



# The Website Marketing Bible™

The Website Marketing Bible - one of the best Internet marketing strategy e-books

Internet marketing strategy Ebook.

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The Website Marketing Bible™

Monday, 18 September, 2006 - 11:30:00



# The Website Marketing Bible™

By Michael Cheney

New & Updated 2006

"You Will Discover The Secrets To Making **\$50,247 Per Month** Online And How To Grow Your Own **Insane Profit Machine** - Even If You're **Totally New To The Web!**"

From the desk of Michael Cheney  
Wednesday, 09:21 a.m.





Dear Friend,

Hello, my name is Michael Cheney and I want to tell you a true story.  
Picture the scene..

The monitor shone brightly in the room.

I sat back in my chair and let out a sigh of satisfaction and stared at the screen with a sense of great achievement at what I saw.

I couldn't quite believe it was all my own work.

And although it wasn't spectacular I had just created my very first website..

**The year was 1995.**

**Back then I could never have dreamt that one day I would be invited to speak live on NBC television to an audience across Europe:**



## This is me talking live across Europe on NBC about one of my online businesses.

But I'm getting ahead of myself in the story here. Long before the TV, radio and press interviews and online successes **I spent thousands of hours honing my website marketing skills.**

The amazing thing is that when I started out way back in 1995 the Internet was still in the 'Dark Ages' - Yahoo! had just 200 websites listed on it!

It wasn't long until I realised that just building a website wasn't enough - it needed to be marketed properly so the right people could find it. So I started devouring every piece of information I could find on the subject of Internet marketing..

**As my college friends were out enjoying life I was sitting in front of a computer** learning the website marketing skills that would **literally change my life forever** just a few years later. But I wasn't quite ready to start out on my own..

I was so happy when I walked straight into a job after graduating and was **taken on by one of the largest companies in the world** - the oil giant ExxonMobil.

During my time there I picked up yet more useful lessons that would arm me for the battles that lay ahead. After working nine to five I would go home and work from 6pm to midnight and beyond honing my Internet marketing skills.

**The biggest lesson I learned during my stint at an 'office job' was that working for someone else sucks!**

**"I decided enough was enough and after two years of working nine to five in the corporate world...I quit my job."**

**I started my own full-time Internet business.**

Looking back this was **the best decision I ever made.**

**People told me I was mad to leave a highly paid, secure job with one of the world's biggest corporations to set up my own Internet company.**

**But now I own several highly profitable online businesses and make more than I ever dreamed possible.**

Now I work when I want, not when somebody tells me to.

**I am my own boss.**

A truly proud moment for me was when one of my online businesses **went head-to-head against a competitor that had \$20,000,000 funding. I took on this giant and won.**

The competitor went bust and that one particular website of mine became super-profitable and has gone on to pull in hundreds of thousands of visitors

every year.

# I Can Show You The **Secrets To Making \$50,247 Per Month** Online Because That's What I Make Each And Every Month!

## Proof of My Earnings # 1

Google pays me over \$19,000 every month just for placing ads on my sites as part of their AdSense program!

01 February 2006 - 28 February 2006 Replace report... CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM (%)	Earnings
01 February 2006					USD716.62
02 February 2006					USD808.83
03 February 2006					USD669.97
04 February 2006					USD675.45
05 February 2006					USD614.18
06 February 2006					USD657.03
07 February 2006					USD784.47
08 February 2006					USD846.69
09 February 2006					USD617.46
10 February 2006					USD603.85
11 February 2006					USD595.82
12 February 2006					USD537.09
13 February 2006					USD794.43
14 February 2006					USD693.52
15 February 2006					USD688.96
16 February 2006					USD642.27
17 February 2006					USD627.36
18 February 2006					USD490.38
<b>Totals</b>					<b>USD19,156.42</b>

**\$19,156.42 in 1 Month!**

**(Google's terms prevent me from showing you these middle columns)**

## Proof of My Earnings # 2

One month's sales of JUST ONE of the products I sell via ClickBank earns

me **\$7179 per month!!**

Found 159 orders processed in Jan 2006.  
Total amount: \$7179.68

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT	PUBL	AFFI
2006-01-31	22:17					\$44.36		
2006-01-31	20:56					\$43.73		
2006-01-31	18:01					\$44.36		
2006-01-31	11:40					\$43.73		
2006-01-31	08:56					\$43.73		
2006-01-31	05:22					\$43.46		
2006-01-30	23:46					\$66.61		
2006-01-30	23:44					\$43.78		
2006-01-30	17:57					\$43.78		
2006-01-30	12:07					\$43.60		
2006-01-30	09:31					\$44.36		
2006-01-30	02:49					\$34.98		

## Proof of My Earnings # 3

This is my Inbox over 3 days - **each of these emails is confirmation of yet more sales!!**



I have collected 10 years' worth of Internet marketing experience and put it into The Website Marketing Bible™. I will guide you through all the lessons, secrets, insights and strategies of my decade-long journey in a simple step-by-step way.

