and reels as part of your Instagram growth and engagement strategy.



INFLUENCER MARKETING

If you want to increase your Instagram followers or promote a specific post such as a contest or an offer you have, you can pay an influencer or make them a profitable offer such as free products/services, if they publish your post/story on their Instagram account.

An influencer is a person who has the power to influence and inspire and who can also guide the actions of others.

Analytically, an influencer is someone that has a large following on Instagram, and usually, their accounts are based on a specific niche. It can be anything, like fashion, food, travel, etc.

There are two types of influencers: micro-influencers, which refers to a small number of followers, and macro-influencers, which refers to a large number of followers.

Many of the influencers' followers trust them, and if they recommend a product to their followers, some of them will buy it.

It's good to hire an influencer that relates to the product/service you want to promote. For example, if you have a clothes shop, it is better to hire a fashion influencer.

You can find and hire an influencer by yourself, or you can use different influencer marketing platforms.

You can use influencer marketing platforms to find an influencer and also to create an influencer marketing strategy, like hiring many different influencers to promote the same post.

You can see some of the available marketing platforms at this link:
<https://influencermarketinghub.com/top-influencer-marketing-platforms/>

It's very important before you hire an influencer to research if he is a real influencer and also if your cooperation with him/her will benefit you.

Many people are presenting themselves as influencers, but they create accounts with many followers using different cheating tricks.

For example, some of them use bots-software that can increase your followers and likes on your posts. The followers or the likes you are getting from these bots are fake.

These followers are not real people, but just fake numbers.



BUY A READY-MADE INSTAGRAM ACCOUNT

If you want an Instagram with many followers but don't have the patience and skills to increase your followers, you can buy an account that already has many followers in the different niches available.

There are web stores that sell these types of Instagram accounts, but many of these webshops are selling accounts with fake followers that are actually bots.

You can also be scammed in the sense that you can buy an account and, in the end, they will not give you the account you paid for and you will lose your money.

For that reason, if you are planning to buy an Instagram account, it's better not to buy it from any webshop.

Social Tradia (<https://socialtradia.com/>) is one of the most popular, trustful, and legitimate webshops for this kind of transaction.

Social Tradia mentions on their website that they check the followers of the accounts they are selling to make sure they are real.

If you have an account with many followers, that you don't need anymore, you can also sell it through <https://socialtradia.com/>

As with all the websites mentioned in this book, I am not affiliated with any of them, and if anything goes wrong with any transaction, I am not taking any responsibility.

Everyone must do their research and take responsibility for their actions.

If you buy an account with many unknown followers, there will be problems, such as they will have no relationship with your brand and it can be confusing at times.

You must buy this kind of account, only if you want to use it for some specific reason that you think will benefit you.

Some people will say that this is cheating, but I mention it because I want to mention all the different marketing hacks and strategies that are available and unknown to some people. That way, everyone can decide what is best for them.



YOUTUBE

If you want to get into video marketing, which is a big thing nowadays, there is no better way to do it than on YouTube.

It is one of the most visited websites in the world, so having a presence there is very important for your marketing strategy.

I will share some ways in which you can create a great YouTube channel.

Except for the profile and cover picture, which must be in the same colors/style as your other social media/website, you must write a description for your channel that is also good for YouTube SEO.

This means including keywords in your description that are related to the subject of your channel.

If you have a channel with lots of videos, spend some time creating a channel layout and organizing your YouTube content.

Try to continually publish content. This is very important if you want to grow your audience and keep your feed active, thus establishing your presence on YouTube.

How often you should publish a video depends on your audience, goals, and content.

Collaborate with other YouTube channel owners who have similar content to yours.

You can contact them and ask them, for example, to make a video together or to recommend each other's channel to your audience.

A good tip to always have content is to create a series of videos on a big topic. You will not create one big video on this subject, but instead you will create many short videos continuously on your timeline.

It can even be a one-minute video each time.

One thing you should keep in mind is that the beginning of each video, such as the very first few seconds, it is very important to grab a viewer's attention. If the beginning is not good, the viewer will probably choose another video to watch.

For this reason, it's very important to create a great beginning/introduction for each video.

Share your YouTube videos on your other social media accounts or embed relevant videos on your website or blog.

Try to write a great description/title for each video. That will also be good for YouTube SEO.

Try to include keywords in the description/title that your audience will search for. This way, your video will be more discoverable when someone searches for a video on the search engine.

Try to use the technique of clickbait on the title/description

and also on the thumbnail of each video.

A thumbnail is very important for someone to decide if they will click on a video to watch it, so choose a very attractive thumbnail for each video.

