

The Internet
Entrepreneur
 Club's

INTERNET PROFIT REPORT

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your monthly Internet marketing update: insider tips + industry news + expert knowledge

Getting Around Google

Dear Club member;

Reading this issue of *The Internet Profit Report* is going to make your life less hectic.

Does it drive you crazy to know that there are bajillions of **free tools** out there that could **save you hours of time**... if only you had time to find them?

Well start right here!

We're going to introduce you to tons of free gizmos and techniques that are right under your nose at a location you already visit dozens of times a day -- Google.

And we'll not only tell you what cool tools are available in the Kingdom of Google, we'll show you how to use them to **inject a bit of breathing space** into your business day.

Start with search. You know what you're looking for, but **do you know how to tell Google** so it goes straight to your destination? In "[10 Steps to](#)

['Google Fu' Mastery](#)" you'll learn the search operators that **streamline your searches** so you find what you need without wading through pages of irrelevant results. Quicker, more accurate results!

And you can **get rid of all that clutter** on your desk, too. Toss the phone book, the dictionary, the calculator... "[More Google Tricks that Save You Time](#)" shows you why you'll never need them again.

Gmail is another gift from Google. It's **free**, you can **access it from anywhere**... you can **search** it instead of having to **organize** it yourself... you can **send autoresponders** from it... it NEVER runs out of storage space... and best of all, you can set it up so you have a professional-looking address **that doesn't include "@gmail."** We've got **step-by-step instructions** in "[How to Get the Most from Gmail](#)."

Of course, using an online email

program does bring up **security issues**. If you think you can get away with using "password," your dog's name, or junior's birthday to **protect your files** from evildoers, you're **sadly mistaken**. In "[Passwords and Security](#)" you'll pick up a handy way to **create hacker-proof passwords** that you can **actually remember**.

You'll probably want to **print out** this issue so you can refer to it often. **No problem**. It'll print out perfectly on regular 8 1/2 x 11" sheets.

So take a few minutes and read your April edition... and then figure out **what you're going to do with all those hours you'll save**.

To your success,



The Internet
 Marketing Center Team



10 Steps to "Google Fu" Mastery

One of the greatest things about Google is that *anyone* can use it, and *no one* has to learn how: Type into the box, click "Google Search," and you're away to the races!

But sometimes a simple search **just isn't good enough**.

What if:

- You want to **deep-radar** your main competitor's website to see if (and how) they are using your **most important keywords**?
- You want to know **what people are saying** about your business on **your social networks**?
- You want to see how many *other* dog-training eBooks are available **for between \$15 and \$20**?
- You're looking for a **particular kind of file** -- such as an audio file or PowerPoint presentation?

In each of these cases what you *need* is better "Google Fu". The information is out there -- you just have to **find the right way to ask** for it (nerds call this **Boolean logic** - [read about it on Wikipedia](#))

With better search skills, you'll have more time to build your business -- and fatten your wallet. You won't spend as much time trying to tease information out of Google, AND you'll be a LOT better at keyword research -- because you'll have the right tools for the job.

Make your search more specific

1. Exact match phrase search

Looks like: "shave and a haircut"

(put **quotation marks** around it)

Use it when: You're looking for **exactly this phrase** -- these exact words, in this order, with no words added in between. You probably recognize this as one of the Google AdWords keyword-matching options.

2. Negative match phrase search

Looks like: cure flu virus -computer

(put a **minus sign** in front of the word you *don't* want)

Use it when: You **do not want** pages that have the negative-match word in them to appear in your search results.

So if you were researching how people treat their flu viruses, you would use the negative match -computer -- so you can get straight to the H1N1 without sifting through a lot of computer virus nonsense first. Again, you'll recognize this from AdWords.

3. Search exactly as is

Looks like: +dgo training

(put a **plus sign** in front of the word you want matched)

Use it when: You **don't want** Google to search for synonyms or alternative spellings of your word -- in this example, Google will not guess that you meant "dog," not "dgo," and will not give you any results that don't have "dgo" in them. This works much like #1, exact match search, except it matches **single words** instead of **phrases**.