"In the few weeks since I was lucky enough to buy The Website Marketing Bible it has repaid itself in **increased revenues** from one of my web sites. **My hobby is now becoming a viable business**, and I have much more to come. This is no empty promise of get rich quick schemes but honest information that by following enables you leap into the game. In hindsight, it's worth far more than you pay for it. Michael, thank you. **You have changed my life.**"

John Harrison, Allotment.org.uk

"I cannot say enough about the information in the Website Marketing Bible. I was just a few months into my first website totally frustrated with it all when I luckily came across an advertisement for the bible. **I was literally about to shut down my site because I knew I was in way over my head. I took the chance and bought the Website Marketing Bible and it saved me!** The book contains so much useful information and inspiration that it kept me going. We started with one website, we now have 4 sites up and running and more about to be launched. We are slowly making our mark on the web. This book is no joke the one internet

marketing tool that every webowner must have. You may read many testimonials that sound like their product is the best, but **I promise this one will NOT disappoint.** Thank you Michael Cheney for having the ambition and knowledge to help all us little people make our mark on the web too."

Kim DeMonte, CreditRepairPlan.com

"A genius marketing resource! I've been doing this for 7 years and still learned quite a bit from Michael Cheney's wonderful e-book.



**I would recommend The Website Marketing Bible to anyone from the 'newbie' to the seasoned veteran."**

Jennifer Clason, Mommyjobs.com

"I purchased the Website Marketing Bible, and worked through it step by step. I has **laid the foundation to improve my site and offers a roadmap to keep improving it!**"

Scott Kent, President, CollegeJersey.com

"Hi Michael Thanks for a great product! Although new website marketing I am already seeing results form applying the techniques you teach. Not only do I believe the Marketing Bible to be an essential for any website owner, with the bonus material and the regular videos you send this is **the best \$97 I have spent this year!** Glad I found you on google, keep up the great work!"



Lee Pritchard, MediaMusicNow.com com

**Time Out!**  
**Before We Move On -**  
**[Click Here To Watch A](#)**  
**[FREE Internet Marketing Video](#)**  
**[And Get 6 More Videos](#)**  
**[Free Of Charge](#)**

**Think about it - why should you bother wasting your precious days trying to piece together the whole picture about website marketing when I can give you all the information you need right now?**

**The rest of your life is ahead of you!**

You can either **choose to get a step-by-step proven blueprint for website success** and get back to enjoying life **OR** you can **continue wasting your time and your money scouring the web for answers**

day after day, week after week.

I want to give you your life back!

## **The 3 Deadliest Mistakes Of Website Marketing**

### **Mistake # 1. Getting Caught Up In The 'Traffic Game'**

You do not want to fall into the trap of thinking that the route to making money on the Internet is just to get masses and masses of visitors or 'traffic' into your website.

If you are devoting too much time to attracting people to your website rather than spending time improving your website and focusing on how to convert your existing visitors into leads or sales you're heading down the wrong path.

In The Website Marketing Bible™ you will master proven methods to dramatically increase the retention and conversion rates of your website before you then uncover the tried and tested techniques of how best to market your website.

### **Mistake # 2. Expecting Overnight Success**

Ever since the dawn of time man has been fascinated with the idea of the quick fix, the shortcut – a way to beat the system. And the website marketing arena is no different.

The bad news is that there a lot of hucksters out there trying their best to exploit this.

But the cold, hard fact of the matter is that you CAN'T beat the system.

There is no miracle button to press.

**But the great news, is that it doesn't matter if you can't beat the system - because you can LEARN IT!**

Learning how the system works and how to 'play' the system is what The Website Marketing Bible™ is all about.

**"How is it that some people become Olympic athletes, billionaires and world-class achievers and others stay at the bottom of the pile?"**

**THE REAL WINNERS ALL MODEL PEOPLE THAT HAD ALREADY ACHIEVED SUCCESS IN THEIR FIELD.**

Think about it - 'modelling' is the only reason the human race advances at all. Because we learn from others who know more than us.

Sure, you can try and piece together the entire Internet marketing jigsaw yourself - but why bother wasting your time when I can give you everything you need to know, right now?

**Mistake # 3. "Build It And They Will Come"**

The old classic. It would be closer to the truth to re-phrase it:

**"Build it and they won't have a clue you exist until you arm yourself with the right information about how to market your website."**

I know it's not as catchy, but it's the truth.

Just like the gold rushes of yesteryear – the creation of the Internet has led to hysteria and hyped up beliefs of 'wealth beyond your wildest dreams'. It is possible, but it isn't that simple!

**Trying to master website marketing on your own is the equivalent of setting off to the gold rush without a map or a compass.** You might get somewhere close to where the gold is by following the masses but you're definitely not going to strike it big time.

**However, if you follow a tried and tested blueprint that shows you exactly where to go, what to do and how to do it and you stick to your side of the bargain following the step-by-step guide, your success is assured.**

## **You Are Just Moments Away From Enjoying **These Great Benefits:****

- ✓ **Save Yourself Thousands Of Hours And Dollars By Getting An Immediate Blueprint To Internet Marketing Success** That Most Website Owners Will Never Discover
- ✓ **Gain A Totally Unfair Advantage Over Your Competitors** By Mastering Techniques They Don't Even Know Exist!
- ✓ **You Will Experience Countless "A-ha!" And "Eureka!" Moments** As You Discover The Answers You've Always Wanted To Know
- ✓ **Upgrade Your Website Marketing Armory From Peashooter To Automatic Machine Gun Overnight**

**"Today we received an order for around £22,000  
[\$38,400US]**

This order was obtained because an agent had entered a phrase in Google and we came up top of the pile - they made contact.

