

# **Special Session with an Internet Marketing Millionaire**

**By Asher Aw**

## Preface

It was raining heavily on a Wednesday night, 12<sup>th</sup> November 2008 to be exact, in Singapore. A group of Singaporeans were gathered together in a building just some distance from the Aljunied MRT station. They were all gathered together in the Magnetic Marketing Workshop, to learn about Internet Marketing and how they can make money online. But it was different from the usual training... there's a special guest speaker.

It was still a little early so I went to say hi to some of the people that I've invited from the Warrior Forums. It was pretty cool to meet people that I've only chatted with in the Forums in real life. While I was talking with them, I was excited because I got to speak with these people in real life but I was also a little distracted as I didn't know who the guest speaker was.

I didn't know how he looked like; I was only informed that tonight would be training on paid search methods. I had some idea about paid search but I was excited and eager to learn as much as I could. I glanced at the clock on the wall... 7:40PM. I approached Jaz Lai, my mentor, about where this person was because we were scheduled to start at 7:30PM.

Jaz pointed behind me and there he was, sitting quietly typing away on his laptop computer. Truth be told, I was expecting that he would come in with lots of handshakes and applause from people. But there he was, unassuming, just waiting to be called to give his training lesson. The only thing I knew about this man is his name, Fabian Lim, and that he's a friend of Jaz. Soon, this unassuming man would be giving us some of the lessons which he has learned and used to be where he is today...

## Disclaimer

This is not a transcript. The contents are based on the scribbled notes and memory. I have tried my best to be as accurate as possible and the aim of the content is to record and share what I have learnt. The mentioned parties should not be held liable for anything resulting from the contents herewith.

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## ~~PPC~~ ... SEO Demystified

The session began with host, Jaz Lai, talking about what Magnetic Marketing Network is. He also showed results of a live Warrior Special Offer (WSO) that he just released. He logged into his email account to show the audience the new payment emails that he received. Next, he talked about the various questions that he usually received in his email which is why he started an offline gathering so people can network, create joint ventures together, share resources, et cetera.

Quickly, he invited the speaker for his training session and Jaz revealed that he learned a lot of his **Pay-Per-Click** (PPC) strategies from his friend Fabian Lim – who is a millionaire and is one of the top PPC gurus not just in Singapore but in the world.

When Fabian Lim was given centre stage, he began by asking: “Who wants to know about PPC?” Lots of hands were raised. Then he asked “Who wants to learn about **Search Engine Optimisation** (SEO)?” – Not so many hands were lifted.

He asked the same thing again with the same results. Fabian remarked “Hmmm, strange crowd we have today. Let me clarify something...”

“PPC - You pay money to get your websites higher up in the Search Engines so you can get traffic to your website”

“SEO - You use free methods to get your websites higher in the search engines and get free targeted traffic to your website”

... So, let me ask again, who wants to know PPC?”

Some hands were raised

“SEO?”

More hands were raised.

“Okay, so now we’re on the right terms.”

Fabian then checked with the host, Jaz Lai, “Jaz, is it alright we talk about SEO today since that’s what most people want to know about today?”

Jaz acknowledged with a nod of his head.

Then, Fabian began on his topic of SEO...

## Learning Search Engine Optimisation

“SEO is a confusing topic for many, it’s discussed in forums and many people have their own versions and definitions of what SEO is. That’s the problem. And here’s the solution: Follow one person, learn his methods and make sure that it’s legal – or whitehat.”

