



## SOME OF MY WEB BUSINESSES

[IMIntegrity.com](http://IMIntegrity.com)

[MyMarketingGoldmine.com](http://MyMarketingGoldmine.com)

[MyMarketingBasics.com](http://MyMarketingBasics.com)

[MyMarketingNewsletter.com](http://MyMarketingNewsletter.com)

[Digital-Info-Products.com](http://Digital-Info-Products.com)

[PlatinumPlugins.com](http://PlatinumPlugins.com)

[100-Bucks-A-Day.com](http://100-Bucks-A-Day.com)

[SuccessMindset.info](http://SuccessMindset.info)

## Contact Me

If you wish to contact me for any reason [please use my Support Desk](#) for a speedy response.

## Disclaimers

This newsletter is for your informational purposes only and any advice offered should be used at your own discretion. As with any business venture, if you are in doubt, you should always seek legal advice.

Whilst I will only ever recommend resources which I genuinely believe will help you in your online business, some links contained in this newsletter may earn me a referral commission. This will NOT cost you anything extra though and will help keep this newsletter FREE!

*Aaron Leighton*  
Internet Entrepreneur

*Aaron Leighton's*

# IMIntegrity Newsletter

“Putting The Integrity Back Into Internet Marketing”

Issue 2—April 2011

**W**elcome to the second issue of my *IMIntegrity Newsletter!*



For those of you who don't know me or are new to my newsletter, my name is **Aaron Leighton** and I've been an internet marketer for the past 9 or 10 years. I live in Wellington, New Zealand with my wife and our two young children - a son aged 1 (who's just started walking!) and a daughter aged 6.

I started my blog (which you can find at [www.IMIntegrity.com](http://www.IMIntegrity.com)) back in mid 2010 after being totally dismayed at some of the trends that were emerging from within the Internet Marketing industry. I called it “IMIntegrity” as this was short for **Internet Marketing Integrity**. My goal is to try to restore some integrity & honesty into internet marketing.

The intention of this monthly newsletter is to provide you with the very best tools, resources and information to help you succeed in your online business.

The first issue received some great feedback from my readers and has inspired me to try and improve it even further this month and over the months ahead.

One common suggestion has been to do away with the two column layout and opt for a single column so that my readers don't have to scroll up and down the page to keep reading. You will notice this change for all articles from now on. It's feedback like this that will make the newsletter more enjoyable for all my readers so thanks to everyone who submitted their comments.

It's my belief that by looking after my readers and subscribers by providing them with honest and accurate reviews, advice and resources to help them in their online business - we can all benefit.

I really don't think that it's necessary to scam people in order to make a decent living online. There are plenty of ways to make money by using ethical marketing methods and treating your subscribers and customers with the respect they deserve.

My motto is **“Together we can help each other succeed!”**

If you ever need my assistance, please let me know and I will help in any way I can. The most reliable method for contacting me is by [logging a support ticket at my Support Desk](#) (which in nearly all cases, I personally respond to).

I hope you enjoy this issue of the newsletter and, as mentioned, welcome any feedback you may have for improvement in future issues. **Feel free to pass the newsletter on to your friends and subscribers!** I plan on releasing each month's issue towards the end of each month.

*Aaron Leighton*

## “Pass It On!”



If you enjoy this newsletter, **feel free to pass it on** to your own subscribers or website visitors.

If you're not already on one of my lists and would like to receive this newsletter on a monthly basis **free of charge**, please click below.

[Sign Up To Receive The IMIntegrity Newsletter Free Every Month](#)



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## WANT BACK-ISSUES?

[CLICK HERE TO DOWNLOAD PREVIOUS ISSUES OF THIS NEWSLETTER](#)

Aaron Leighton's

# IMIntegrity Newsletter

"Putting The Integrity Back Into Internet Marketing"

Issue 2—April 2011

## IN THIS ISSUE

[Build Your Business Using The Power Of Viral Marketing](#)

[Why You Must Take The Security Of Your Wordpress Sites Seriously...](#)

[Private Label Rights Explained!](#)

[PLR Resources / Free Resources](#)

[Warrior Special Offer \(WSO\) Corner](#)

[Webmaster's Corner - Custom Error Pages](#)

[SEO Workshop](#)

[Readers' MarketPlace](#)

[Frame Of Mind](#)

[Worth Checking Out!](#)

## Grab The Most Configurable Popup Plugin For Wordpress It's FREE!

Rated By Many As  
The #1 Popup Plugin For Wordpress!