**All this was possible because of the advice given by you on web phrase selection.**

Just wanted to say thanks"

Stephen Burt, Motion Software Limited

"I have read The Website Marketing Bible from cover to cover and studied the bonuses. Your comment about listening to the experts and implementing strategies that are proven and work as opposed to 'doing it my way' struck a chord with me and has paid off.

After reading your book I have improved the 'copy' on my site, added articles, found and contacted several other webmasters and added reciprocal links, redesigned my links pages and made it easier for people to add links. As a result **I'm watching my traffic figures and my Alexa Ranking increase week by week!"**

David Grant, SoundAbout.net

"Still working my way through the book, some really good stuff in it so far though. Link Mastery has been very helpful. **The traffic to our site has doubled already (in less than 2 weeks).** The book has been really worth while already and I've hardly touched the surface."

Tudor Lloyd-Kerry, Mongrel Clothing

- ✓ **Learn The One Simple Technique You Can Use To Explode Your Conversion Rate By Over 300%!**
- ✓ **Discover How The Search Engines REALLY Work**
- ✓ **Learn The 7 Essential Elements Of An Effective Homepage**
- ✓ **Discover The REAL Secrets About Link-Building That Most Experts Are Too Scared To Reveal**

**"A gem of a book.** From the site itself (business purpose, offer, design, technical delivery) through to the marketing of that site online. **Search, email, banners, viral - it's all there in plain English in an easily digestible manner.** We built our business on such a book, you will too"



William Makower, CEO, Panlogic Ltd (award-winning multimedia house whose products are used by millions each year)

- ✓ **Uncover The Truth About What REALLY Has An Effect On Your Search Engine Ranking**
- ✓ **Learn How To Master The Art Of Creating Killer Sales Copy That Ignites A Burning Fire Of Passion In Your Visitors So They Feel Duty-Bound To Buy From You**
- ✓ **Sleep Easier At Night In The Knowledge That Your Online Success Is No Longer A Case Of "IF" But A Case Of "WHEN"**
- ✓ **Finally Achieve A REAL Work-Life Balance As You Recapture Extra Spare Time That Used To Be Wasted Trying To Learn Website Marketing The Hard Way**

"Clear, concise and brilliant!

**Every established or wannabe online marketer should read this bible of website marketing to get a first hand appreciation of the detail required to build a winning internet marketing business.**

Michael's eye for detail combines with his wonderful ability to put across critical ideas in a very readable fashion. I loved it."



Michael Green, CEO The How To Corporation and owner of the world's largest internet marketing forum ([www.howtocorp.com/forum](http://www.howtocorp.com/forum))

- ✓ **You Learn Techniques It Has Taken Me 10 Years To Acquire But You Can Start Using In 10 Minutes**
- ✓ **Laugh In The Face Of Your Biggest Competitors As Your Website Rises Through The Ranks As If On An Invisible Pulley**

✓ **Feel The Rush Of Excitement** As You Witness Not Just A Spike In Your Website Traffic But A Continual Upward Spiral

✓ **Are You Going To Settle For Website Mediocrity For The Rest Of Your Life** Or Are You Going To Step Up And Open A Treasure Chest Of Strategies That Will Explode Your Web Profits?

"I'm impressed. Here's what I like - great title, **good layout, presentation and tons of content.** Looks like a winner to me."



Mel Strocen, CEO, Jayde Online, Inc., Site Pro News, GoArticles.com

✓ **Discover How To Create A Stampede Of Red-Hot Leads That Join Your List And Are Itching To Buy Your Products**

✓ **Learn The 9 Simple Ways You Can Create Pure Sales Power With Your List**

✓ **Discover The Secrets That Makes Some Mailing Lists Overnight Successes And Others Dismal Faliures**

✓ **Revealed - How To Create Emails That Have Customers Begging For Your Products**

"The book is amazing! Very simple to read and yet has all the information you need - Michael has earned my trust with his products, I recommend them 100%."



Dr. Luis Nader, Medical Director at Nader Medical.  
Worldwide expert in hair restoration surgery.

## 4 Reasons You Will Make More Money By Following My Advice

### Reason # 1. Because You Will Be Listening To A Trusted Authority On Internet Marketing

My strategies and ideas on Internet marketing are regularly featured in the national and international media including a recent panel interview on **CNBC's "Power Lunch"** where I was invited to speak about one my Internet businesses.