4. Search within site

Looks like: rising star site:internetmarketing.com

(put **site:** in front of the URL you want to search)

Use it when: You want to search **one website in particular**, not the entire Internet. This kind of search is *very* useful for competition analysis. In this example, Google would search www.InternetMarketing.com to find the phrase "rising star."

You can use the **site:** operator with the minus sign to *exclude* a site from the results, too.

5. Search for a particular kind of file

Looks like: dog training filetype:ppt

(put **filetype:extension** in your search)

Use it when: You are searching for a specific *kind* of file, such as a PowerPoint (filetype:ppt), an audio file (filetype:mp3), a word processing document (filetype:doc) -- anything!

6. Number range search

Looks like: dog training \$15..20

(put **two dots** between the number range you want)

Use it when: This can be used to find any number range. In the example, we're searching for dog training products

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between \$15 and \$20. (Adding a currency symbol - like \$ - makes it search for prices.)

[Twitter](#), [Friendfeed](#), [Jaiku](#) and others), books (search the books in [Google's library](#)), or discussions (Google will

Make your search less specific

7. The OR operator

Looks like: **egg scrambled OR fried**

(you put **OR** -- in caps -- between two search terms)

Use it when: You want Google to give you the results for *either* of the words on each side of the OR. In this example, Google would return search results about scrambled eggs only, fried eggs only, and both scrambled and fried eggs.

Without OR, Google would only bring you pages with BOTH scrambled AND fried eggs.

8. Fill in the blanks

Looks like: **how to * web design**

(you put a * where the "blank" is)

Use it when: When you include * in a search, Google treats it as a "wild card" word, and looks for the best matches.

This is a powerful tool for keyword research. It's great for brainstorming, too.

9. Get info about a particular site

Looks like: **info:google.com**

(you put info: immediately in front of the URL of the site to be examined)

Use it when: Another excellent competition analysis tool. When you do an info: search on a URL, Google will provide you with these options:

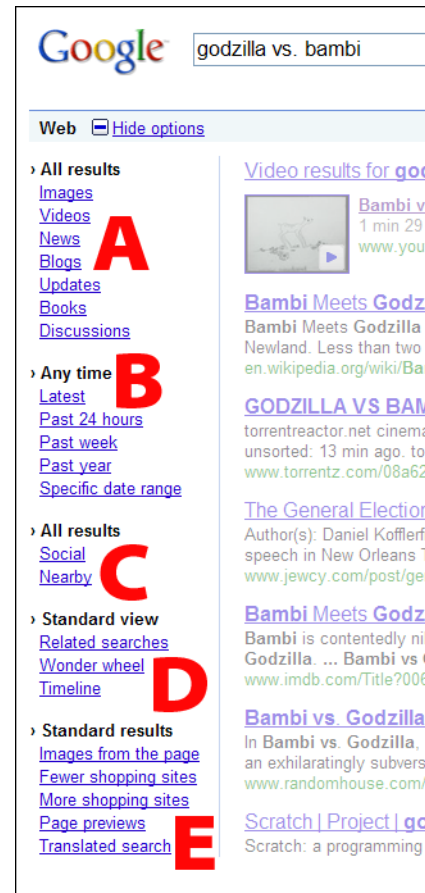
- See a **cached version** of the URL
- See **similar** pages
- See pages that **link** to it
- See a list of all the webpages contained in the website
- See all the pages that include the URL as a phrase

Find specific information

10. Use *Show options...* to keep your searches on-target

If you already have an idea about what you're looking for, use Google's search options to narrow your results:

You can refine your search by telling Google **what kind of information you're looking for**: images, videos, news (that is, articles from news media websites -- like [CNN](#) or [BBC](#)), blog posts, updates (these are status updates from



search forums, discussion groups, and Q&A sites). All of these options are next to (A) in the image above.