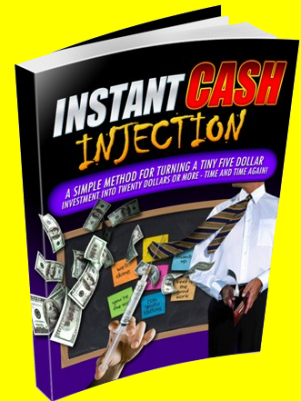
Highly Customizable And Very Flexible.



[Click Here To Download PlatinumPopup For Free!](#)

## A Simple Method For Turning A Five Dollar Investment Into Twenty Dollars Or More—Time And Time Again!

Grab Your **FREE** Copy Of My "Instant Cash Injection" Ebook



[Click Here To Download Your Copy Of The "Instant Cash Injection" Ebook](#)

## Are You An "Expert?"

In the coming months, I'll be looking for high quality, useful content that will benefit my readers of this newsletter.

If you have an area of expertise in internet marketing or a related field and would be interested in contributing valuable, informative content for this newsletter on a monthly or one-off basis, then why not [drop me a line at my Support Desk?](#)

Perhaps we can discuss how we can make such a venture a win-win?



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## Build Your Business Using The Power Of Viral Marketing

One of the best ways I know to build a business fast is to use the power of "viral marketing." Before we get started though, I wanted to assure you of something VERY important. Please don't mistake the term for "viral" for something that is in any way underhand or unethical. Whilst the term may conjure up images of nasty "viruses" that wreak havoc on your PC and delete all your vital files, the two are only similar in the way they can grow or spread so quickly.

You see, viral marketing is an extremely effective marketing method that you can use to literally explode your traffic, list or business building efforts.

*It works along the following lines:*

You create a high quality report on a topic within your particular niche. As an example, let's say we've just started a web hosting company and we are wanting to start generating new business. We decide to prepare a report called "10 Crucial Things To Look For In A Web Hosting Company." It will be a free report that we will encourage others to give away.

So how can we make it so that readers are HIGHLY MOTIVATED to pass it on to others?

We offer them "**branding rights**" so that they can potentially earn affiliate commissions from anyone who signs up to our new web hosting company via their branded report!

Do you see how effective this can be?

Let's do a bit of maths (I know, I know—you left school to get away from maths—right? Don't worry... I hate maths too but this will be much more fun than your old school days!)

Let's say you give away your FREE report to 100 people. (Not particularly hard to do even without a list of any sort.)

And let's say that each of those people (on average) gave it away to just 20 people.

Do you see what just happened? Your report is now in front of OVER 2,000 sets of eyes! And that's just on one level! If those 2,000 people just gave it away to 5 people, then your report is now in the hands of well over 10,000 people (most likely potential **CUSTOMERS** because, chances are, that they only downloaded the report in the first instance because they were interested in finding out more about web hosting!)

Viral marketing doesn't just have to involve brandable reports—but these are one of the easiest ways I know to take advantage of the viral effect of this method.

One well known example of viral marketing that you're probably already familiar with but haven't thought much about it is how Hotmail got started. Viral marketing is the very reason that this free email service came to be so big. Have you noticed the footer similar to the one below that is attached to all of Hotmail's outgoing emails?

Join the world's largest e-mail service with MSN Hotmail.  
<http://www.hotmail.com>

Continued on next page....

3



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.... Continued from previous page

There are a few keys to successfully creating a viral marketing campaign:

**High Quality Content**—Ensure that the quality of your content / product is something that others will WANT to pass on to their friends and website visitors. If the quality of your report or product is poor then it is unlikely to have the desired long-term effect because people who download it will not be keen to pass it on to others. Also if your free report is not of a high standard then your readers will be far less likely to consider your back-end offers.