**My recent appearance on CNBC (I'm the one on the left!):**



Some of the other media sources that have featured me personally, or one of the online businesses I own, include:

- ☞ BBC Radio
- ☞ Business 2.0
- ☞ Channel 4's Ideas Factory
- ☞ ComputerActive
- ☞ The Daily Mirror
- ☞ The Daily Telegraph
- ☞ E-Business Review
- ☞ The Guardian
- ☞ The Independent
- ☞ Internet Advisor
- ☞ The Internet Explained
- ☞ Internet Made Easy
- ☞ Internet Shopper
- ☞ ITN's LBC London Radio
- ☞ nb Magazine
- ☞ PC Advisor
- ☞ PC Basics
- ☞ PC Guide
- ☞ PR Week
- ☞ Reader's Digest
- ☞ Revolution
- ☞ SiteProNews
- ☞ The Sunday Times
- ☞ The Net
- ☞ The Times
- ☞ Web Host Industry Review
- ☞ Web Pro News
- ☞ Windows Made Easy
- ☞ Yahoo! "Pick of the Week"

## **Reason # 2. Because You Will Have Direct Access To My Decade Of Website Marketing Experience**

In fact, my very first experience with the World Wide Web actually dates back to 1993 when I first started dabbling with news groups and telnet. This was the year the United Nations and the US Whitehouse went online for the very first time!

Since then I have:

- **Visited well over 400,000 websites**
- **Read over 5,000,000 words on website marketing**
- **Written over 500,000 words on Internet marketing strategies and techniques**

## **Reason # 3. Because You Will Be Joining Thousands Of Others Who Recognise The Value Of The Advice I Give**

Alongside interviews for radio, TV and the print media I am regularly invited to speak at conferences to share my Internet marketing knowledge with other business owners.

Recent events include:

- **Keynote speaker address at a British Chambers of Commerce eBusiness Club event**
- **Host of eCommerce seminar at Shell LiveWIRE event (oil company-sponsored programme for entrepreneurs)**
- **Business Network Scotland event**



**Delegates listening to my advice on Internet marketing  
at a business networking event**



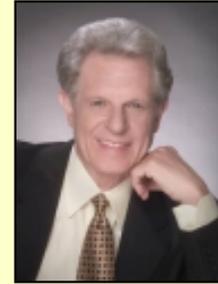
**Reason # 4. Because You Will Benefit From The  
Proven Track Record Of My Advice**

**Don't Just Take My Word For It -  
Here's What Business Owners Just  
Like You Are Saying About  
The Website Marketing Bible:**

"Having been involved in website marketing for 6 years I thought I knew it all, boy was I so wrong! The website marketing bible is just as it says it is and **the info supplied increased our earning 100 time over.** Every time I get a mail from Michael I eagerly open it as they always contain valuable info which I act on..... "

Mal Jones, Villas-spain-rentals.com

**"I thought your book was terrific.** Loaded with helpful information. I particularly liked the emphasis you place on "interactivity"."



Al Ries, best-selling Author of "The 22 Immutable Laws of Branding" and "Marketing Warfare"

"The website marketing bible is absolutely fantastic! I have never read information online that is so easy to follow. **My business has doubled 3 months after putting these tips into action.** I recommend the website marketing bible to anyone that wants to build a serious online business."

Graham Howard, ALLTalents.co.uk

"Hi Michael, Just wanted to say thanks for sharing the advice in your web-site marketing bible! Since taking your advice, and acting on some of the feedback you gave in your web-site review, **visits to our site have increased by a whopping 120% and this number is continuing to increase month on month.** Thanks again for your guidance and for being so willing to share your experiences.. "

David Williams, DreamlivesCyprus.com

"I have found The Website Marketing Bible an incredibly useful source of information. From simple tips that take a few minutes to implement, up to long term strategies that will bear fruit over time. Michael Cheney certainly knows what he is talking about. **I have seen an upturn in traffic within two weeks of starting**



**the book. It is a complete package and well worth the price!"**

Roy Palmer, Fitness-programs-for-life.com

"I have read the entire thing, implementing your suggested ideas to my site as I went along. Your style of writing makes it an easy read and your action steps focus attention to every important step.

**During the last 3 days, my statistics show more traffic than I have ever had since the site went live in September, 2003.** Thank you for your excellent book."

Freda J. Glatt, President, Sandral Sensations, Inc.

"I purchased the 'website marketing bible' and it has become the best advice I have seen on the web so far. The information for developing my site to reach more targeted visitors has definatly **produced more hits and therefore my income has also improved significantly,** and have easily got my money back on the cost of this useful 'course' and the information I have gained from it."

Len Cheer, Loansdoctor.co.uk

"Having qualified several years ago in Strategic Business and Traditional Marketing Methods I was keen to expand my knowledge in the area of e'Marketing. While searching the web, I came across Michael Cheney's website. I was amazed at the amount of very informative and useful e'Marketing information on the site. I found Michaels book 'The Website Marketing Bible' and thought to myself, if the contents of this e'Book are anywhere as informative as the site in general it must be a really good buy. I purchased the e'book and began to read through the ideas presented and immediately realised that I just had to print off a copy as a permanent desk reference manual. Incorporating Michaels ideas from The Website Marketing Bible into my e'Consulancy business **has increased my client satisfaction and of course my income.** Kind regards and thanks to Michael and all who read this letter."