The clickbait technique is used in many places, such as a blog/website and is also very popular on YouTube.

Clickbait refers to content that tries to attract attention and encourage someone to click on it, and it has a bad reputation because people use it mostly with a bad way showing an image/text that attracts you to click on it, and when the link opens the content is not relevant to the previously clicked image/text.

Clickbait is not always bad if used correctly, like showing an attractive image/text that is relevant to your content.

Add closed captions to your videos, because if someone searches for a word that is not included in your title/description but is said orally in your video, they will more easily discover your video if you have captions.

Use YouTube tags in every video that are relevant to the subject of your videos and your channel.

YouTube tags are descriptive keywords, and YouTube gives you the option to include every video detail in the tags section.

Encourage people to interact with your channel (subscribe, share, like, or click the bell icon to receive notifications of new videos) by mentioning it in your videos.

You can also create a call to action, such as encouraging your audience to visit your website.

It is also good to include your social media/website on each video description.

In the last seconds of each video, you can put an “end screen.” On it, you can show some other videos you may have on your channel or even external links like your website/blog, and you can recommend them to your viewers.

Something to keep in mind if you want to grow your subscribers, is that most people tend to subscribe to a channel that already has many followers.

YouTube has an option to hide the number of your subscribers. This is a good option if your channel has a small number of subscribers.

You can choose to hide the number of your subscribers when you have few subscribers, and then when your subscribers increase to a number you think is high enough, you can choose to make your subscriber quantity number visible again.



LINKEDIN

LinkedIn is the largest professional network in the world, and the main reason people use it is to find a job.

Apart from that, it can help you build your brand and generate leads as well.

Because this book is mostly about entrepreneurs, the information I'll give is more about how to build your brand, and generate leads rather than the job-seeking part.



LINKEDIN PERSONAL PROFILE

Your LinkedIn profile description is very important for many reasons, such as SEO, to get someone to trust you, and also to stand out from the competition.

A good tip to stand out is to use a different and creative description. For example, if you are a real estate agent, instead of just writing, Real Estate Agent, you can write: I help investors create wealth through real estate.

Check out YouTube videos for more creative and effective examples.

On LinkedIn, one of the most effective ways to reach your goal, which can be to sell your products, create a partnership, etc., is by sending a private message to someone.

The structure of the message and its strategy are very important to help you succeed in your goals, such as convincing someone to buy your products, for example.

You can research different YouTube videos, different message patterns, and strategies, to help you sell your products or succeed in different goals.

LinkedIn is more effective for finding B2B (Business to Business) leads.

You can use LinkedIn for free, but LinkedIn also has paid premium plans available, which give you additional benefits.

If you want to use LinkedIn to find B2B leads, a good option is to subscribe to the LinkedIn Sales Navigator plan.

Sales Navigator allows you to search for potential leads by giving you the ability to search for user details with many filtering options.

It is also good to use LinkedIn to find potential clients for expensive products/services, for example, if you are searching for investors for expensive real estate.

The reason for that is that LinkedIn is the social media platform that the wealthiest people use the most.

You can meet a lot of new people on LinkedIn but it's also good to find all your contacts, like classmates and colleagues, and connect with them on LinkedIn as well.

The more connections you have, the more trustworthy you present yourself as, and the easier it is for someone to do business with you.

LinkedIn gives you a specific number of invitations each week. It is good not to be lazy and send your available connection invitation each week.

Premium plans give you more available invitations than the free one.

Having a more professional look on your profile will help more people accept your invitations.

You can include a message with an invitation that can help someone to accept your invitation much more easily.

You can include the reason why you want to connect with someone, and you can also mention common interests you may have had with someone, like common industry, city, being part of the same LinkedIn group, attending the same events, etc.

You can search for videos on YouTube for further information on how you can write a good invitation message.

When you have few connections, it will be more difficult for someone to trust you and accept your invitation. As the number of your connections starts to grow, more of your invitations each week will be accepted.

On LinkedIn, if you have a large number of unaccepted invitations, it is considered a negative and LinkedIn can decrease the number of your invitations each week.

For that reason, it is wise to not let your pending invitations reach a very large number.

Invitations that are still pending after many months have a less chance of being accepted, and as the time passes the chances decrease even further.

It's wise to check your pending invitations at least once every 1 or 2 months and to withdraw the invitations that are pending for a large amount of time.

There are people on LinkedIn who accept invitations from everyone. These people are called LIONs (LinkedIn Open Networker).

You can see even some of them use the term "LION" in their

profile heading/description.