**Offer An Incentive To Pass On Your Content**—Affiliate commissions are one way in which you can reward people for passing on your free report but commissions are just one of the many potential motivators. You could use humor of some sort and that may be enough for people to spread your message. (Think about how a good joke email quickly does the rounds.) If you are running some sort of affiliate program for your free report then you'll want to make sure that your "backend offer" converts well or else affiliates won't continue to give away or promote your free report. If it converts well, then expect to see an exponential growth in traffic!

**Offer An Easy Way For People To Brand Your Product**—One of the simplest ways I know to ensure that your viral marketing efforts have the best chance of succeeding is to offer readers the chance to pass on a BRANDABLE version of your product. If you have a PDF report then this is really easy to do. There are a number of branding software around that allow you to easily offer your affiliates (or readers) custom branded PDFs. The two I have personally used and recommend are [Viral PDF](#) and [Affiliate PDF Dispenser](#). Personally, lately I've been using [Affiliate PDF Dispenser](#) simply because it can brand "on the fly" meaning that your affiliates can download a branded copy of your report right from within their browser simply by entering their affiliate ID into a form and clicking submit! To see a super simple example of [Affiliate PDF Dispenser](#) in action, [click here](#).

I hope you can see the benefits in starting your own viral marketing campaigns. If done correctly, you'll get a ton of traffic for YEARS to come and, in many cases, it will grow exponentially over time. Expect to see some exciting results. Best of luck!

## The Ultimate PDF Branding Tool For Creating "On-The-Fly" Brandable Reports That Go Viral!



*Affiliate PDF Creator* is the best way to allow your affiliates and website visitors to create branded PDFs "on the fly!" No more chunky software to download or install. **Outstanding value at this price!**

[Click Here For More Info On Affiliate PDF Creator Here](#)



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## Why You ***Must*** Take The Security Of Your Wordpress Site Seriously Or Risk Becoming The Victim Of Hackers (And How You Can Start Doing It Today!)

Wordpress is a fantastic platform to run your websites on and is hugely popular these days for many very good reasons. While it's great for blogging, it's also the perfect platform for those creating their first website because it's so easy to setup and you don't need any costly software or any knowledge of html and the like.

Unfortunately though, with the huge number of Wordpress sites now dominating the web, hackers now have a large "playground" to test their skills.

Repairing hacked sites can be very time-consuming and also lead to significant downtime and / or data loss. Databases can also be corrupted and you can even lose search engine ranking if your site is indexed before you've managed to repair the damage. And that doesn't count the financial losses due to your site being out of action whilst repairs are completed.

**Keypoint:** **Not** taking steps to secure your Wordpress powered websites is like leaving your car with the keys in the door—at some point, someone's gonna come along and take it for a spin! (And there's a good chance they'll do a fair bit of damage in the process.)



### Simple Steps You Can Take Right Now To Start Securing Your Wordpress Sites

The great thing about Wordpress is, that because it's so immensely popular, developers are extremely quick to react when a security flaw is uncovered. That means that **new updates are regularly available** and that in itself makes it more difficult for hackers.

The problem though, for many people, is that they do not keep their Wordpress sites updated. Often they have too many Wordpress powered sites and they just forget to keep them updated. Or they have too many and they just can't find the time to update them all. And of course, there are those who are **simply too lazy** to do it—even though it doesn't take long to do. For those that have numerous Wordpress sites, I would personally recommend using a piece of software called [WP Mass Updater](#). This software allows you to update all your Wordpress sites AND plugins without ever even having to login to Wordpress itself! This, in itself, can be a great time-saver.

*Continued on next page....*

**Revolutionary New Windows Software Updates  
ALL Of Your Wordpress Sites And Plugins ....  
Without You Ever Even Having To Lift A Finger!**

[Click Here To See The Software In Action](#)



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Issue 2—April 2011

.... Continued from previous page

So, the simplest step you can take today to ensure that your Wordpress sites have a decent level of protection from hackers, is to **keep them updated with the latest version** of Wordpress.