Stephan Toth, London-directory.biz

"You will not read this in one go! It is a resource to keep going back to. there is something for everyone. Its not programming advice its fundamental. **My site has improved its ranking.** It's practical, common sense advice that you do not have to be a computer whiz kid to use - **it's inspirational.**"

Bernie, Magicatyourfingertips.co.uk

"I am the webmaster of two websites and both of **these sites are now highly Google page ranked.** I have been following the advice of Michael Cheney closely and attribute much of my success in marketing these sites to the advice given by him in his free videos and the website bible."

Ted Ellis, Algarve-selfcatering.biz, Holiday-rents.com

"I found the Marketing Bible to be worth every penny. **After learning the hard way about SEO companies I did it myself with the help of this ebook! So can you.**"

Dave Jones [www.handcraftedpens.co.uk](http://www.handcraftedpens.co.uk)

"Thanks to Mike I have been able to make my website more appealing, and make my navigation better. **The information is fresh and informative** and I am learning more and more everyday."

Claudette Keane, [ScentsationalGifts.com](http://ScentsationalGifts.com)

"Thanks for giving me the opportunity to learn new things! I've been doing SEO for two years and have learned a lot from newsletters, chat groups and my own experience. But your book and lessons are waaaaay beyond that, they stimulated my brain to come up with even better marketing strategies I have never thought before. **I've already noticed a gap between my strategies and others. It's not a speculation, it's a fact! And it's all thanks to you.** Please, keep up the good work and hope to see more from you in the future! Thanks again."



Idan Shnall, RankAdvisor.com

"The Website Marketing Bible offered me **quick, powerful insights into the world of web marketing that was easily digestible, and, more importantly, productive to our start-up enterprise online.**"

Cornelia Carew, Chumbies.com, Toppercaw.com

"With the right tools, I truly believe that any one has the chance to market online successfully. Whilst "the Marketing Bible" can't give you the ability, it will undoubtedly give you the knowledge accumulated through experience. **A highly valuable resource with practical strategies to turn your website in a magnet.**"

Raul Pais, RlbInternational.com

"We found the "Marketing Bible" to provide many of those Tricks, Tips, and Traps types of information that we all seek and find hard to find."

Karen Liechty, MontanaTravel.com

"If you are serious about your online business, **the Marketing Bible is absolutely essential.** Marketing expert Michael Cheney has very clearly laid out each step on: 1. Improving your website 2. Marketing your business on your website and 3. Marketing your website on Internet. In addition, there are many great links to resources that can save you many hours of marketing research. I am very grateful to have received this **wonderful wealth of information from a very generous and knowledgeable expert as Mr Cheney.**"

Dick Felix, Dickfelix.com

"Your Website Marketing Bible rocks. It's loaded with so much valuable content. I also like your practical approach about website marketing. Your eBook is not just an info product about marketing, it gives you good insights about Internet business in general.

**I wish I had this eBook when first starting out. I wouldn't have spent much time browsing the net looking for effective ways to market my website.**

Your bible would have given me a solid foundation to marketing my business on the Internet and bypass all the scams I've gone through.

Your step-by-step concise approach to website marketing makes it easy to understand. Well done."

Jean Lam, ZineGuru.com

"Never have I come across such a special, easy-to-understand no non-sense approach to Marketing your website. I am a University Marketing student, and I used each chapter like it was my little book of magic spells. I recommend this to everyone - it should be worth over £800 for all the useful information. This is the greatest book I have come across that explains everything."

Imran Hanif, Milliondollarboard.com

"The website marketing Bible was very easy to read and a wealth of information that is very easy to understand for the non-tech savvy person. I am studying the e-book now and will be applying what I have learned."

Rich Morris, BuyYourInk.com

"The marketing bible turned my ideas from fantasy into reality with a true reflection of internet marketing success."

Pamela Coles, SouthWalesStockings.co.uk

"I proud myself to be very technical for a woman but no amount of searching the net Would have gathered all the information that Michael has in his Website Marketing Bible. **It has helped me immensely with my two websites** and I am still trying out some of his advice as I type! Defiantly worth the money!"

Alinda, Psychic Astrologer & Spell Caster Alinda.co.uk, Spells4u.com

"Having read just the first chapter, Michael had already relayed loads of mega-important points that I had overlooked. The way he delivers information **keeps concepts simple and easy to understand.** You feel that you are being encouraged and supported throughout by someone who really knows their onions and wants you to succeed!"

Glenn Rossell, Founder and MD Booze UK, Booze-uk.com

"Hello michael, i would just like to say thanks for **the most straight forward talking-common sence web marketing** books that i've come across, as a newbie to the business i feel alot more armed with the knowledge to succeed.this book simply rocks!"

Andrew Harvey, Amahdigital.com

"I am in an industry that is somewhat frowned upon, I sell Toys For Adults, To me its A business, One that is highly competitive. I was stuck in a rut i had what i thought was a great website, but in reality i was all dressed up with no place to go. The I discovered this wonderful book called The Website Marketing Bible an believe me it is Holy.



First Thing I did was read it page for page let the info sink in then sat down and looked at all the mistakes I was making and believe me you are making them. I literally started from the beginning again I scrapped all the content on the site and used this books wonderful, easily explained techniques and it was inspirational. **already my site is 10 times better than it originally was and I am at last starting to get traffic and quality traffic at that.**

The Website marketing Bible isnt just a book **its a step by step way of making you money** dont buy it and you will be missing out on opportunities you did not know existed and believe me once more they do."