The more information you put on your profile, such as work experience, skills, licenses & certifications, education, etc., the more value you give to your profile. It makes you appear more trustworthy and professional, and also you make your profile more discoverable, because much of this information works as keywords in the LinkedIn search engine.

Depending on how much information you add on LinkedIn, it shows your level of strength in your profile status. It is wise to complete all the necessary information to have an All-star profile.

The reason for that is that members with All-star profiles receive more profile views and also see more relevant feed updates.

Ask customers and colleagues to exchange LinkedIn recommendations with you.

Endorse your connections by the skills they have on their profile.

It helps build better relationships, and many of the connections you endorse can return the favor.

Wish your connections a happy birthday and also congratulate them on their different achievements, like promotions, new roles, etc.

As a well-known quote says, your network is your net worth. For that reason, it is wise for someone to choose to hide his/her connections and to be visible only to him/her, and no one else that is visiting their profile.

This is possible through an option in the settings of LinkedIn.

You can visit this link: <https://www.linkedin.com/sales/ssi> where it shows different score insights of how good your LinkedIn profile is.



LINKEDIN PAGE

A good way to make your business more well-known is to create a LinkedIn business page.

You can post any news and information about your business, such as new offers for your products/services, etc.

You can also create LinkedIn paid ads through your page to reach a bigger audience.

A LinkedIn business page can give you extra SEO for users searching through LinkedIn, but it can also help you with Google SEO which is because LinkedIn information, such as profiles or pages, can also appear in Google search results.

That's why you should optimize your business page details with keyword-rich descriptions that are related to your business/ industry.

By having a more professional business page, it will be easier to attract the right employee if you ever need to hire new staff for your business.

By creating a company page, you also gain extra credibility for your personal profile. If you add your business page to your profile, it will show with your business logo and a link to your

page. It looks more professional, and you can also send people from your profile to your company page thereby gaining extra visibility for your business.

It's good to invite all your connections to follow your LinkedIn page so you can have as many followers as possible.

To get ideas about what content to create for your page, it is good to check other competitors' pages to see what your competitors are posting on their pages.



LINKEDIN GROUP

Creating a LinkedIn group can help you build credibility, and can offer you many other benefits as well.

It can help you meet and also build relationships with professionals from your industry, who will become members and who will participate in your group.

For example, asking them their opinion on something related to the group and also engaging with their posts as well as yours.

Another benefit of a group is that it can work as a lead magnet and help you generate free leads from people that will become members of the group. This is because it is more likely that they will be interested in buying a product/service related to the industry the group is based in.

Creating a group can help you present yourself as an industry expert and, if you manage to have a group with a large number of members, it can help you show yourself as a leader within your industry.

Make your group more discoverable by optimizing your group information with keywords your audience will likely use.

It is suggested that you be active in your group by posting often and engaging with other members' posts.

So, invite your connections to become members of your group, so you can increase the number of your members.

You can also take advantage of the other groups available in your industry to reach a wider audience by posting or engaging with other people's posts.



LINKEDIN NEWSLETTER

LinkedIn has a newsletter feature where you can create your own newsletter in different niches.

You can publish articles in your newsletter and anyone can subscribe to it.

Subscribers to your LinkedIn newsletter receive a notification from LinkedIn for every new post you publish.

This is a very important feature that can help you stand out from your competitors. It helps if you are good at writing. You must also have time to write new articles continuously.

Your newsletter subscribers will expect new content often, so if you don't have time to write new articles often it's better not to create a LinkedIn newsletter.



FACEBOOK PIXEL AND LINKEDIN INSIGHT TAG

Facebook Pixel and LinkedIn Insight Tags are tracking tools that you install on your website to track the visitors of your website.

You can view the analytics of your website visitors; for instance, see the actions they may take on your website.

This way, you can use analytics to optimize paid ads, through Facebook or LinkedIn.

You can also use these tracking tools to understand who your target audience is and which people have previously interacted with your website.

So, in a few words, you can target people that have previously visited your website, and show them paid ads for your business on Facebook and LinkedIn.



LIVE BROADCASTING AND ONLINE EVENTS

Live online events have become very popular in the Covid era.

They are cheaper than physical events, and they are also a good way to reach your audience.

You can stream live on many social media platforms, like YouTube, Facebook, Instagram, and LinkedIn.

Many social media platforms give you the option of broadcasting live at any time, but it is highly recommended that you announce beforehand when you are going to stream a live broadcast.

It's best to do your live broadcasting and to announce it in the form of an event. You must announce it before the actual event because, in that way, you will have more time to promote it, which will result in its reaching a larger audience.

