

**INTERNET MARKETING TO GO!**

# Cashing in on Google

**How to Use Google to get  
more traffic, and more  
sales, without spending a  
dime**

**by Jinger Jarrett**

**Copyright 2007, 2008 by Jinger Jarrett. All Rights Reserved. This is not a free ebook. You may not give it away, sell it, or use it in any way except for your own personal use.**

**If you need support, please contact Jinger Jarrett at:  
<http://www.jingerjarrett.com/support/>**

**Published by Create Space**

**ISBN: 1440415021**

**EAN-13: 9781440415029**

# Table of Contents

Part I – High Traffic Marketing Site	5
Marketing With Google	7
Google Services	7
Google Sitemaps	7
Google Base	11
Google Product Search	13
Google Blog Search	13
Google Book Search	18
Google Checkout	19
Creating an Affiliate Program	21
Google Directory	22
Google Local	23
Google News	24
Google Video	27
Google Groups	28
Blogger	41
Part II – Hot Marketing Technique	45
Social Bookmarking	
Bonus Tools and Resources	49
More Marketing Tools	51



# Part 1

## High Traffic Marketing Site

A lot has been said lately about using videos to promote your products, and you can find plenty of ebooks to buy about promoting your videos on Google.

However, there is far more to Google than just video. Google has tons of different ways you can promote your business and make money from it.

What I want to do is show you all of the different ways you can use Google to promote your business. Follow each of these steps. Work one section of Google at a time.

Some of these things may not apply. If you promote only affiliate links, you'll have a hard time promoting with Google unless you use Google Groups.

If you have your own website, then you'll find plenty of ways to promote your business.

Again, work the steps. If you can only do one section at a time, then do that, but work your way through all of this until you have used every Google service possible to promote your business.

Now let's get started.



# Marketing With Google

The first place you will want to start is on the Google services page. This is so you can see all of the services Google has to offer.

Your first step will be to decide which of these services you want to use.

## **Google Services –**

<http://www.google.com/services/>

You can see all of Google's services here:

[http://www.google.com/intl/en/options/#utm\\_medium=et&utm\\_source=bizsols&utm\\_campaign=more](http://www.google.com/intl/en/options/#utm_medium=et&utm_source=bizsols&utm_campaign=more)

To make it easy on you, we will start with the first, and easiest service, Google Sitemaps.

## **Google Sitemaps –**

<http://www.google.com/webmasters/tools/login>

There is really nothing difficult about getting your site submitted to Google. The internet marketing “gurus” often talk about getting in the “backdoor” of Google. However, this may include blackhat marketing techniques that can get you banned. The best way to use Google is to follow Google's instructions, go in

the front door, and you'll get in Google quickly and easily. Once you're in, then you can work on optimizing your website so you can raise your rankings.

Now, although you can use the regular submission, the problem is that Google will get around to spidering your site when it is ready.

Google contains billions of pages, and even with all of the resources Google has, it still takes a little time to spider and respider all of those pages.

So, if you want to get your site spidered rather quickly, and you want a set and forget approach, then Google Sitemaps is the way to do it.

Your first step is to actually create your sitemap. The best tool I have found for doing this is **Sitemapsal** – <http://www.sitemapsal.com/>. This tool will allow you to create a sitemap you can use with both Yahoo and Google.

All you have to do is enter the URL of the site you want to spider. Once it has spidered your site, then you copy and paste the code it generates into a text document. Save the file as sitemap.xml.

Next, upload the sitemap using your FTP client. You can also log into your control panel at the backend of your website and upload it. Make sure you upload it into the root directory of

your site. The root directory for your site is the directory your domain points to.

For example, my domain jingerjarrett.com is in the root directory for my web hosting. This means the folder is public\_html. The folder for my smallbusinesshowto.com website is smallbusinesshowto.com, and so if I were creating a sitemap for this site, I would upload the sitemap into the smallbusinesshowto.com folder.

Once you have uploaded your sitemap to your site directory, your next step is to add it to Google. To do this, you will need a text editor to make a blank html document to upload to your website. (Google and Yahoo both will show you what code you need to add to your site and how you can verify your website. You can use either the file verification method, which they will tell you what to name the file, or the code method which you add to the header of your page.)

To upload your sitemap to Google, you will need a Gmail account. If you don't have one, then you can sign up for one for free. **Gmail** – <http://gmail.google.com/>

Once you have your Gmail account, and you have verified it, then go to the Google Sitemaps page and log in with your new account.

At the top of the screen, you will see a bar that says, "Add site". Type in the URL of your site there exactly the way Google shows you how to do it and hit "OK".

---

If none of your pages are included in the Google index, you will need to verify your site.

Click verify your site.

It will give you two choices on how to verify your site. You can either add a tag to the header of your main page, or you can create a blank html file. The system will tell you what to name this file. You will need to upload this file to your website. Create your blank document by opening a text document. Copy and paste the name of the document, and then save as. Save the blank document into the folder for your website on your computer. Then you need to upload this to your site.

Once you have verified, then you will need to add your sitemap. Click on the tab that says "Sitemaps". Then you will type the path to your sitemap. For my website [smallbusinessshowto.com](http://www.smallbusinessshowto.com), the path is <http://www.smallbusinessshowto.com/sitemap.xml>. (If you want to see what a sitemap looks like, you can click on mine). :)

Follow the prompts. This is very step by step, and it will tell you what you need to do. Once you've completed the steps, it will show the status of your sitemaps.

How long will it take for your site to show up in Google? Depending on how big it is, about 24 hours. This is what the internet marketing "gurus" charge you \$97 or more to tell you.