Paul Reilly, FantasiaEurope.com

"I thought The Marketing bible was absolutely great! Giving **step by step tips in a simple and easy to follow format. I've read other similar ebooks, but none so informative as this one.** A great buy!!"

Desmond Dreckett, OverseasInvestmentGroup.com

"The book was great. I was planning to launch website since a long time, but something was holding back. But **Because of Marketing Bible, I have launched a website and started earning** too. One company is in process to sponser by site and have a business relationship."

Brijesh Mishra

"A really useful tool - **packed full of ideas and tips. It really inspired me** and I couldn't wait to apply some of the ideas to my own business."

Lisa Anguish, Calica.co.uk

"Hi Michael, I have seen and read alot of marketing ebooks over the years. **Your Marketing Bible is by far the most informative, easy to read and understand** book I have seen."

Rod, IncomeStrategiesPlus.com

"What a **fantastic resource, and full of informative facts and easy to use step by step directions** on the subject of website marketing. Id like to congratulate you Michael, on this tremendous piece of work! Keep up the good work sir!"

David Rahman, SLifeCoaching.com

"Hi Michael,

I'm still working my way through, but enjoyed every minute so far!

**I'm halfway the Bible now, and it really is fun reading and found it very inspirational. I've been implementing some of your ideas to my site already (couldn't wait) and hope to continue doing so whenever something new strikes me.**

Sometimes I just stop reading and look at my website, and work a bit around the idea I just read. It's fun!

What got *\*me\** to buy your book, was your strategy to be "a friend of the house" through your ongoing e-mails, video lessons, *\*without\** invading and being pushy. You share good stuff, in a relaxed, simple way, and along the lines you add "if you're interested, I have something good to sell".

Along the way, being "a new friend of the

house" you became a welcome friend of the family, and at that point you gained respect and trust. That, a reasonable price and of course knowing you have excellent knowledge (the book couldn't be bad), did the trick for me.

Kind regards,

David De Groot, MyReproductions"

"I have to let you know that **the Website Marketing Bible was one of the best marketing / website books I have ever read.** It was so good that as soon as I finished reading the books, I had a new business idea and began creating a new website for it.

I looked at internet marketing in a totally different way and website marketing became much clearer to me.

I am so pleased that I purchased your book. It may sound unusual to hear this but for me the greatest benefit is that it has helped me to take my business ideas to a completely new level. I am sure you will see my website soon and you will be mightily impressed with my (yours) website marketing methods.

**The investment to your book was worth every penny.**

Once again, thank you and for me the benefit is much greater than just improving my website marketing techniques."

James Boon, Red Hot Properties Overseas

"The ebook really is the bible when it comes to make a successful website. **I highly recommend this ebook. This should in fact be the first ebook you buy, before you start any online business.** The reason that I say this is that after reading this ebook, I'm forced to make a lot of big changes to my existing websites. Buy this ebook!!

The thing many webmasters do wrong with their websites, is that they start marketing a site that will not make any sales in the first place. You should first focus on how to make your site a successful selling machine. Then you can begin the marketing process.

This is what you will learn in this ebook.

You will learn four essentials that you need to get right in order to earn money from your website. This information is covered in detail in four chapters. Throughout the ebook, you will be given exercises to work through that will help you capture and internalize what you learn as you go along. The exercises really help you to understand how to implement the

information in this ebook into your own website.

Next, you will learn how to announce your website on the Internet. You are guided in what you should do and often more importantly, what you should not do.

You can read this ebook from cover to cover the first time. Then simply refer to it every time you want to change something on your site or when you start a new site. But it's always important that you really need to apply what you have learned. Just reading the ebook and not using that information, won't make your website any better.

As a webmaster I know that doing things right the first time, without going through a lot of trial and errors, will save you a lot of time and money. So even though this ebook is priced at \$97 it will save you money buying it. I've made all the errors that one could ever make, when it comes to making a website. And I hate to think of all the money I used on all kinds of ebooks and websites in the hunt for online success. **So take my word for it. This ebook will save you money!"**

Torgeir Sunnarvik, Every Pleasures

"Just had to write and say how fantastic the Marketing Bible is. I downloaded it this afternoon and have just finished reading - my kids only got beans on toast tonight and I had to get my husband to take my daughter to swimming, but I wouldn't be moved! Even on a Friday night! (but still have a glass of wine in hand!)

I've realised loads of things but probably the one that really struck a chord with me about my whole attitude to my site, you know, site designed, job done! It's a real waste of time if you just leave it there to gather dust. I've got to start using it as a marketing tool and stop using my excuse of 'Oh, you don't really get any of my type of business from web sites' Having said that, there's loads of work to be done and I've got to get on and do it.... that's the hard part. But I feel as though I can make a start now as you have demystified a lot of processes for me.

I'm proof that the stepping stone approach to permission marketing really works. I signed up for your videos and thought they were great. Not only did you give such genuine and useful info you spoke to me direct and with such enthusiasm and knowledge - I really felt I got to know you through them and feel I know you even more now I've read your book! I signed up for the bible as soon as I finished the videos and that's not something I normally do! And I wasn't disappointed with my investment! Even

before I had signed up for the bible I'd already emailed several people in my network to tell them about the free videos - guess what I'll be doing next!