You can use different ways to announce your event.

For example, on platforms such as Facebook or LinkedIn, you have the option to create an event.

You can broadcast your event on a specific social media platform or you can broadcast your event through Zoom or a similar application.

Before doing so, you should announce your event on all your social media/websites.

Another way is to stream to many different social media platforms at the same time by creating a custom setup with third-party software.

If possible, it is recommended to invest some money in buying professional equipment such as a good camera, microphone, etc. to get more professional results.

Make sure everything is working correctly before the event.



PODCASTS

The term Podcast is used to describe a series of pre-recorded audio episodes on a specific subject.

The entire series of episodes is called a podcast, and each one of the episodes is called a podcast episode.

For example, you can create a podcast on real estate, and on each different recording, you can lecture on different aspects of real estate.

You can invite different people who work in the industry of real estate, for example, to participate in your podcast.

People that like your podcast episodes can subscribe to your podcast.

In addition to audio podcasts, which are more popular, there are also video podcasts.

Podcasts are an inexpensive and effective way to help you build your brand.

Some of the best podcast-hosting websites you can use to host your podcasts are Apple Podcasts, Google Podcasts, Spotify, Audible, Stitcher, and TuneIn Radio.

It's beneficial, if possible, to invest some money to get professional equipment like a microphone or recording software.



BLOG

Having a blog with articles related to your niche is a big advantage because it will make you stand out from the competition and show yourself as an expert in your sector.

One of the best services you can use to create a blog is Blogger (<https://www.blogger.com>) which is a service owned by Google.

Before publishing an article, make sure it is proofread and edited. If you are not good at writing articles, you can hire a ghostwriter.

Ghostwriters are writers that are paid to write an article for you, according to your demands.

They give you the right to use the article. However, you also have the right to present it as written by you.

You can have a separate blog or you can add a blog to your website.

Having a blog on your website can give you SEO benefits.



E-BOOK

Writing an eBook will help you stand out from the competition, and also show yourself as an expert in your industry. You can use an eBook to your benefit in many different ways.

Some of the ways you can use an eBook related to your industry, are to offer the eBook for free if someone signs up for the newsletter you have on your website, or if you think the content of the eBook is so interesting and useful that it's worth someone paying for it, you can sell it on online bookstores like Amazon.

If you are not so good at writing but you want an eBook, you have two options. 1) Hire a ghostwriter to write the eBook for you (check what ghostwriters are in the blog section). 2) Take a ready-made eBook with PLR (Private Label Rights).

An eBook with PLR rights is an eBook written by someone else, and you can buy it or even download it for free sometimes.

A PLR eBook gives you rights that you don't normally have on other eBooks like editing/rebranding, and using it under your name and brand.

In simple words, you can customize this eBook and put your name on it as the author, and after that, you can offer them for free or even sell them for profit.

You can also find many other digital products with PLR apart from eBooks, like articles, graphics, videos, etc. Except for products with PLR (Private Label Rights) you can find products with similar but limited rights like MRR (Master Resell Rights) and RR (Resell Rights). Every product is different and has different rights on how you can use it. Make sure that the way you use a digital product is allowed and is not illegal. The best place to find these eBooks are on online e-shops, where they specialize in selling/offering, sometimes for free, digital products with PLR, MRR, and RR.



DIGITAL PRODUCTS (WITH ROYALTY-FREE RIGHTS) AND CHEAP FREELANCE SERVICES

There are websites where you can buy stock images/videos with royalty-free rights. However, there are other websites where you can download stock royalty-free images/videos for free.

Royalty-free rights content means that you pay once/download for free and the creator is giving you the rights to use their content according to agreed-upon terms, without ongoing license fees for further use.

Some of the rights you have with these products are to edit them, use them for commercial or private use, and some may or may not require attribution.

Each product gives you different rights on how you can use it, so check before you use any product and act accordingly.

One of the most popular websites to buy stock images/videos is Shutterstock (<https://www.shutterstock.com>).

You can also check these websites for free images/videos: Pexels (<https://www.pexels.com>),

Freepik (<https://www.freepik.com>)

Pixabay (<https://pixabay.com>)

Unsplash (<https://unsplash.com>)

Freeimages (<https://www.freeimages.com>).

The free sound website (<https://freesound.org>) is a good place to download royalty-free audio clips.

You can check out Envato (<https://www.envato.com>) which is a big marketplace for many digital products like stock videos, graphics, sound effects, website templates, etc.

For entrepreneurs, the cheapest places to buy freelance/marketing services are Fiverr (<https://www.fiverr.com>) and Upwork (<https://www.upwork.com>).