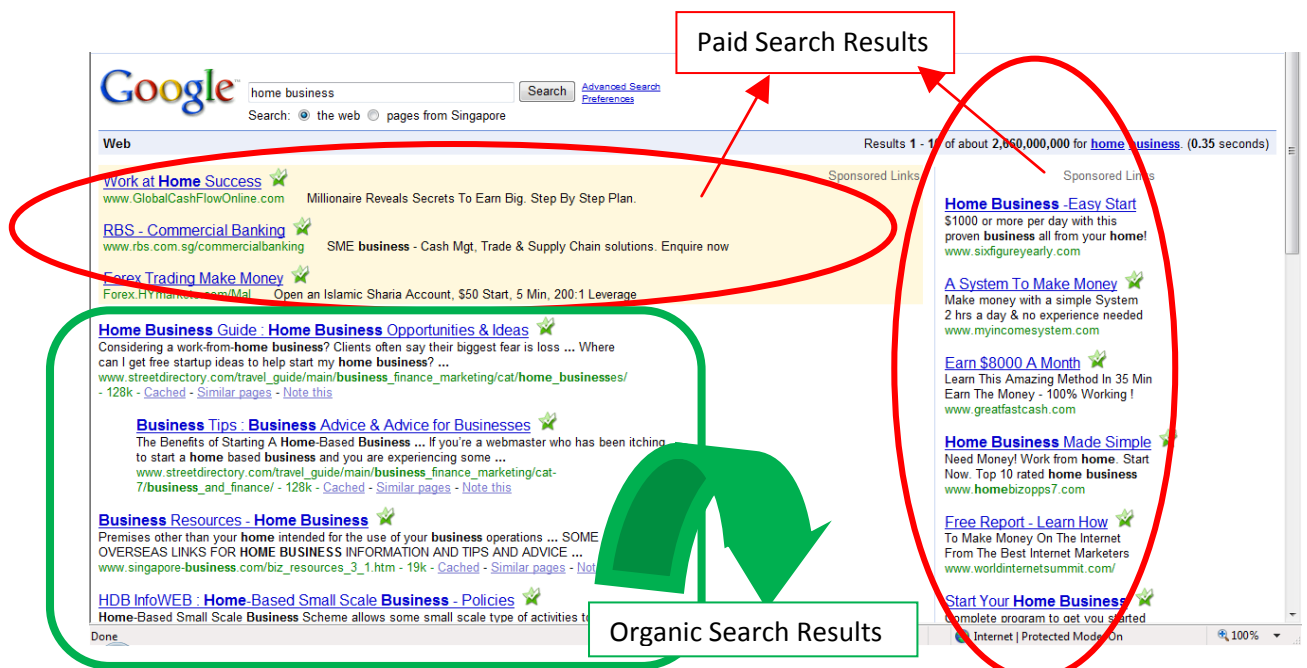
“In the world of internet marketing, there are ‘illegal’ methods and there are ‘legal’ methods. They’re given the term blackhat and whitehat.”

“Blackhat methods are about cheating the search engines, meaning that you gain a higher ranking than you deserve.”

Fabian was placing emphasis and stress on the words *‘than you deserve’*.

“When you want your websites to show up on the search engine results, there are two methods, either using **paid search** – which is PPC – or using organic results – which is, SEO.”

“Your mission is to achieve visibility – Visibility in the search engines.”



“SEO is a strategy used to achieve high rankings of web pages in search engines for relevant search terms. You don’t want to be on **Search Engine Result Pages** (SERPs) for every random word but relevant terms. What you want is Relevance. Driving targeted visitors to a website.”

## “There are 4 Steps to Achieve Top 10 in Search Engines”

Fabian then directed focus to his Powerpoint presentations which showed 4 bulleted points

- 1. Identify Your Online Market*
- 2. Research Your Online Competition*
- 3. Build Web pages so the search engines can easily find your site – and understand the keywords your website content is based on*
- 4. Locate similar themed websites on the net and get them to link to your website and/or develop your web content sources to obtain natural inbound links to your website*

“Now, what you want to do is to find your true competitors and learn the intent. You need to know who you are competing with. Imagine a scenario where 10 guys are with a girl that you’re interested in... you need to determine which guys are ‘real’. Of the 10 guys that are with her... one of them is her brother. So that leaves 9 people. Of those 9, 3 are gay. So we’re down to 6. And out of those 6, one of them is married... Now we’ve got 5.”

Then someone interjects “That depends”

“That’s right,” Fabian replies amidst the laughter, “You’re sharp, you’re very sharp”

“Maybe we still have 6. Okay, anyway, the point of this illustration is that you need to know who you are competing with. Now that you know who you are competing with, you know who you’re supposed to focus your attention on.”

“Here’s a problem that people face... they think that buying websites that people have claimed to be optimised and have several pages of content

will solve the issue. Buying 400 sites for \$40... all about golf. Golf tips, golf swings, golf clubs, golf stuff basically... and people buy those 400 sites thinking that they only need one of them to 'hit the jackpot' and start making money online. It doesn't work that way"

"Think of SEO as a white belt into black belt. Most of us start with zero... nothing to be ashamed of... we all start somewhere... Start as a white belt and win the small battles. Fight in the market that you can dominate and win."