You can also **refine your search by time (B)**. Get the most up-to-date results, results for the past 24 hours, the past week, the past year, or a date range that you specify.

To **access the Social/Nearby results (C)**, you must:

1. Have a (free) Google account (sign up at www.google.com/accounts/NewAccount)
2. Link your Google account to your social network accounts and your physical location
3. Surf Google while signed in. You should then be able to filter your search results by social network, or by geolocation.

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This option is *great* for **keeping tabs on how your social media marketing is going**.

You can alter how Google shows you your search results (D). **Related searches** and the **Wonder wheel** are both wonderful for brainstorming -- we find they can give you a lot of insight into how your potential customers think, and talk, about their problems.



Remember!

A niche market is a group of people who are searching for *a solution to their problem* on the Internet, and not finding many results.

Finally, you can **tweak your results** at (E). Adjust whether

you want more shopping sites (or fewer), get previews of images or entire Web pages, and even get results that have been translated from different languages (maybe there's a huge market for you... in Hindi!).

Keep exploring

This list is *probably* all you'll ever need to get your Google Fu black belt. Continuing to refine your search skills will **save you time**, it will **make you money**, and you will be a better Internet entrepreneur.

And if you're really having fun with it, **keep going!** We found another great geeky site over at GoogleGuide.com. It's got exercises, games, and tutorials, and the information is organized by how much you already know.

Bottom line: Great Google Fu = cash in your pocket.



Save Time with More Google Tricks



What: Calculator

Looks like: $(12 * 2)/3$

You can type any equation into the search bar, and Google will calculate it for you. Uses these basic operators: + plus, - minus, * multiply, / divide -- but you can get it to do a lot more than that: trigonometry, logarithms, square roots, factorials... find out more at www.google.com/help/calculator.html



What: Unit conversion

Looks like: 500 euros in USD

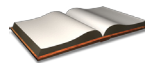
The unit converter works for anything - inches, grams, dollars, cups, tablespoons, etc. You can even use it in conjunction with the calculator ($554 * 7\%$ USD in Euros will calculate 7% of \$554 USD, then convert that answer to Euros -- €28.87)



What: Weather

Looks like: weather Mumbai

Type in "weather" followed by the city name.



What: Dictionary

Looks like: define:entrepreneur

Get definitions of a word (in this example, entrepreneur) from glossaries and dictionaries all over the Web.



What: Area code lookup

Looks like: 604

When you type in an area code, Google will tell you where that code is from.



What: Stock ticker

Looks like: GOOG

Type the ticker symbol for the company you're interested in into the search bar.



What: World clock

Looks like: time Mumbai

Type in "time" followed by the city name (in this example, Mumbai, India)



Passwords and Security

When it comes to online security, your **defense depends almost entirely on how strong your passwords are**. If your passwords are weak, a hacker can easily -- VERY easily -- compromise your email account, and from there find *all kinds of ways* to make your digital life as miserable as possible, including **raiding your bank accounts, stealing your identity, and destroying your professional reputation**.

Here are our top 5 tips for protecting your password:

1. **Make it long**. We recommend a *minimum* of 14 characters.
2. **NEVER** use a **name**, or a **word from the dictionary** for your password. Hackers always try names and real words first -- and **they can be cracked wide open in less than *one* minute**.
3. Use a mix of characters. Include at least one punctuation character, at least one number, and both uppercase and lowercase letters. To give you an idea of how important this variety is, consider this fact: A 7-letter password with a mix of upper and lowercase, numbers and punctuation would take **over two years** to crack open. A 7-letter all-lowercase password would crack in less than **three HOURS**.
4. Use a different username/password combination for everything. A cornerstone of the hacker strategy is to get your password from a weak site (like that forum you visit), and then use it on a strong site (like your bank). This won't work if it's not the same password! We recommend a trusty coil notebook next to your computer for tracking your passwords, but if you want your computer to do it for you, you could try [KeePass](#), [LastPass](#), or [1Password](#).
5. If you think you have a strong password, visit [Microsoft's password checker](#) to test it. Don't settle for anything less than a "Best" rating -- your business rests on that password! ✕