WEBSITE

Having a website is a must if you want to be considered a serious entrepreneur. Of course, your website must be professional, have a good design with the colors of your business, and also be fully functional and customized according to the reasons and goals for which you created it.

If you don't have the skills to create a good website by yourself, it's better to invest some money to hire a professional web designer instead of making a website by yourself which would be mediocre and lacking in quality.

I will not give any advice on how to create a website in this book, but rather, I will tell you ways on how you can make your website more discoverable, and in the final analysis, to bring more traffic to it.

Creating a website is the easy part. The difficult part is to get traffic to it.

What is the point of having a great website if no one knows about it?

To make your website more discoverable and to drive more traffic to it, you must optimize it to be more discoverable on the Google search engine.

The different techniques we apply to optimize a website to show higher on Google search results is called SEO (Search Engine Optimization).

Another term that is widely used in SEO, and that is good for someone to know is the term SERPs, or SERP (Search Engine Results Page), which refers to the position in which a website appears in Google's search results for a particular keyword.



SEO (SEARCH ENGINE OPTIMIZATION)

When someone types something into the Google search engine, whether it is a single word or a phrase, the websites that are best optimized for this word or phrase will appear on the first page or in the top positions.

A user that is searching for something on Google will most likely choose to visit a website from the first page, and they will more than likely not even spend time checking the second page.

For that reason, a website must appear on the first page of the SERP, and for someone to succeed in such a way is by doing SEO correctly.

For SEO to have any results, takes a lot of work and patience because even if you apply some SEO techniques correctly, it can take many months for Google to notice it and to rank your website higher.

SEO is a term that is mostly used when someone is trying to optimize a website for Google, but it can also apply to other platforms that also have a search engine, such as YouTube,

LinkedIn, etc.

Different SEO techniques apply, depending on the platform you are using.

This is because each platform has its own SEO rules, although some techniques may be the same or similar across different platforms.



GOOGLE AND THE REST OF THE AVAILABLE SEARCH ENGINES

The overwhelming majority of users worldwide prefer Google. Other competitors such as Microsoft Bing, Yahoo, or DuckDuckGo, are used by only a small percentage of users worldwide.

That's why most website owners choose to optimize their websites only for Google, without spending time doing SEO for other search engines.

In this book, I will only describe SEO for the Google search engine. You can optimize your website for other search engines if you believe it's worth it.

One important thing to keep in mind is that if your website's audience is based in Russia, you can choose to optimize your website for the Yandex search engine as well, because Yandex in Russia is used more than Google. Similarly, if your audience is based in China, it's better to optimize your website for the Baidu search engine, which is used by the overwhelming majority. There is no access to Google in China; it's blocked.



YOAST PLUGIN FOR WORDPRESS

There are many website-building platforms, and the SEO techniques I mentioned are universal. I will mention the Yoast plugin, which only applies to websites made with WordPress.

From all the available website building platforms, WordPress is the most popular. The majority of all websites worldwide were made by WordPress.

The Yoast plugin helps you optimize your website for SEO, giving you many tools that are useful for SEO.

It has a free and paid version, and it's highly recommended for WordPress users.



BLACK-WHITE-GRAY HAT SEO, OFF-PAGE, AND ON PAGE SEO

Black Hat SEO is when you use disapproved SEO techniques that can lead you to be banned from the Google search engine.

White Hat SEO is when you use approved SEO techniques that follow Google's guidelines.

Gray Hat SEO refers to the combined techniques of Black Hat and White Hat SEO. It is considered riskier than White Hat SEO.

Gray Hat SEO is not recommended. For someone to do SEO correctly, they must know all the rules and the guidelines of Google. Also, they must always research and update their knowledge because Google changes its SEO rules from time to time.

Off-site SEO refers to actions that can improve SEO but occur outside of our websites, like backlinks, for example.

On-page SEO is the opposite of off-site SEO, which are actions that happen inside of the website that improve the

SEO.



KEYWORDS

A keyword is a word or a phrase that an Internet user uses to search for something in a search engine.

We use SEO to optimize our website for keywords that are relevant to our website, so our website appears to the right people who are searching for something relevant to your website.

The keywords you choose to optimize your website is an important part of SEO.

For someone to choose the right keywords for their website, they can use specific services that help them choose the right keywords.

There are many companies that offer this service.

Some keywords are easier to rank than others, mainly because they can be used by strong and wealthy competitors.

The generic way keyword research tools work is by typing a keyword that is relevant to your website, and by choosing the country your audience is based on. This shows you relevant keyword suggestions you can use, and other data as well, to

help you decide which keyword is best for you.