I'll be reading through it all again on Monday and putting my Action Plan together. I feel genuinely excited about doing this.

**Once again, Michael, thanks for such a brilliant and inspirational read."**

Sharon Gaskin, Winning Training and Development

## "So Why Am I Revealing My Insider Secrets To You In **The Website Marketing Bible™**?"

In my time I have learned a great deal about creating websites and marketing websites effectively and as I've gone along I've kept copious notes, records and test results that I've used to build my own successful Internet businesses.

But as the years have gone on, and the resource of information has grown, I've come to realise that I have the opportunity to help other business owners with this information by creating a book and 'spilling the beans', so to speak.

**I know that you want the full inside story on the best internet marketing techniques without having to pay high consultancy rates for the privilege.**

This is why the concept for the Website Marketing Bible™ first came about.

Obviously there are also commercial reasons behind my decision but these go hand in hand with my desire to spread the word about how to create a successful and profitable business on the Internet.

The dreamer in me also wants The Website Marketing Bible™ to have an effect on industry and the Internet as a whole by helping to improve as many Internet businesses as possible!

**"All you desire for your website, including astronomical sales, can be yours, if you arm yourself with the **right information.**"**

Knowledge, when applied in the right way, is **pure power**.

It can literally turn your life around on the spot.

The right website marketing knowledge, including help on how to apply that knowledge, can explode the profits of your website. The Website Marketing Bible™ contains **super knowledge** that will give you **super power!**

The Website Marketing Bible™ will help you achieve success on the Internet as you will discover:

- ✓ **How to get your website to a state of near-perfection**
- ✓ **How to slash costs on other marketing expenditure by turning your website into the ultimate automatic salesforce**
- ✓ **How to achieve a globally-high profile your website**

Firstly you will learn how to fully integrate your website into your business so your powerful sales messages come shining through your website and **attract new customers like moths to a light.**

You will then be guided through the exact steps you need to take to create the most effective, user-friendly and well-designed website that will **convert more visitors into sales.**

In the main heart of the book **you will discover how to market your website to develop endless streams of sales and red hot leads.**

You will learn **exactly how to get high rankings in the search engines, how to tap into rich sources of free quality traffic and all the steps you need to take to make your website magnetic.**

## **3 Key Reasons You Will Not Find Anything Else Like The Website Marketing Bible™**

**Reason # 1. It's So Much More Than a 64,000-word, 200-page Book - It's Your Very Own Blueprint For Success**

The Website Marketing Bible™ is not just something you read. It contains exercises that encourage you to think things through specific to your website and to take action.

It is not a product that you flick through and then file away - it is a **powerful resource that you work with** to develop a series of actions and practical steps that will help you attain success for your website. You will find yourself referring back to 'The Bible' time and time again throughout your journey.

**The Website Marketing Bible™, combined with all extras that I'll**

**reveal to you, gives you direct access to a staggering 96,000 words of killer advice!**

### **Reason # 2. It Comes From Experience**

Alongside my hands-on experience I have also read mountains of marketing literature and bought countless Internet marketing products in my time.

I am a website marketing sponge – if there's anything out there on the subject I make it my job to absorb it!

**Website marketing is my obsession.**

I've also tested thousands of different strategies on my own websites. As the phrase goes: "I've been there, done that and got the T-shirt".

### **Reason # 3. More Detail, More Content, More Value**

Another key difference is that the Website Marketing Bible™ focuses on **all aspects of website marketing**. There are many books that just talk about search engines or just talk about how to market your site on the web.

But with the Website Marketing Bible™ I take you through how to tackle the entire process - from building your website, designing it and then all the way through to marketing it plus all the techniques in between.

"This is excellent reading and will guide you through all the lessons, secrets, insights and strategies of Michael's decade-long journey in a simple step-by-step way.



I would recommend the WM Bible to people who want to get more of a grasp on the big picture and it's also a valuable resource for those people who are already making money online. I've certainly got some of my best ideas from Michael."

Rob Rawson, The Profit Puppy

## "So, How Much Do You Need To Invest To Gain Immediate Access To A Decade's Worth Of Website Marketing Knowledge And Test Results That I Use To Make Thousands Every Week?"

My consultancy clients pay **\$10,000** for the privilege of having me and my team personally advise them on how to market their website.

Now I'm not going to bulls\*\*\* you here and say that owning The Website Marketing Bible™ gives you the same service as one-to-one consultancy but it's the next best thing - without having to part with thousands.

**Becoming A Website Marketing Bible™ Owner gives you access to the very same techniques, insights and strategies I use to market my own websites.**

The key difference, and reason **you don't have to pay thousands to access all this information**, is that once I have provided you with the blueprint you then implement the actions.

**I show you what you have to do and then you go off and do it.**

**You get step-by-step instructions** on how to implement marketing strategies that will take your website to a level you would not previously have thought possible.