6 Steps to an Air-tight, Hacker-proof Password

[Microsoft](#) has a clever procedure for creating tough passwords that you can still memorize:

1. Start with a sentence that you'll remember -- something you say a lot, or a line from a song. Aim for one with *at least* 10 words in it. Since we're huge fans of Tina Turner, we're going with the phrase: **What's love got to do, got to do with it?**
2. Use the first letter from each word in the sentence as your password "base": **wlgtgdtdwi**
3. All-lowercase passwords are the easiest to hack, so we're going to change the letters A-M to uppercase: **wLGtDGtDwi**
4. All-letter passwords are also pretty easy to hack, so we're going to add some non-letter characters. We'll add Tina's question mark to the end, and a hyphen between the repeated part of the phrase: **wLGtD-GtDwi?**
5. Finally, we should include at least one number. So far, our password is 12 characters long, so we only need two more to bring this password up to the strongest level. We'll use that 12: **wLGtD-GtDwi?12**
6. Run your newly-created password through Microsoft's pasword checker at <https://www.microsoft.com/protect/fraud/passwords/checker.aspx>.

The password we just created got a "Best" rating!





How to Get the Most Out of Gmail

If you're looking for a no-cost way to manage your email marketing, then look no further than Google's **FREE** webmail service, **Gmail!** (Known as Googlemail in some countries)

When Gmail burst onto the scene in 2004, it changed free webmail forever. Instead of offering a measly 2-4 Megabyte mailbox, like rivals Yahoo! Mail and Hotmail, Gmail started everyone with one GIGABYTE of storage -- that's *over 1000 megabytes*.

"Never delete another email again," said Google.

And everyone else rushed to catch up.

(Six years later, Hotmail now offers you 25Gb storage, and Yahoo offers "unlimited" space.)

But the other webmail programs weren't *designed* to manage every email you ever got -- **you** were supposed to spend time every day reading, filing, and deleting old emails by hand. Not a bad setup, with only 2Mb of email to deal with...

...but with **over 3500 times as much email** in your Gmail box, that old filing system is **just not good enough**. It wastes a LOT of your time, which means it also wastes a lot of your money.

But Gmail WAS designed so that users can easily manage such a huge amount of email. For example, it has:

1. A **prominent search bar** you can use to find *anything* related to your email: Contacts, old emails, attachments, event invitations, etc.
2. **Labels, used to "tag" email.** Now, instead of filing an email into a single folder, you can add as many labels as you like: Instead of trying to pick one "category" for an email, just label it with all the categories you want.
3. **"Threaded" email conversations:** Related email conversations are linked together and displayed on one page so you never have to go hunting for an earlier email exchange (this saves SO MUCH TIME).

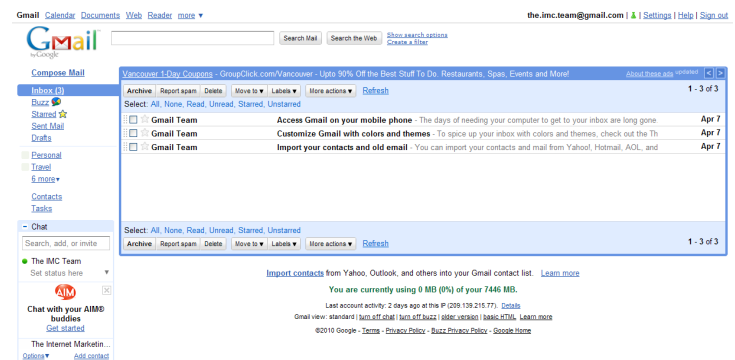
4. **Simple automation** in the form of "Filters." A filter is a set of rules that is applied to every incoming email. They're very easy to use -- we'll explain how shortly.

Getting Started

If you don't already have a Gmail account, you can get one at <https://mail.google.com/mail/>.