You must consider a lot of different information when choosing the right keywords for your website.

One of the important insights to help you choose a keyword is the MSV (monthly search volume) of a keyword. These numbers are estimates, not the exact actual numbers.

You then need to think about the potential traffic you could get from that keyword to decide if it is worth using it.

For example, if a keyword is getting a specific amount of MSV, you should estimate that if you manage to get your website on the first page for that keyword, you will get the biggest percentage of that MSV traffic, and for the second or third place, you will have less traffic.

Ranking first for a keyword with a low MSV will not give you a lot of traffic because it's almost like ranking first for a keyword that no one is searching for.

Keep in mind that Google can rank the same content created based on a keyword for many other similar keywords.

It's wise to make decisions about the content you will create based on the total search traffic of a website that is ranked at the top SERPs for that keyword and not for the traffic of that single particular keyword.

Another thing to keep in mind is that Google ranks content for relevance.

Your content will rank for a keyword, only if it is what the searcher is looking for and it must also be the best resource for that topic.

If your competitors have better content on that topic, Google will rank their content higher. So, create only high-quality content.

Google pays attention to the most authoritative sources.

That is why you should try to create a website that has a lot of useful content for your audience. Having useful content will help you get more backlinks and your content will be shared more frequently on social media as well.

If you try to rank a keyword that ranks with a big authoritative website like Forbes, for example, it will be more difficult for you, unless your content is exceptional.

Google has its keyword tool, Google Keyword Planner which is integrated within Google Ads. It is used for paid ads, but it can be used for organic keyword research as well.

The Google Keyword Planner has very basic functions. Someone who wants to use a service with more functions, can use another company's keyword tool, for example, SEMrush (<https://www.semrush.com>).

You can also use another Google service that is called Google Trends (<https://trends.google.com/trends/>).

Google Trends shows many different insights on what people are searching for more on different topics in each region.

It shows you information on Google and YouTube, and this is useful to help you choose the right keywords, but it can also help you with SEO in different ways.

For example, if you want to create content for your website or YouTube channel, you can see which topics are currently the most popular, and you can create content for them.

All these different insights can be used to conduct market research, which will benefit you when making decisions for your business.

Once you have chosen your keywords, the second step is to create content that is based on these keywords.

For example, you can write content that is needed for your website, such as your company description, or a blog post, and include the keywords as part of the text or in the title.

It's advisable to include your keywords in your website content and include them in the different SEO elements of your website, like Meta descriptions, etc.

A Meta description is a description you write about your website that Google uses to understand what your website is about.

On Google SERPs, the meta description appears below the title and URL.

To write a good meta description, you need to consider many different factors because a meta description is considered very important for SEO.

You can include your keywords in your website's images, such as in the title, alt tags, and captions.

You can include your keywords in your website's URL.

A website URL is very important for SEO, so it is advised to choose a name that is as relevant as possible to the nature of your website.

You should also choose a name that is as short as possible.



BACKLINKS

Backlinks are considered the most important factor for SEO by many marketers.

A backlink is a link that links to your website.

The procedure to acquire new backlinks is called Link Building.

Google considers the quantity as well as the quality of the backlinks important for SEO.

Some backlinks can improve your SEO, while some backlinks can hurt it.

Google considers good backlinks for SEO, backlinks that have high Domain Authority, and also those that are more relevant to your website niche.

For example, if your website is related to cars and you get a backlink from a high 'Domain Authority' website related to cars, it can count more positively for SEO to Google instead of a backlink of a high 'Domain Authority' website related to fashion.

One good way to get more backlinks is to use the Ego Bait strategy. Ego Bait strategy is when you create content that

strokes the ego of any influencer or website owner you want a link from.

Anything you share for free, promoting different businesses/people, and boosting their ego will work positively for you because the different people/businesses you promote probably will share it on their social media and once in a while probably you can receive from them a backlink to your website.

One way to receive backlinks is through listicles.

Listicles are articles that use a list as their thematic structure. An example of a listicle could be 'The best 10 marketers to follow for 2022'.

You can include in a listicle many different influencers in your area of expertise and you can include a link to their website/blog.

You can also contact influencers in your area of expertise and ask them for an interview that can be in different forms like articles, videos, or podcasts.

You can also create 'round up' posts, which are posts that contain different online resources for a specific topic in a single post.

For example, one of the ways you can create a round-up post to get backlinks is to contact different influencers in your area of expertise and interview them.

You can ask them just one specific question, like their opinion on a specific subject in your industry.