The next thing you can do very easily is make sure you **use a very strong password** to access your Wordpress dashboard. I know this sounds really basic but you'd be surprised how many people will use a simple word that can be found in the dictionary! Hackers will be able to "guess" your password if it's too basic so make it as difficult as you possibly can. I recommend a mix of numbers, letters and even special characters. If you are wanting to create a really secure random password, make it 10 characters or more. You can [use the free tool on this site](#) if you're stuck for ideas! If you want to check how secure your password is then you can [check it via this free resource on the Microsoft website](#).

One other thing to remember (since we're on the subject of passwords) is also to make sure that your web hosting account itself has a strong username and password combination!

Another simple thing you can do is to make sure that you **don't use "admin" as your username** for accessing your blog. Try using something else. This again will make your username and password combination very difficult for hackers to hack. If you already have a user setup called "admin" then you can simply **create a new user** under another username and give them administrator privileges, test it to make sure you can access your Wordpress dashboard ok with it and that you have full administrative access and then delete the existing "admin" username!

Well—that's about all we have time to discuss within the scope of this article. I hope you've found it useful and more importantly, will put the information into ACTION if you are not already following the above methods to keep your Wordpress sites secure. If you would like more detailed information along with step-by-step procedures for securing your Wordpress sites with almost "bulletproof armour" then you might want to [check out my "Wordpress Lockdown" Security Guide](#).



**Never Again Fall Prey To Those Nasty Hackers Who Try To Infect Your Wordpress Blog With Malicious Code!**

**[Click Here To Stop Wordpress Hackers Dead In Their Tracks!](#)**



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## Private Label Rights Explained!

In [last month's issue](#), we looked at the basics of Private Label Rights and what to look for when purchasing them.

This month, we're going to look at the ways you can use PLR content in your business to make more money! We briefly touched on using the content for free special reports in the last issue so let's start there and move on.

### Different Ways To Use Private Label Rights Products In Your Business

#### 1. Free Special Reports

If your license allows, then you can create some fantastic mini-reports out of PLR material. You could either take a complete PLR product and brand it as your own in the form of a special report or you could combine a collection of articles on a particular topic.

I personally like to combine different PLR products into a single short report and give it away as a list builder from a squeeze page. Even better is to add a viral aspect (discussed in the section of this newsletter entitled [Build Your Business With The Power Of Viral Marketing](#).)

This is an easy way to gain credibility in your niche and build a list or following at the same time. Just be sure, as is the case with any product you put out—either free or paid—that it is of the highest possible quality. Some PLR material is riddled with typos and grammatical errors so it's always a good idea to have someone else proof-read your product before you release it to the masses. This is especially true of viral reports since once they have been released, it's virtually impossible to remedy any errors.

#### 2. Video Products or Presentations

Another great way to use PLR material (which was also briefly touched on in the last issue) could be to turn it into a Powerpoint presentation and create a short video using a product like [Camstudio For Internet Marketers](#) or one of the many other screen video creation software packages available.

This is an excellent way to differentiate your product from the rest and also to add significant "perceived value." Many people prefer to watch video (especially if you mix up the Powerpoint presentation with live examples) over wading through a lengthy PDF.

Whilst it may sound difficult and time-consuming to create your own video product, once you have a decent quality PLR package, it really is relatively straightforward. You can simply create your slides by using the material in your original PLR package and then read them out when you record the video. As I mentioned though, I would recommend if possible to also have some video of actual live examples and not create the entire video based around the Powerpoint presentation.

Continued on next page....

7



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Issue 2—April 2011



## Private Label Rights Explained!

.... Continued from previous page

### 3. Membership Sites

A fantastic way to utilize PLR content, especially if you have a lot of information in a single niche or on a single topic, is to create some sort of membership site whereby your members pay you month after month. Whilst initially this seems like a lot of work, with platforms like Wordpress, you can now create high quality membership sites relatively easily and you can even drip feed the content to your members so that they get new content month after month (which ultimately leads to better retention rates.)

All you need to do to get your membership site setup is to break the content down into "modules" and provide one module each month to your members. If you tie this into their payment frequency, a member will get new content delivered each month for as long as they remain a member.