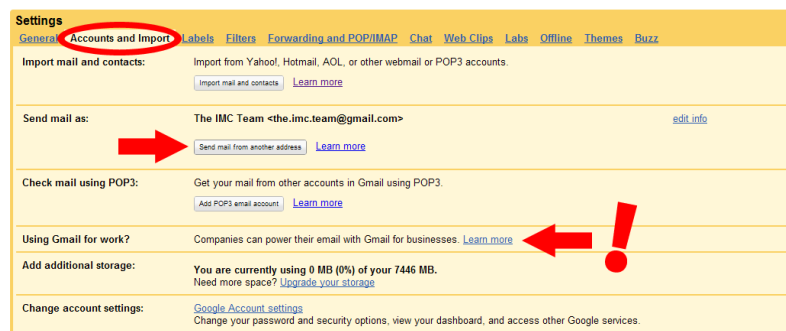
Choose a **professional-sounding email address** and a **strong password** (get instructions on how to build an almost-unbreakable password on [pg 5](#)).

You should now see a page that looks like this:



Our first order of business is to open up the **Settings** (the link is in the top right corner of your screen) and change what email address people will see when you write to them -- you want everything to be coming from your domain -- **me@mybusiness.com** -- not from Gmail.com.

So, under **Accounts and Import**, click the "Send mail from another address" button.



(Notice the "Get Gmail for business", which we marked with a **!**? That's the **paid** version of Gmail. Ignore it.)

How to Get the Most Out of Gmail

You should get a pop-up with fields to fill in your **name** and your professional, domain-based **email address** (**me@mybusiness.com**).

Next, you need to tell Gmail to use your domain's SMTP servers -- if you choose to "Send through Gmail," it's easier to set up, but some email programs (like Outlook) will show your email address as **mybusiness@gmail.com on behalf of My Business [me@mybusiness.com]**. Yuck!

If you don't know your SMTP information, you might have to get in touch with your hosting company to get it. In most cases, **smtp.mybusiness.com** will do it. You will also have to provide your username and password:

You're almost done! Now open your business email account, and look for a message from Gmail. You can either **click the link** in the message Gmail sent, or **enter the confirmation code** they provide to you in the Accounts section of your Gmail settings.

The last thing you need to do is to tell Gmail where to get all your business email. Which means that YOU need to know your business email **username, password, and POP server** (again, talk to your hosting company to find out what your POP server name is -- chances are pretty good that it's **mail.mybusiness.com**).

When you're setting this part up, be sure to check off these boxes:

Leave a copy: Means that if you can't get into your Gmail account, you can still access all your business emails on your server. Just remember that **you probably have less room on your mail server than you do in your Gmail box**, so you will still have to clean up that inbox every so often. If that gets to be a pain in the behind, just go back into your settings and uncheck the "Leave a copy" box.

Always use a secure connection: This adds another layer of protection to your account. HOWEVER, if you find that Gmail is having trouble retrieving your messages, **turn this setting off** (we did a few experiments -- some worked with secure connection on, and some didn't.)

Label incoming messages: Will apply the "Work" label to any messages that come in from **me@mybusiness.com**.

Your new Gmail account is **now ready to send and receive your business emails**.

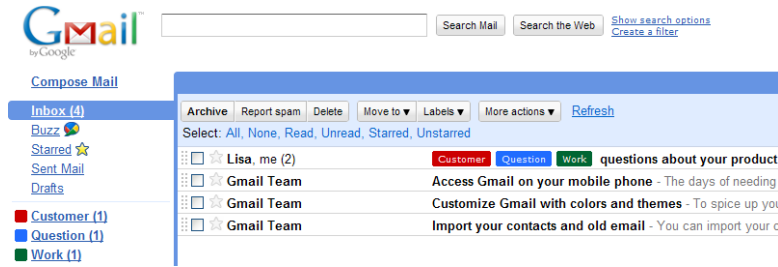
The last thing you need to do is go into Gmail "Labs" (under **Settings > Labs**), and enable "Canned Responses" -- this is what you'll use for autoresponders.