"Your ability to understand the market and the competition are the only ones stopping you from reaching #1 in Google."

"Now, before I go on, I just want to let you know that I use Google because that's what the majority of people use. Google has 80%, Yahoo 12% and MSN 8%. It may not be that exact and accurate but it's somewhere along those lines. What you want to do is focus on the majority first."

"Okay, when you are doing SEO, you need to know about keywords, **Latent Semantic Indexing (LSI)** and inbound links.

"Keywords tell the search engine the **content** of your web page."

"LSI tells the search engines the **context** of your web page."

"Inbound links tell the search engines the **importance** of your web page"

"Keywords are easy, they're the words that describe what your web site is about. LSI is about the context of your web page. Take for example, I have a web page about apples. If I state in the page that I love apples... I also love oranges... and pineapples... et cetera... what would the LSI classify my apples as?"

Someone in the audience replied "Fruit"

"That's right. If, however, I have a web page that state I love Apples... I love the nice graphics, the cool design, et cetera... what's that?"

Someone else chipped in "The company?"

"You're correct. When you are writing articles or content for the web page, write meaningful articles based on the context of the keyword. Don't put

so much focus about keyword density because the rules in Google are always updating and changing. But the fundamentals of people searching don't change."

"Create your content for people. Think of yourself as an expert and you are explaining something to someone right in front of you – only that you are doing it on the computer"

"Create your content that way and you'll be fine"

"Now, a question I get is how long must I keep doing this before I get ranked in the top 10 in the SERPs? What do you think is the answer?"

A few people replied "It depends"

"That's right. The length of time needed to rank in the top 10 SERPs depend on the quality of the web pages that are already in the top 10 listings and the quality that's in your web pages. If the quality of web pages in the top 10 listings on average is high, it can take you anywhere from 6 months to a year. And that's for competitive keywords"

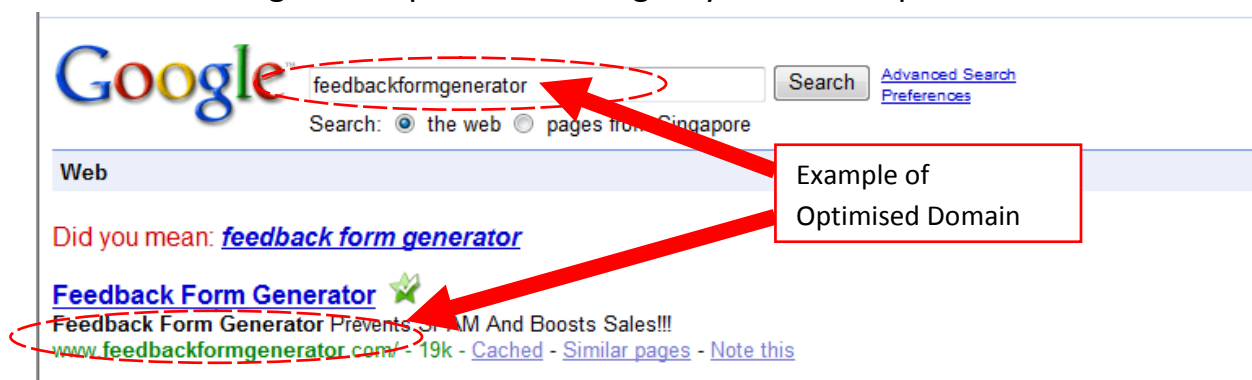
"For keywords that are not so competitive, you can possibly see results within a week"

## Importance of Optimised Domain Name

"Now, some people may ask me whether it's important for the domain name to be optimised. And here's my reply... what do you think my reply is?" Fabian asked the audience.

The audience responded almost in sync with "It depends"

"That's right! It depends. Let me give you an example..."



“See that?”