Then, you can create a comprehensive post and include all the answers from the different influencers.

You should also include with each influencer's opinion a link to their website/blog.

Publish the article on your website/blog and then email all the influencers the link to the article, and ask them to share it. Many of them will share it and sometimes they may even link to it.

Backlinks and link building are big topics with a lot of information, and further research is needed on them. Further research is also needed for round-up posts.



DOMAIN AUTHORITY

Domain Authority is how much relevance, trust, and authority Google and other search engines give your website.

Domain authority is measured with a score from 1 to 100.

There is no specific number that is considered a good score. However, you must try to reach a higher score than your competitors, but always keep in mind that the higher your score is, the better it is for you.

To find a website's Domain Authority score, you can use a Domain Authority tool.

Two of the most well-known tools you can use are Ahrefs (<https://ahrefs.com/website-authority-checker>) and Moz (<https://moz.com/domain-analysis>).

Having a website with a high score can help you rank better on Google SERPs, but consider also that a high score alone is not enough. Other SEO factors matter as well.

The best way to increase your website Domain Authority score is by getting high-quality backlinks to your website.



**ENTREPRENEUR
MAKEOVER**

GOOGLE MY BUSINESS

Local SEO focuses on optimizing your website for search engines in your local area, as opposed to SEO, which is an optimization of your website for national or global audiences.

SEO and local SEO use many of the same strategies.

Google My Business is one of the most used and effective ways for local SEO.

If you want people to discover your business on the Google search engine, and also on Google Maps, you can use the Google My Business service.

Google My Business service will also benefit your website SEO.

Google My Business service works only with businesses that have a physical address, and by listing your business there, it automatically appears on Google Maps.

On Google SERPs, businesses that are listed within Google My Business will appear above the websites.

Having your business on Google Maps will help new customers find the location of your shop using GPS.

To use Google My Business, you are required to have a physical address that you must register. It is also good to include other details such as contact details, website, etc.

Within Google My Business, customers can also review your business.

Try to include as much information as possible because that will be beneficial for SEO.

Reviews include a 5-star rating system and a description.

Potential customers are entitled to ask you questions about your business/products. It is wise to answer all the questions you receive.

It is advised to reply politely to all reviews that are received, both positive and negative.

Google My Business has many registered businesses in the same industry as yours, and in the same area as well, so if someone searches for a specific keyword like clothes shop in New York, for example, it will show a large list of competitors.

A potential customer will usually choose a shop from the top of the list, or the shop that has the best reviews.

Often, the businesses that are at the top of the list are those that have more positive reviews in both quantity and quality of the reviews.

If you have many positive reviews, it will benefit you in two ways.

First, it will uplift your business to a higher ranking, and second, it will make your potential customers trust you more.

It is advised to ask your customers to leave reviews for your business.

To acquire great benefits from this service, you have to optimize it.

A trick you can use to optimize Google My Business and make it appear higher on the list is to optimize your business name and to include an area name (country, city, and neighborhood).

If your business name, for example, is Jones Clothes Shop and you are based in London, you can use it as a business name; i.e. 'London Clothes Shop Jones', or sometimes you can even use a generic name like 'London Clothes Shop'.

One of the factors you must consider when you use this trick is the place of the business, and which keywords your potential customers will use to search for your business.

For example, if you live in a big city like London, potential customers will often use a specific area name to find a shop.

For example, they will search for a clothes shop in the Mayfair area of London by searching 'Mayfair Clothes Shop' not London Clothes Shop.

By using the name of a big city or even a country, you are using a keyword with high competition, so act accordingly to your needs.

It's also very important to often upload content to your Google My Business account.

Upload content that is related to your business, like images/videos of your products/services, offers, events, etc.

It is very important to always keep your Google My Business

account updated, by continuously sharing new content, which is a factor critical to improving your ranking and also maintaining it.

The content you upload will also be shown in public for your potential customers to see.

It is also a good way to promote your products/services or any new offerings you may have.

If you have a website included in the Google My Business contact details, it will give you traffic/SEO benefits.

Google My Business is considered an important factor for your website SEO, giving you high SEO benefits.

Sometimes, some businesses succeed in their SEO, and they manage to make both their website and their business on Google My Business appear on the top SERPs. This is a big challenge for any marketer.



NEWSLETTER

The newsletter is a feature that you can put on your website that asks people to give you their emails so you can provide them with news/information related to your business/products/industry.

In this way, people subscribe to your newsletter, you collect their emails, and you create a subscriber email list that you can use after to send newsletters to them.

Adding a newsletter to your website can be useful in many ways.

