

# 《附加百万》

## 图书基本信息

书名：《附加百万》

13位ISBN编号：9780470100349

10位ISBN编号：0470100346

出版时间：2007-4

出版社：John Wiley & Sons Inc

作者：Holden, Greg

页数：253

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu000.com](http://www.tushu000.com)

# 《附加百万》

## 内容概要

**Affiliate Millions** For more than a decade, the Internet has allowed people to make substantial amounts of money on both a full-time and part-time basis. Today, with even more online opportunities available than ever before, you can achieve a level of financial success that most people only dream about-and in *Affiliate Millions*, author Anthony Borelli will show you how. With the help of coauthor Greg Holden, Borelli will show you how to make thousands, and eventually tens of thousands, of dollars each month through the process of paid search marketing and affiliate advertising. Along the way, they'll also share the secrets to mastering this often-overlooked strategy and provide you with the tools and techniques needed to maximize your potential returns. Since making one million dollars through paid search marketing and affiliate advertising in his first full year of operations, Anthony Borelli has never looked back. Now, he wants to help you do the same. Filled with in-depth insights and practical advice, *Affiliate Millions* will introduce you to this profitable endeavor and show you how to make it work for you.

# 《附加百万》

## 书籍目录

Introduction About the Authors Part I Getting Started 1 How to Make Millions on Google and Other Search Engines: My 10-Step Approach A Little History My 10 Steps to Becoming an Affiliate Millionaire My Message to You: Have Faith in Yourself 2 Learning about Affiliate Advertising Getting Up to Speed How Do I Get Started? 3 Learning about Search Marketing Who Are Search Marketers? What Is Search Marketing? What Are Search and Content Networks? What Are My Search Marketing Options? Why Use Search Marketing to Promote Affiliate Programs? Part II Launching Your Advertising Campaign 4 Joining Affiliate Networks How to Join Affiliate Networks 5 Joining Affiliate Programs What to Look For in an Affiliate Program Identifying and Joining the Right Affiliate Programs 6 Creating Search Marketing Campaigns Steps to Create a Campaign Join Google AdWords and Create a Campaign Join MSN adCenter and Create a Campaign 7 Reporting Affiliate Reporting Search Reporting Comparing the Results 8 Affiliate Advertising for Web Pages Why Create a Web Site? How Do I Start? Web Sites That Can Use Affiliate Advertisements What Types of Ads Can I Place? Where Can I Get These Advertisements? Where and When Should I Place These Ads? Affiliate Ads as Your Primary Web Site Revenue Designing a Web Site Using Search Engine Optimization to Market Your Site PART III MANAGING YOUR ADVERTISING CAMPAIGN 9 Performance Monitoring and Tuning Why Monitor Performance? Performance Monitoring Performance Tuning 10 Dealing with Mistakes Common Mistakes Learning from Mistakes 11 Growing Your Business: A Call to Action Searching for New Opportunities Reinvesting Profits to Support Future Growth The Affiliate Millions Web Site 12 Working at Home: Legal and Tax Requirements Self-Employment and Owning Your Own Business Licensing and Legal Considerations Taxes and Accounting Finding Space Appendix: Affiliate Advertising Resources Glossary Index

# 《附加百万》

## 版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:[www.tushu000.com](http://www.tushu000.com)