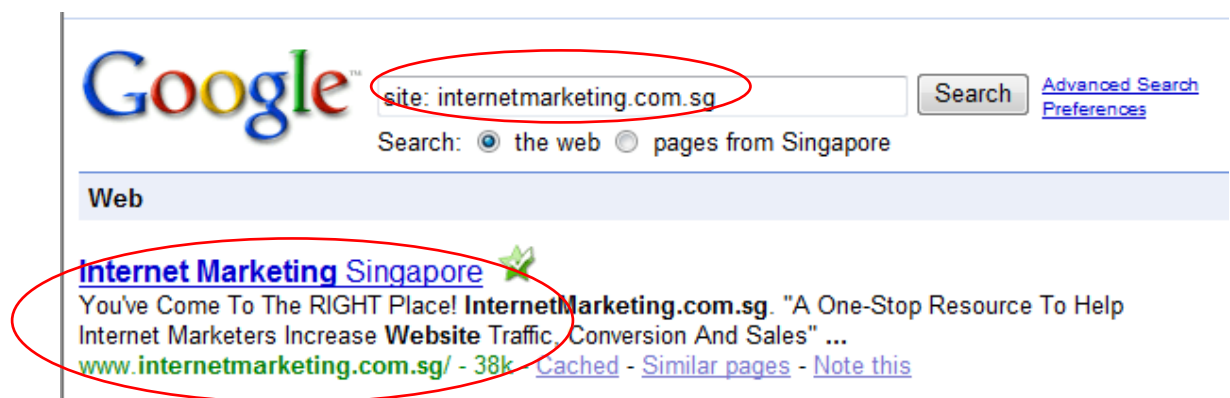
“If the key phrase is not competitive, then an SEO optimised domain name is recommended. If the key phrase is competitive, an SEO optimised domain name is not necessary. In fact, once it moves to the competitive niche, all bets are off.”

“It’s the **content and context**, that’s key”

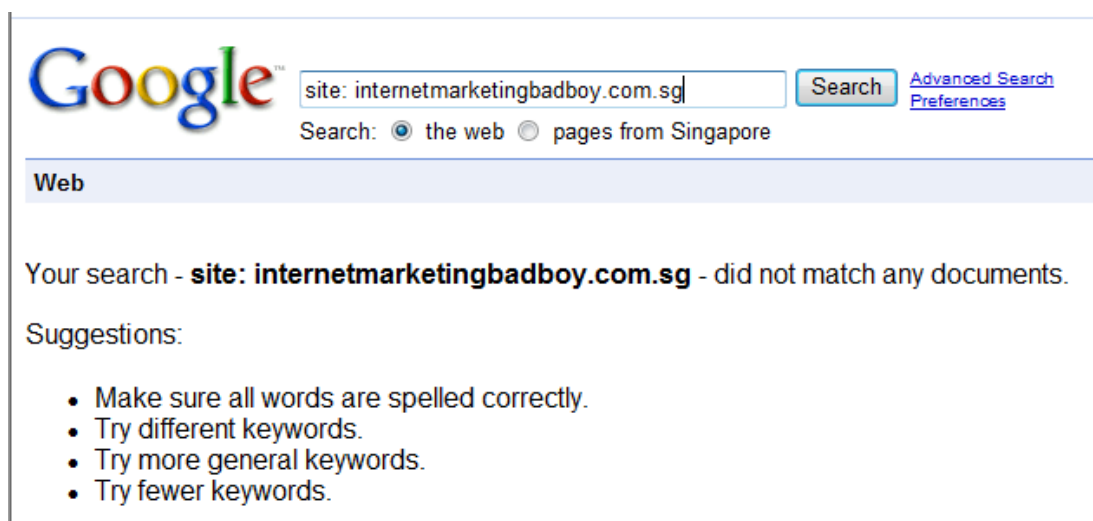
“Okay, moving on.”

## Is Your Website Being Indexed?

“How do you know if your website is being indexed? Or in other words, if your website has been noticed by Google? Simple. You head on over to Google and use this operator term... **Site: (web address)**”



“An example of your site not being indexed is something like... InternetMarketingBadBoy.com.sg”



“Of course, there are no results because there’s no website with that name. If you’re not indexed, you won’t get ranked in the SERPs. So you will want to first get your web site indexed.”