Your membership site can be either **fixed duration** (meaning that it runs for a set number of months) or **ongoing** (whereby new content is provided every month until the member cancels their subscription.) In most case, your membership will be fixed duration and that way, you can create all the content once, automate the delivery of it and focus your efforts solely on marketing it! Once you've done the initial setup, it's virtually hands-free and requires minimal ongoing effort.

This method truly is one of the best ways to use PLR material, if you have enough to be able to make it work. There may be a little bit of investment initially in order to get the drip-feeding component working but after that, it's all profit! (**HOT TIP:** If you're looking for a low-cost video series that will show you how to drip-feed your content using Wordpress then you can [get one by clicking here.](#))

### 4. Website Content

Whilst using PLR content "as is" for your website content is not ideal from an SEO point of view, with a little work (either manually or using an article spinner such as [SpinMasterPro](#)), this can be a very an easy way to "beef up" your content site. Fresh new content is great for attracting the search engines and therefore I DO suggest you tweak it a bit to make it somewhat unique. Even rewriting a PLR article in your own words is often much quicker than writing it completely from scratch. Just take each sentence (or paragraph) and put it into your own words and you have unique content in very little time—without having to do a ton of research!

Well—there you have it. Four simple ways you can use PLR content to build your online business. There are countless others and we'll focus on a few more in the next issue of this newsletter. I've included a [FREE PLR Report Package](#) on the [next page](#), just to get you started!



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**HOSTGATOR.COM**  
1-866-96-HOSTGATOR

**UNLIMITED SPACE**

**UNLIMITED BANDWIDTH**

GET STARTED FOR ONLY **1 PENNY** FOR YOUR FIRST MONTH

~~\$4.95~~ PRICE

Coupon Code - "1CENT"

## PLR RESOURCES

Listed below are some of the better resources around currently that can provide you with a wealth of PLR material for you to use in your business. There are of course plenty of others.

[EasyPLR.com](http://EasyPLR.com)

[Self Help / Personal Improvement PLR](#)

[ContentPass](#)

[PLR Monthly](#)—Currently 1 month free trial

[PLR Ebook Club](#)

[WarriorForum \(WSOs\)](#)

**Grab One Of Just 30 Private Label Licenses To My Highly Popular, Original "Platinum SlideIn" Wordpress Plugin!**

This one plugin is responsible for adding **over \$20k to my bottom line** over the past 12 months or so and has generated thousands of additional opt-in subscribers. You too can achieve great results if you manage to secure one of the **limited number** of Private Label Licenses to this unique Wordpress Slideln plugin.

[Click Here For PLR Details](#)

[Or Grab A Free or Pro Personal Use License By Clicking Here](#)

## FREE RESOURCES

This section of my newsletter focuses on some great **free resources** that I've found around the net or that I am personally offering to my subscribers.

**FREE PLR REPORT PACKAGE**

>> [CLICK HERE TO DOWNLOAD](#) <<

**Instant Cash Injection:** This powerful yet simple "system" can help you to generate a great income online. The best part is that it's totally scalable and easy enough for virtually anyone to succeed with. The ebook also provides a "surprise" twist towards the end which is also a powerful way to earn additional income easily.

**Social Media Quickstart:** This easy to follow report will show you how to get your social media efforts off to a flying start!

**WP Clickbank Membership Plugin:** Run your own Wordpress based membership sites using Clickbank! Simple to install.

**Spin Master Pro:** An excellent article spinning software that allows you to easily create unique content from almost any article.

This one I am personally giving away to my subscribers and readers—along with **free distribution rights** so that you can also offer it as a gift from your website.

**PlatinumPopup:** A fully featured popup plugin for Wordpress. One of the best popup plugins of its kind.

Definitely worth checking out!

**Advanced Wordpress Tips:** a very informative 29 page report entitled "Advanced WordPress Tips – Taking Your WordPress Blog To The Next Level!"



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**IMPORTANT NOTE:** My aim in this section of the newsletter is to bring you great deals and quality products from the Warrior Forum WSOs section. "WSO Corner" is in no way affiliated with or endorsed by the Warrior Forum.