You can send traffic to your website and promote your products as well through newsletters.

You can create different types of newsletters; for instance, by adding banners of your products with links linking back to your website, or promoting your latest blog post.

One tip to consider is to include all your social media in each email you send.

To improve your response rate, focus on one subject in each email you send, rather than multiple subject lines.

One important tip to increase the number of subscribers to your newsletter is to convince people to subscribe to your newsletter by offering them a freebie if they subscribe to your newsletter such as eBook, etc.

For example, you can mention on your website that if they provide their email address on your newsletter, they will receive their freebie on their email.

You can send an email to a new subscriber after they subscribe to your newsletter with a link to download their gift.

You can use many different services and ways to send the gift to your new email subscriber.

It is wise to promote your freebie/newsletter offer to all your social media as well.



WEB PUSH NOTIFICATIONS

The way web push notifications work is by asking people to subscribe to your web push notifications.

By doing so, subscribers can see your push-up notifications, on their computer or phone screen.

You can use web push notifications to communicate with the visitors of your website.

You can also use web push notifications to notify your audience if you have published a new article, etc.

Web push notifications have many benefits for a website owner and are highly recommended.

Some of the most important benefits are that they increase your website traffic and engagement.



GOOGLE ADS

You can increase your website traffic by using Google paid ads.

Google ads make a website appear on the top SERPs, when a user searches for a specific keyword the Google ads creator chooses.

The websites that appear with Google Ads are at the top while the websites with organic SEO appear below. Written on the same line of a website appearing with Google Ads is the word Ad.

You must select the right keywords if you want your website to be displayed through Google Ads to the right audience. You can do so from the Google Keyword Planner Tool.

By writing a keyword through the Keyword Planner tool, and also selecting the country where your audience is based, you can see different insights based on similar keywords you want to use.

Depending on these insights, Google charges different prices based on the keyword you choose.

Google doesn't charge you to show your website at the top of the SERPs. It charges you however for the amount that each

keyword costs, depending on whether someone clicks on the link shown in the ads to visit your website.

For that reason, Google Ads are categorized as pay-per-click (PPC) ads.



USEFUL WEBSITES FOR SEO

The Google search console (<https://search.google.com/search-console/about>) is a Google service that displays search traffic data about your website presence in Google. It also displays many other useful insights.

All this data can help you optimize your website for SEO. It's highly recommended that you add your website to Google Search Console.

Google Analytics (<https://analytics.google.com/>) is another tool that shows you different insights regarding your website traffic and user engagement on your website.

Another way you can use Google Analytics is to have deeper insights into how users engage with your website on your Google Ads campaigns. It can also help you to find your target audience.

It's highly recommended to add your website to Google Analytics as well.

How fast a website responds is also something that affects the SEO. Slow responding websites lose SEO points.

Google PageSpeed Insights (<https://pagespeed.web.dev/>) is a service from Google that shows you information about the speed of your website.

Seobility (<https://www.seobility.net/en/seocheck/>) is an SEO checker that shows you what SEO errors your website has.



AFFILIATE PROGRAM ON E-COMMERCE PLATFORMS

The affiliate program is a very popular service that is used by many e-commerce platforms, and among the E-commerce platforms that are using it are big names like Amazon.

If you have an e-commerce platform, a good idea to increase your profits is to add an affiliate program to your platform.

An affiliate program allows the owner of the e-commerce platform to decide whether they are eligible to become an affiliate.

In doing so, they promote the platform products/services, through a unique trackable link that they receive from the platform.

Any purchase that occurs from someone, that is attributed to the affiliate, or even sometimes just for traffic, that is also from the affiliate, the affiliate will be rewarded by receiving a commission from the platform owner.

The owner of the website can decide a specific amount of time an affiliate will be rewarded if a purchase is made from someone who visited the website using the link provided by

the affiliate.

You can offer your affiliate program to business owners, influencers, or anyone you want.

Having many affiliates, especially affiliates who are productive can help you increase your sales/traffic without you working. Your affiliates will work for you!



FLIPPA MARKETPLACE

Flippa website (<https://flippa.com>) is a marketplace where you can buy e-commerce websites and apps, many of which already generate good traffic and revenue every month.

So, in a few words, with Flippa you can buy a ready-made digital business that can give you an income each month.

Flippa marketplace is useful for an entrepreneur who doesn't want to start an online business from scratch and spend money on marketing, trying to gain brand awareness for their digital business but instead, prefers to buy a ready-made business that generates revenue and if they want, they can spend money for marketing to promote it further so it can generate bigger traffic and revenue.

Proof