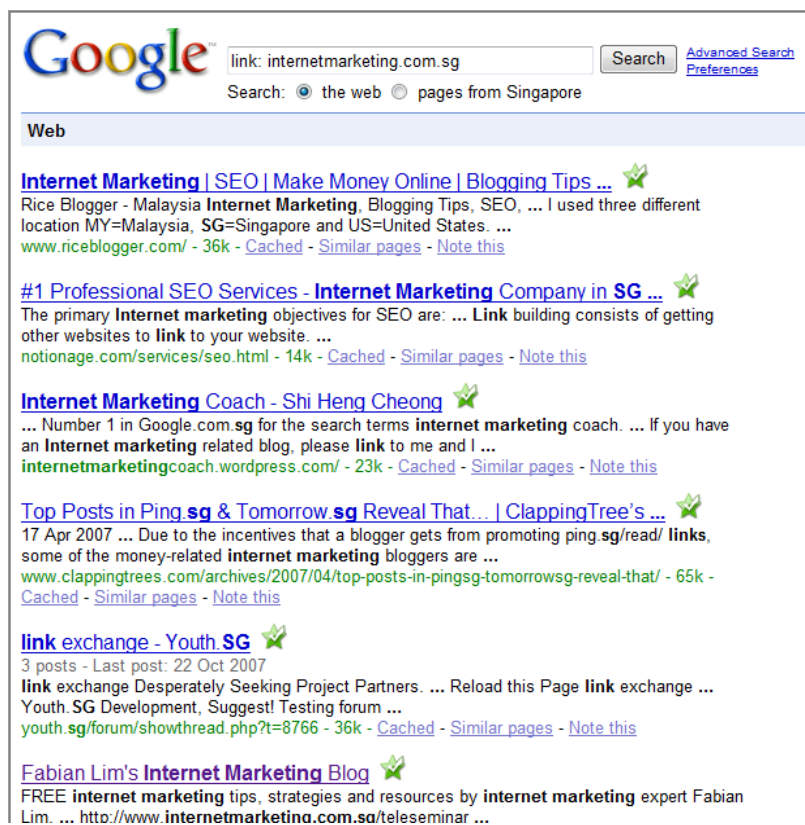
At this point, one of the audience asked Fabian a question “So, is that how you find out who are linking to you as well?” (He probably saw a lot of web addresses that weren’t InternetMarketing.com.sg)

“Actually, Google is not the best search engine you want to use to see who is linking to your site. The reason being that Google doesn’t want to give away the ‘blueprint’, they don’t want to tell everybody which site is linking to the web site. If you want to find out who is linking to your page, you can get a much more accurate result from Yahoo.”

“The syntax of Google and Yahoo is slightly different. Google you just use **Link: (web address)** whereas Yahoo, you use **Link: http://www.(web address).**”

“Let’s do a comparison”

“A Google search...”



The screenshot shows a Google search interface. The search bar contains the text "link: internetmarketing.com.sg". Below the search bar, there are radio buttons for "the web" (selected) and "pages from Singapore". The search results are listed under the heading "Web".

- Internet Marketing | SEO | Make Money Online | Blogging Tips ...**  
Rice Blogger - Malaysia **Internet Marketing**, Blogging Tips, SEO, ... I used three different location MY=Malaysia, SG=Singapore and US=United States. ...  
[www.riceblogger.com/](http://www.riceblogger.com/) - 36k - [Cached](#) - [Similar pages](#) - [Note this](#)
- #1 Professional SEO Services - Internet Marketing Company in SG ...**  
The primary **Internet marketing** objectives for SEO are: ... **Link** building consists of getting other websites to **link** to your website. ...  
[notionage.com/services/seo.html](http://notionage.com/services/seo.html) - 14k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Internet Marketing Coach - Shi Heng Cheong**  
... Number 1 in Google.com.sg for the search terms **internet marketing** coach. ... If you have an **Internet marketing** related blog, please **link** to me and I ...  
[internetmarketingcoach.wordpress.com/](http://internetmarketingcoach.wordpress.com/) - 23k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Top Posts in Ping.sg & Tomorrow.sg Reveal That... | ClappingTree's ...**  
17 Apr 2007 ... Due to the incentives that a blogger gets from promoting ping.sg/read/ **links**, some of the money-related **internet marketing** bloggers are ...  
[www.clappingtrees.com/archives/2007/04/top-posts-in-pingsg-tomorrowsg-reveal-that/](http://www.clappingtrees.com/archives/2007/04/top-posts-in-pingsg-tomorrowsg-reveal-that/) - 65k - [Cached](#) - [Similar pages](#) - [Note this](#)
- link exchange - Youth.SG**  
3 posts - Last post: 22 Oct 2007  
**link** exchange Desperately Seeking Project Partners. ... Reload this Page **link** exchange ... Youth.SG Development, Suggest! Testing forum ...  
[youth.sg/forum/showthread.php?t=8766](http://youth.sg/forum/showthread.php?t=8766) - 36k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Fabian Lim's Internet Marketing Blog**  
FREE **internet marketing** tips, strategies and resources by **internet marketing** expert Fabian Lim. ... <http://www.internetmarketing.com.sa/teleseminar> ...