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# IMIntegrity Newsletter

"Putting The Integrity Back Into Internet Marketing"

Issue 2—April 2011

The #1 Internet Marketing Forum Since 1997

WARRIOR

WARRIOR SPECIAL OFFERS

F O R U M

"WSO CORNER"

WSO stands for **Warrior Special Offers** and this section is dedicated to bringing you the best WSOs I've seen over the past month or so. The great thing about WSOs is that you can actually see what other CUSTOMERS think of the product or service BEFORE you shell out any of your hard-earned cash! I only plan on bringing you the highest quality WSOs in this section of my newsletter and in almost all cases, they will be ones that I have actually purchased myself first.

## "WSO Of The Month"

### Grab Your Own TURN-KEY Facebook Business-In-A-Box!

Unless you've been hiding under a rock, you'll know that Facebook is one of the hottest sites on the internet right now. "FB Ignition" focuses on providing you with a complete and comprehensive package of promotional and fanpage creation materials that will allow you to create killer fanpages for offline clients—quickly and easily. **I have yet to see a more complete Facebook fanpage package** and, at this price, you'd only need to get a single client and you'd be in profit! Rave reviews from many members are testimony to the quality.

[Take A Look At This Killer Facebook Fanpage WSO Here](#)

### An Exciting Way To Get A Ton Of Free Organic Traffic To Your Websites

I don't know many people who are 'satisfied' with the amount of traffic they get to their websites. I mean—enough is NEVER enough—right?

If you're looking for more FREE search engine traffic then you won't want to look past Craig Mako's bargain-priced WSO.

As is nearly always the case, I grabbed a copy of this myself and have found it an enjoyable and informative read even though I usually HATE anything to do with SEO because it's usually do tedious and boring. This is totally different from the rest and a highly recommended WSO.

[Click Here For More Free Traffic!](#)

### How To Get DIRT CHEAP Traffic From Facebook Ads

This is a unique way of getting highly targeted Facebook Ad traffic for dirt cheap.

*How to find profitable niches that will ensure extremely low cost clicks.*

*How to properly setup your Facebook Ad*

*How to properly setup your audience targeting*

*How to setup your bids for the cheapest clicks*

*The best types of products to promote*

*How to setup and run a successful fanpage*

[Start Getting Dirt Cheap FB Traffic!](#)

[Check Out OTHER Notable WSO's Here](#)



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Aaron Leighton's

# IMIntegrity Newsletter

"Putting The Integrity Back Into Internet Marketing"

Issue 2—April 2011

## WebMaster's Corner

HTML - PHP - CPANEL - FTP AND MORE



### This Month's Focus— Custom Cpanel Error Pages

In this section of the newsletter we're going to take a brief look at creating custom error pages in Cpanel so that when a visitor arrives at our website and an error occurs, we have a better chance of retaining them as a visitor, and even potentially generating extra sales!

Firstly, you'll want to login to your hosting Cpanel and find the option "Error pages." In this example we're going to focus on creating a custom page for any 404 errors. This is when someone arrives at a page on our website that cannot be located (Page Not Found error.)

Step 2 - Edit Error Pages for: [www.yourdomain.com](http://www.yourdomain.com)



Click the "Error pages" menu option and you will be taken to a screen like the one to the left. To create a page for 404 errors you would obviously click the **404 (Not found)** button and this will take you to a simple editing screen.

Now, there are a few options available to us at this point. We *can* add any message or html we wish into the editing box. However, what I suggest is to redirect traffic back to your main page or a page of your choice on your site. You can easily do this by using a simple html redirect such as the snippet of code I have included below. You will just need to edit the [www.yourdomain.com](http://www.yourdomain.com) part in the two places by changing it to the name of your domain.

```
<html>
<head>
<title>Oops... Allow Us To Redirect You</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<meta http-equiv="refresh" content="0; url=http://www.yourdomain.com">
</head>
<body>
<p>&nbsp;&nbsp;&nbsp;</p>
<p align="center"><font size="3" face="Arial, Helvetica, sans-serif">If
you are not redirected,
  <a href="http://www.yourdomain.com">please click here</a></font></p>
</body>
</html>
```

Simply save the custom page and there you have it. Any time that a visitor mistypes a url on your domain or is taken to a page which no longer exists, they will be automatically redirected back to your home page! You can obviously do a similar thing with any of the other error pages too. Just type an invalid url for your domain into your browser to test it!

