**Steps to Internet Marketing Success**

1. **Design a Logo.** Every successful business has a logo. It should be easy to recognize. It should be distinctive and unique. It should be used on all of your marketing materials. Ideally, it should work equally well in color or in grey scale.
2. **Make a List of Keywords.** People use the internet to search for things. The words they use in those searches are called Keywords. You need to build a list of all of the words they may use to search for your services. These keywords will be used in most of your internet marketing efforts.
3. **Create a Landing Page.** A landing page is most often the Home page of a website. It is the central location where you want people from your other marketing efforts to go. If you want, you can add pages to your landing page or home page to provide additional information. I recommend that you make a list of issues you commonly address with your customers and use that list as a guide to creating additional pages. REMEMBER: If you add pages about issues that regularly change, your site will require regular updates to include those changes.
4. **Get your business on social media.** Facebook, Twitter, Snapchat and LinkedIn are where you find new customers. This is where you put posts that will engage them. After you engage them, make them curious and send them to your landing page to inform them.
5. **Create Content.** When people search the internet, they want to find something or learn something. Create content that makes your business the expert on the subject they are searching for.
6. **Step Four: Promote Content & Participate in Social Media.** Social media can exponentially expand the reach of your content and help you interact with your prospects, customers, and fans. We'll tell you why social media participation is valuable in internet marketing and give you a jumping off point to start taking advantage of sites like Twitter, Facebook and LinkedIn for business.
7. **Step Five: Convert Site Traffic Into Leads.** Traffic is great, but leads are even better! You'll learn how to put the right systems in place to start generating precious leads from all that business blogging and social media engagement.
8. **Step Six: Nurture Leads With Email Marketing.** Email marketing is a great way to engage with your prospects and can be a great vehicle for promoting new content and offers. You'll find out how to best take advantage of email marketing to nurture leads and generate more business.
9. **Step Seven: Be Mobile-Friendly.** Making your website and emails mobile-friendly is increasing in importance every day. With more and more content being consumed on mobile devices, marketers might take steps to make sure their web properties are easy to access and view on these platforms. We'll let you know what you should be concerned about today to be mobile-friendly.
10. **Step Eight: Analyze & Refine Strategies.** You'll never know if all this internet marketing stuff is working for you if you don't measure your results. In this step, you'll learn what to measure and how to use this data to modify your future internet marketing strategies for better results.