“And a Yahoo search...”

Get Y! Toolbar | Make Yahoo! Singapore your home page Surf faster and more secure for free

Web | Images | Video | News | Directory

Search:

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**YAHOO!** Site Explorer

Site Explorer

- Preferences
- Y! Blog
- Badge
- Web Service API
- Feedback

Results Tip: Your "link:" query has been redirected to Site Explorer. You can continue to use normal web search

Pages (51) **Inlinks (477)** Show Inlinks:  to:

Result details:

- Website Marketing Resources and Internet Marketing Consultant  
text/html <http://www.bizsuccessonline.com/> - 30k - cache
- Fabian Lim's Internet Marketing Blog  
text/html <http://www.fabianlim.name/> - 71k - cache
- Internet Marketing Singapore  
text/html <http://www.asiainternetacademy.com/> - 142k - cache
- XSitePro 2 Review - Ultimate Website Builder Software?  
text/html <http://www.fabianlim.name/xsitepro-2-review-ultimate-website-builder-software> - 50k - cache
- Internet Marketing Singapore  
text/html <http://www.internetmarketing.com.sg/> - 38k - cache
- Yanik Silver - 6 Weeks Advanced Internet Marketing Home Study Course  
text/html <http://www.advancedinternetstudycourse.com/> - 74k - cache
- Clickbank Affiliate Confessions Review  
text/html <http://www.fabianlim.name/clickbank-affiliate-confessions-review> - 36k - cache
- Hot Off The Press, The Final Chapter | Strategic Profits  
text/html <http://www.strategicprofits.com/2006/10/16/finalchapter/> - 295k - cache

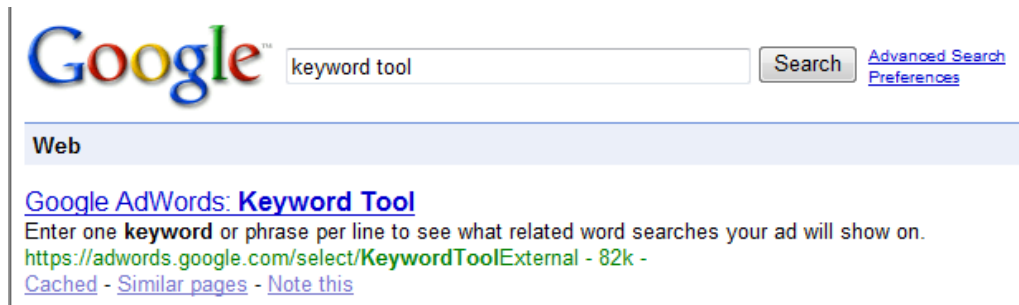
“You will notice that the results Google give may not be accurate at all... Some of the results that are showing up are not links pointing towards the original web page.”

“Whereas for the Yahoo search results, you will get much more accurate results of different web pages linking back”