For your convenience, [I have uploaded a copy of the html redirect code here](#) for you to download. Just edit it with your domain and copy and paste it into your custom error page screen! I hope you've found this very brief tutorial useful.



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## SEO Workshop

SEO - "the process of improving ranking in search engine results."



*This section of the newsletter will focus on **Search Engine Optimization (SEO)** to help you generate more targeted traffic to your websites. Targeted traffic from the search engines is one of the best traffic sources there is—primarily because it's **FREE!** Unfortunately, understanding the search engines and how to improve your website rankings is not always easy for the average marketer.*

*Over the next few month's with the help of some SEO experts, I'll help unravel some of the mystery around SEO. Whilst this is in part an "inexact science," I'm sure that this will at least help you to generate a bit of extra targeted traffic to your websites and blogs.*

## Simple Tips For Improving Your Search Engine Rankings

In this month's issue we're going to look at some simple things you can do to improve your Search Engine rankings. Whilst this won't necessarily be "earth-shattering" for anyone experienced in basic SEO, it is surprising how many of my readers know virtually nothing about SEO so I've decided to start here and move on to more advanced techniques in future issues.

So—let's get started!

### Keep It Clean!

When designing your website, you need to be careful to consider the effect that your site design could have on your search engine ranking. Whilst using such things a Flash on your website can help it to "look better," it can have the opposite effect when it comes to the search engines. Search engines cannot read Flash and therefore will be unable to spider all your web pages if you use Flash for navigation. The only ways around this are to have standard html based navigation links somewhere on your home page (perhaps running along the bottom of your site) and / or a site map of some kind to allow search engine spiders to easily find new content and pages on your site.

### Select A Domain Relevant To Your Keyword

Keywords are the primary component in on-page SEO (the search engine optimization you do specifically on your own web page directly.) So, for starters, your domain name should ideally contain your primary keyword or keyword phrase. For example, if the primary keyword you were targeting is "New York Legal" then you would want to try and have that phrase in your domain if possible. Just as an example, in such an instance, you might choose the domain "NewYorkLegalDepot.com" (assuming "NewYorkLegal.com" was already registered.) There is some debate around as to whether a .com domain significantly better from a search engine ranking point of view than other extensions. Generally speaking, if you CAN get a .com version then it is best but it is certainly not imperative and .net or .info domains can still rank well.



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### Post Unique Content Regularly

It's been common knowledge for many years that the search engines love unique content and your search engine rankings will be greatly improved if you can do this on a regular basis. Posting unique, highly targeted and fresh content may be a little time-consuming but the results are definitely worth it if you are persistent.

### Page Title and Meta Description

Your page title and meta description will be displayed in the Search Engine results therefore you will want to make sure that it is something interesting that searchers will want to click. It is definitely a good idea to use your primary keyword(s) or keyword phrase in your title tag but don't go stuffing your description tag full of keywords. Just make that something that entices people to click your link and thus be taken to your website.

### Get High Quality Backlinks

You've probably heard before that backlinks are important to your rankings and this is very true. However, you need to keep in mind that not all backlinks are created equal. High quality, high PR (Page Rank) backlinks are worth a far greater weighting than low quality, low PR links. Also you will want to build backlinks in a progressive fashion rather than all at once. This then appears more natural to the search engines.

So there you have it... a few simple things you can easily do to improve your overall search engine rankings. As I mentioned earlier, none of this is "rocket science" but hopefully it will help those of you struggling to get your site rankings up. Good luck and remember, probably the easiest thing you can do is continue to post *unique and relevant content!*

Find Out How You Can Drive Tons Of **FREE Targeted Traffic** To Your Websites In This Exciting **Video Course!**



Grab Your "Reader Only" Special Price Coupon

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Buy - Sell - Swap

## Readers' Marketplace



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### READER'S MARKETPLACE

You can post your classified ad for a crazy low price in one of the categories below (space permitting.)