And you're done!

Organize and answer email "automagically"

The key to using Gmail really effectively is understanding how **labels** work. We talked earlier about how labels are a way to "tag" an email -- here's what it looks like when an email has been labeled:

How to Get the Most Out of Gmail



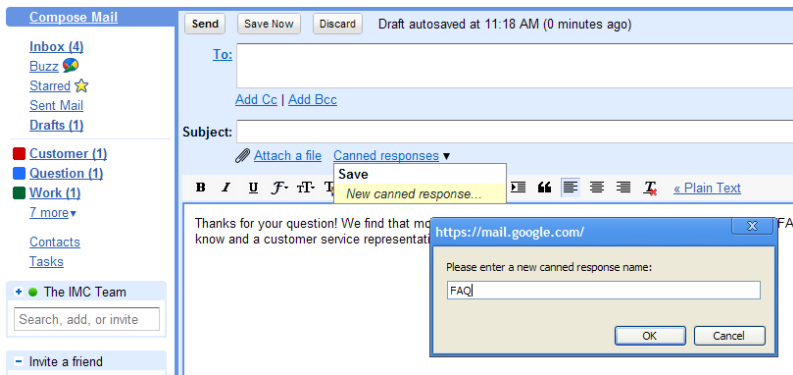
You see Lisa's email has 3 different labels applied to it: "Work," "Customer," and "Question," and the navigation also shows these labels (click a left-side label to see all the email with that label). **You can stick as many labels on an email as you want** -- whatever works for YOU.

But the *real* magic happens when you start to use filters.

And you've already set up your first one! Remember how everything imported to this Gmail account from your me@mybusiness.com account is labeled "Work"? Well, *that's a filter in action.*

Next up, a slightly more complicated filter that works as a **simple autoresponder for Frequently Asked Questions:**

1. First, you have to write the autoresponder. Click "Compose Mail," and either copy and paste your FAQ into the body of the email, or type it in.

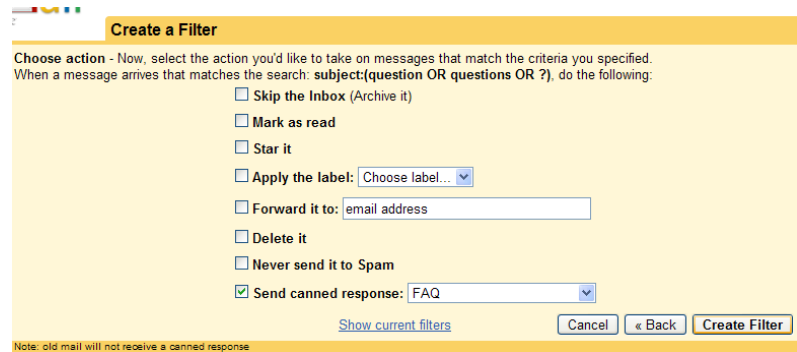


2. Click "Canned responses" and save your new autoresponder. **You don't have to save the draft.**
3. Open **Settings > Filters** and "Create a new filter." You will see a screen that lets you choose what will trigger a filter.
4. In the "Subject" field, enter **question OR questions OR ?** (Gmail doesn't search for variations, like plurals,

the way that Google does, so you have to enter all the possibilities yourself), and click "Next Step »"



5. In the next screen, we're telling Gmail what to do with any email with **question, questions, or ?** in the subject line. In this case, we'll choose **Send canned response**, and select FAQ from the drop-down menu:



That's it! Your first autoresponder is ready to go. Sign in to a different email account and test it out to make sure it's working properly.

Gmail is a great resource for young businesses. It's remarkably flexible, and Google is constantly adding new features and lab "experiments" (we particularly like Undo send and Signature tweaks). Because it was built from the ground up with the notion that people should "search, not sort" their email, it's one of the best clients out there for people who have to deal with lots and lots of email.



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(Local) 604-730-2833 or
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www.internetmarketing.com
www.internetentrepreneurclub.com