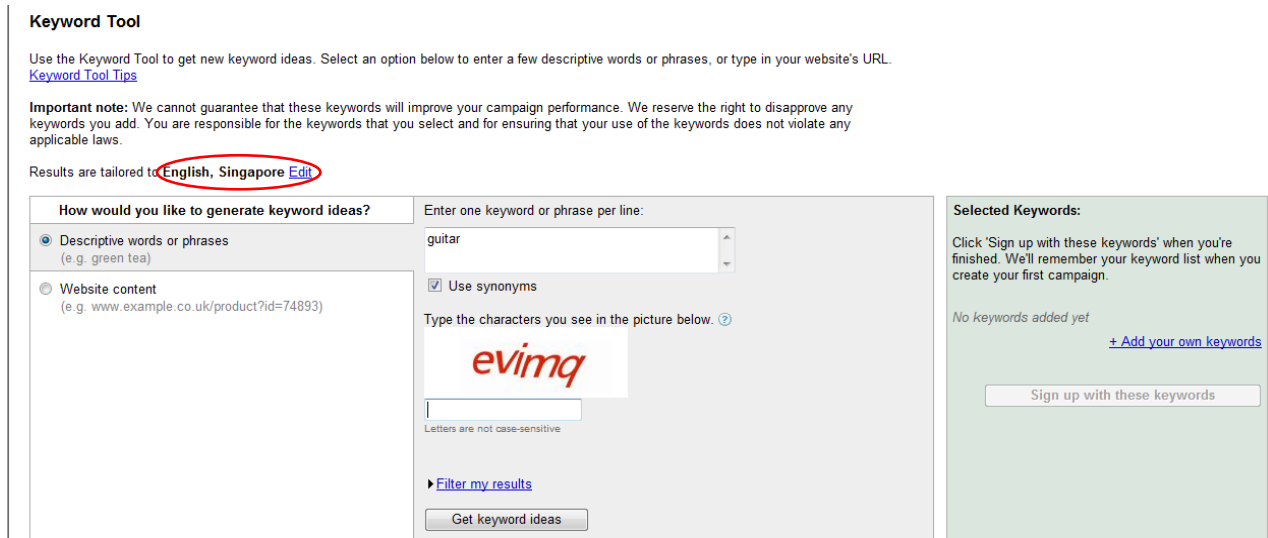
“Okay, back on topic...”

“How can you make money online?”

“First, let’s head on over to Google’s keyword tool in Google Adwords. You can search for ‘keyword tool’ in Google and it’ll pop right up”



“Let’s do some keyword research for... guitar”



“When you are doing keyword research, use a single word to identify behaviour... or give you keyword ideas. Also, you have to take note of the location that you are researching for. Since we are in Singapore, the results are automatically set in default to Singapore...”

Results are tailored to English, Singapore [Edit](#)

“If you are targeting the Singapore market only, you can leave it as is. But if you want an international audience, click on Edit and choose ‘All Countries and Territories’”

## Keyword Tool

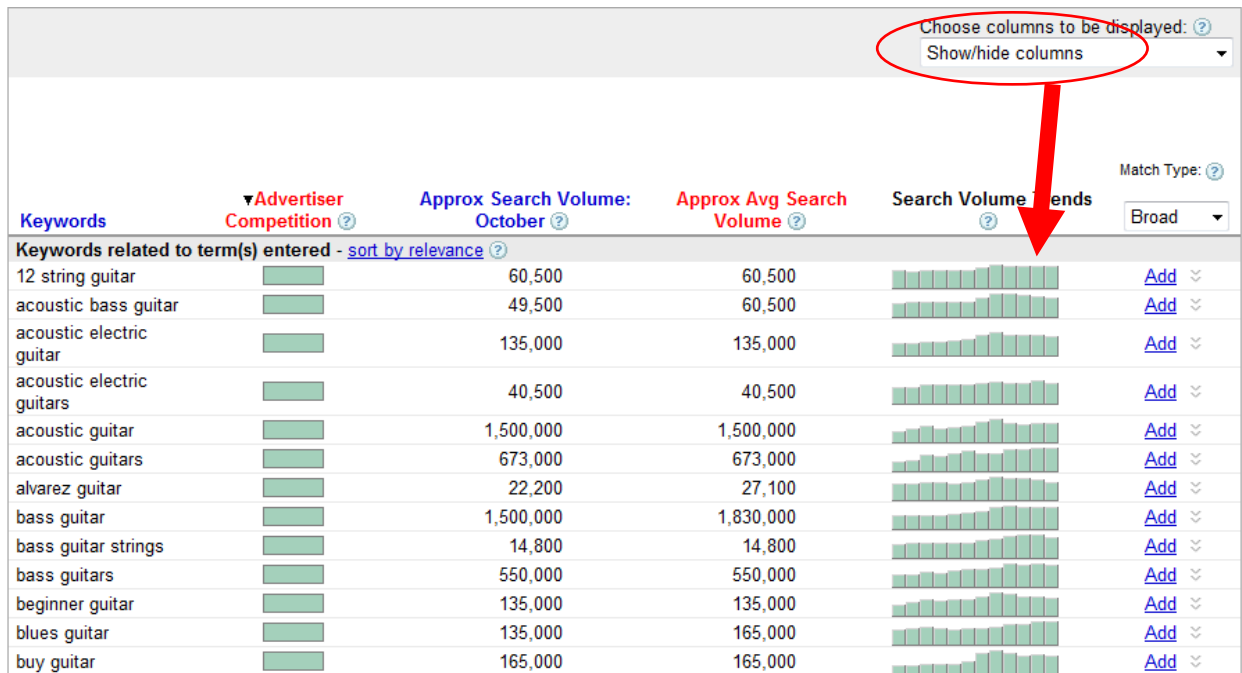
Use the Keyword Tool to get new keyword ideas. Select an option below to enter [Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your car keywords you add. You are responsible for the keywords that you select and for applicable laws.