[Terms and Conditions can be seen here.](#)

[To Place Your Ad—Click Here](#)

#### GENERAL FOR SALE

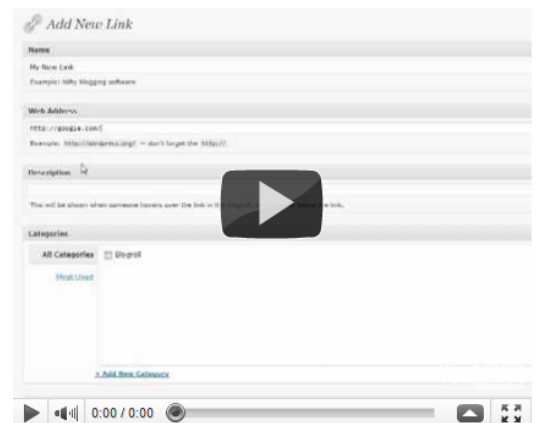
**Unlock Your iPhone—** Our step-by-step guide shows you exactly how to unlock your iPhone. [Grab your copy here.](#)

**Need More Traffic?** Here's your chance to get a complete step-by-step course on how to LITERALLY launch traffic to your site. [Grab your copy here for FREE!](#)

#### DOMAINS FOR SALE

I have a number of "aged" domains for sale. If you're interested, [click here for more details.](#)

**If You've Ever Wanted To Get Into Using Wordpress But Don't Know Where To Start—Be Sure To Watch My Totally Free "Wordpress Made Simple" Video Series**



[Click Here To Start Watching These Totally Free Videos](#)

*"Quote Of The Month"*

**"You can have everything in life that you want if you just give enough other people what they want!"**

*Zig Ziglar*



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## “Frame Of Mind” YOUR PERSONAL GOAL ACHIEVEMENT SYSTEM

Issue 2—April 2011



If you've not worked through the previous modules yet, [you can access them here.](#)

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### Month 2 - 30 Realistic Life Goals

**Objective:** The second month is about finding some real goals you can focus on. Month 1 was more of a fun exercise to get your imagination flowing. It is nice to imagine all of those goals coming true but many of them are simply unrealistic in terms of what you are capable of achieving today.

But now that you have had a chance to imagine, you have probably tapped into some powerful ideas about REAL goals that you can actually set. It is important to be BOTH realistic and optimistic when you do these goals. If you make the goals too easy to reach, there is no inspiration. If you make the goals impossible to reach, you will never truly believe in them. Find your sweet spot by listening to your gut.

**Work Breakdown:** The idea with Month 2 exercises is to get a concrete list of 30 real goals that you want for your life. The work will be broken into goal overviews and goal details.

### Goals Overview Exercise

For the first week, you want to get your 30 goals out of your head and written out on paper or typed up in a document. Choosing 30 important goals for your life can be a tough task. Take the full week to get a list of 30 that you are extremely satisfied with.

Wk	Action
1	Write 6 goals per day to reach your list of 30

### Goal Details Exercise

Now that you have a list of 30, you need to get in the headspace of having already completed these goals. The idea is to begin with the end in mind. If you have a crystal clear picture of what each goal looks like before you start, it makes it far more likely that you will achieve it.

Wk	Action
2	Write <u>and describe</u> 2 goals per day from your 30
3	Write <u>and describe</u> 2 goals per day from your 30
4	Write <u>and describe</u> 2 goals per day from your 30

Be sure to use your [Action Log](#) to track all of your goal achieving actions that you took this month. *Stay tuned next month for Lesson 3.*



### A Word Of Caution!

Initially this may seem a bit painful—even pointless to some—but I urge you to stick with it and dedicate a few minutes each day to work through the system.

Each month, I will be adding the next module to the newsletter & they each build upon the last.

If you've not worked through the previous modules yet, [you can access them here.](#)



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## Worth Checking Out!

Below are a few products that I CAN recommend if you have an interest in the relevant areas. I want to remind you however, that I will only ever recommend products to you that I have purchased myself and know to be of the highest quality. If I wouldn't purchase them myself then I wouldn't expect you to either! Please keep in mind— **I don't make recommendations lightly** since it's my credibility on the line. You can always rely on any recommendations that I do make, to be "worth checking out!"

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