

Stephen Pierce's **Smart Marketing Notes**

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“Using SmartPages or any other form of laser targeted marketing is not a science, it's not even an art ...it's simply gosh darn smart.” – Stephen A. Pierce

Smart Marketing Means Big Profits

When it comes to search engine marketing and optimization:

- General search term optimization is out.
- Specific targeted search term optimization is in, and it's here to stay.
 - The more **general** the search term, the more likely the visitor reaching your site **is not** going to buy from you.
 - The more **specific** the search term, the more likely the visitor reaching your site **is** going to buy from you.

Be smart about selecting your targeted keyword phrases for your search engine marketing and optimization.

While many marketers ignore the lower end search terms, you need to be mindful that people are indeed searching on those terms.

By spending a few minutes working on your SmartPages you can make those people searching for your products very happy by delivering the very specific products and services to them that match their very specific needs and desires.

This translates into a ton of profits for you.

For example: Let's say you have 100 SmartPages (of any Generation) out there working in the various search engines.

Each SmartPage makes you only 1 sale a month for \$50.00 (like the price of our **Rapid Fire Swing Trading eBook**).

That's an extra **\$5,000.00 per month** or **\$60,000.00 a year** all for simply being Smart about your marketing, and taking the time to research the needs in your market and plugging in solutions to fill those needs.

By using the Goodkeywords.com tool you can start by finding the broad general terms. Then put your spyglass on that market in order to zoom in to see what the specific needs, wants and desires of the market are.

Once these specific needs are uncovered and realized by you, all you do is develop and deploy highly targeted SmartPages (of any Generation) to **create a vacuum that will pull those hungry “ready to buy” targeted seekers to your products and services, or affiliate products and services.**

The SmartPage Search Engine Calibration™ Family

Each SmartPage is a hand-crafted specialized bridge Page that is optimized for near 100% relevance to match both the targeted search term and the targeted site.

1st Generation SmartPages

- Java

2nd Generation SmartPages

- SmartBillboards
- SmartFrames

3rd Generation SmartPages

- SmartFlash
- SmartPops

Uses for SmartPages

- ✓ Drive traffic to your main site.
- ✓ Build your list.
- ✓ Sell your own products and services.
- ✓ Sell affiliate products and services.

Ideal Plug-Ins for SmartPages

- ✓ Use multi-tier affiliate programs when possible.
- ✓ Use affiliate services that offer monthly residual payments when possible.
- ✓ Capture names and emails addresses and follow up with relevant products and services.

Ramping Up Your SmartPages

- ✓ Read pages 142-149 of [The Whole Truth](#)
- ✓ Organize completed SmartPages on your SiteMap
- ✓ Click to test each SmartPage to confirm it's working
- ✓ Use your Templates
 - Java
 - Billboards
 - Frames
 - Flash
 - Pops

Deploying Your SmartPages

- ✓ Submit SiteMap to [Google](#)
- ✓ Submit each individual SmartPage via Paid Inclusions
 - [PositionTech](#) (Inktomi, MSN, Ask Jeeves, Alltheweb)
 - [Altavista](#)

Maximizing Profits with SmartPages

By tracking your unique hits to each SmartPage, you can quickly and easily monitor the sales conversions from the product or service you have plugged in for each specific SmartPage.

If the targeted site is not converting your traffic into sales then you can easily change the code to target a different product, service or [free affiliate program](#).

Because of the structure and design of the SmartPages of all Generations, this change can be done without affecting the optimization of the SmartPage or its ranking.

SmartPages Are Not About Java

Much controversy and chatter goes on about the 1st Generation SmartPages and its use of the javascript. The one critical fact that's most important and most ignored are the reasons why SmartPages (of all Generations) rank high. Some of the reasons include the fact the each SmartPage has...

- ✓ Clarity
- ✓ True consistency
- ✓ 100% relevancy

...to both the targeted search term and the targeted site.

Targeted Search Term → Relevant SmartPage → Relevant Target Site → Top Ranking

How powerful is Smart Marketing? ClickBank faxed over our 2002 totals and with ClickBank only. (This does NOT include our Authorize.net account or any of our other affiliate relationships. **Our total 2002 ClickBank earnings: \$270,203.73**)

19934	spierce period ending 2002-01-01	10,954.68
21770	spierce period ending 2002-01-16	7,308.43
24399	spierce period ending 2002-02-01	10,264.92
26485	spierce period ending 2002-02-16	4,984.40
28339	spierce period ending 2002-03-01	19,382.88
30154	spierce period ending 2002-03-16	5,616.92
32444	spierce period ending 2002-04-01	16,885.58
34523	spierce period ending 2002-04-16	6,388.20
36434	spierce period ending 2002-05-01	19,797.17
38351	spierce period ending 2002-05-16	6,375.31
40318	spierce period ending 2002-06-01	17,302.79
42296	spierce period ending 2002-06-16	7,103.31
44244	spierce period ending 2002-07-01	16,382.26
46184	spierce period ending 2002-07-16	5,214.64
48249	spierce period ending 2002-08-01	17,787.13
50399	spierce period ending 2002-08-16	5,082.55
52590	spierce period ending 2002-09-01	16,629.60
54809	spierce period ending 2002-09-16	5,996.23
57391	spierce period ending 2002-10-01	13,709.92
59903	spierce period ending 2002-10-16	7,918.92
62313	spierce period ending 2002-11-01	22,020.52
64800	spierce period ending 2002-11-16	7,341.30
67359	spierce period ending 2002-12-01	13,160.91
69799	spierce period ending 2002-12-16	6,595.16
2002 TOTAL:		\$270,203.73

...remember...

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