Results are tailored to the languages and countries you choose below:



“After the search results are out, you can arrange them by the average search volume, by competition, et cetera.”



Keywords	Advertiser Competition	Approx Search Volume: October	Approx Avg Search Volume	Search Volume Trends	Match Type
Keywords related to term(s) entered - <a href="#">sort by relevance</a>					
12 string guitar	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	60,500	60,500		<a href="#">Add</a>
acoustic bass guitar	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	49,500	60,500		<a href="#">Add</a>
acoustic electric guitar	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	135,000	135,000		<a href="#">Add</a>
acoustic electric guitars	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	40,500	40,500		<a href="#">Add</a>
acoustic guitar	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	1,500,000	1,500,000		<a href="#">Add</a>
acoustic guitars	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	673,000	673,000		<a href="#">Add</a>
alvarez guitar	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	22,200	27,100		<a href="#">Add</a>
bass guitar	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	1,500,000	1,830,000		<a href="#">Add</a>
bass guitar strings	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	14,800	14,800		<a href="#">Add</a>
bass guitars	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	550,000	550,000		<a href="#">Add</a>
beginner guitar	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	135,000	135,000		<a href="#">Add</a>
blues guitar	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	135,000	165,000		<a href="#">Add</a>
buy guitar	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	165,000	165,000		<a href="#">Add</a>

“Go to Show Search Volume Trends. What I don’t recommend you to do is choose a niche that’s on a downtrend. You might want to place your focus elsewhere. However, again, that depends. As some niches are seasonal basis like Valentine’s Day, Christmas Day, et cetera”

“Google only gives 150 search results so in that list, I recommend you start from below and find some keywords that are not so competitive”

“Ah, here’s a keyword phrase... left-handed guitars.”

Fabian looked to the audience and asked “What does that tell you?”

The crowd murmurs, heads turn left and right.

“It starts with P... then R.... O...” hints Fabian.

“Product?” someone volunteers.

“That’s right, that’s a product! When someone is searching for left-handed guitars, this tells me that it’s a buying keyword. People who are searching for left-handed guitars are quite likely to buy. Not all niches are profitable though... some people are just searching for information”

“Now, let’s say people are searching for left-handed electric guitars... we’re dealing with something called a micro-niche. That is, dealing with very specific needs. If you make a web page with that in mind, you may not get a lot of traffic but for those that do come to your web page, there’s a very high chance of them buying something.”

“Another word that very often refers to products is ‘cheap’. Cheap anything would be a word that a buyer would use to search.”

“Here’s something to take note, when you want to make money online... expect competition. If a keyword phrase has no PPC competition but has a lot of people searching... you may not have found a diamond... it’s probably just like sand – worthless.”

“What you should do when you create web pages is to have one key phrase for one page.”

## **Closing Words**

“Before I end and hand things back over to Jaz Lai, I just want to say that there’s a lot more to cover in SEO and I’ve tried to cover as much as I can in this hour but I hope that you have benefitted from today. Do the things that you’ve learnt. Don’t waste time, just go for it. Succeed fast, fail faster.”

“Thank you.”