**Investing in The Website Marketing Bible™ is quite simply the nearest thing to you watching over my shoulder as I talk you through each of the PROVEN, PRACTICAL and PAINLESS strategies to attract floods of sales and laser-targeted visitors to your website.**

**And the level of investment for all this?**

If you order today you get The Website Marketing Bible at a half-price discounted rate:

**NOW JUST \$97!!**

**"Let's Just Compare How Else You Could Invest \$97 On Marketing Your Website And What Your Return On Investment Might Be"**

- You could put \$97 towards submitting your website to the Yahoo! Directory **but it wouldn't even cover a third of the fee!**
- You could spend \$97 on getting 250 business cards printed

- You could spend \$97 by taking out a single 2-line ad in your regional newspaper
- You could spend \$97 creating a sandwich board and paying someone to walk the streets for a morning 'advertising' your business

**Your Return On Investment for any of the above is going to be very low and in some cases non-existent.**

## **Now Compare The Above To All The Benefits You Are Unlocking With An Investment In **The Website Marketing Bible™:****

**You are getting a long-term Action Plan for continual growth not just for the weeks ahead but for the coming months and years.**

Sure - the Internet changes rapidly but unless someone unplugs the whole damn thing and starts rebuilding it from scratch in a totally different way the techniques you learn in The Website Marketing Bible™ **will help you achieve online success for years.**

But more importantly - you are spending hours and hours every month trying to glean bits of information on website marketing when all the answers can be yours in just 60 seconds from now...

**You need to consider the CRUCIAL question in all this:**

## **"What Price Do You Personally Put**

# On The Hours You Are Currently Wasting Trying To Learn Things That I Have Spent A Decade Mastering And Can Show You **In An Instant?**"

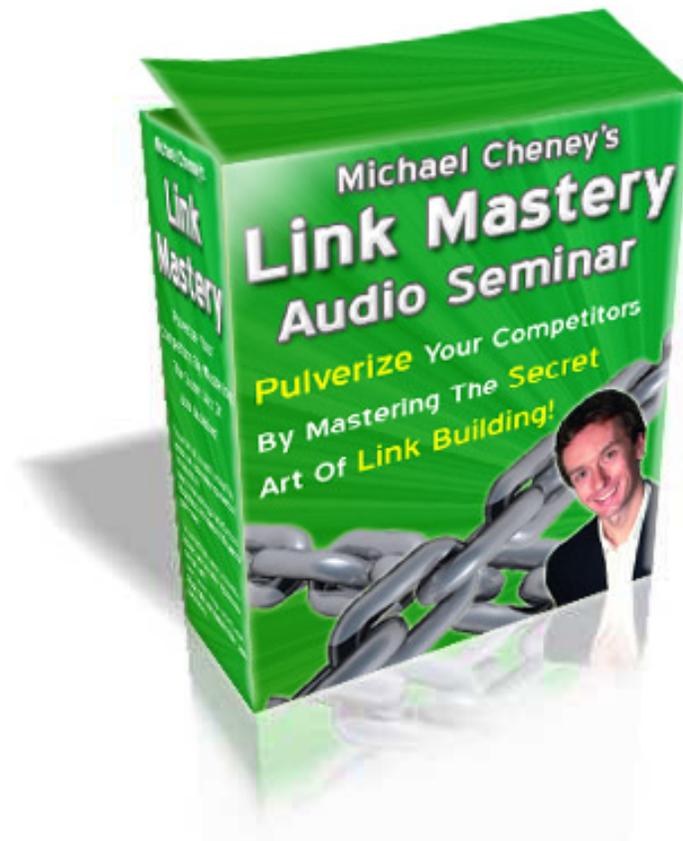
The strategies, secrets and tips you are getting instant access to would take you an age to acquire by any other means.

**"But Wait, That's Not All!"**

Order now and I will give you the following **FAST ACTION Bonus Package worth US\$897 totally free of charge**. These products are exclusively for Website Marketing Bible™ Owners:

**- Your FAST ACTION Bonus Package Worth \$994 -**

**FAST ACTION BONUS #1 "Link Mastery Audio Seminar" (Value: \$297) - Yours FREE!**



**You will love this killer 1 HOUR MP3 "Link Mastery Audio Seminar"** where I talk you through the step-by-step process of finding, contacting and establishing reciprocal links in the most effective way. I've been doing this for 10 years and in this seminar I share with you some of my most powerful techniques that you can use to attract thousands of links into your website.

- ✓ You are not earning as much as you can because your traffic is \_\_\_\_\_ .
- ✓ You can wave goodbye to all your medium-term and long-term goals for your web business if you neglect \_\_\_\_\_ .
- ✓ You can easily pin-point reciprocal links that will be worth more to you than any amount of advertising by putting \_\_\_\_\_ in the

\_\_\_\_\_ of \_\_\_\_\_ .

## **FAST ACTION BONUS #2 "How To Create Killer Copy That Sells" (Value: \$187) - Yours FREE!**

You get immediate access to this 9000-word Ebook bursting at the seams with proven techniques for writing killer sales copy;

- ✓ You will explode your sales by using this simple **step-by-step guide to creating copy that turns visitors into buyers**
- ✓ You will learn how making this one simple change to your homepage text can be the difference between failure and success
- ✓ You learn how to avoid the one deadly mistake that most **website owners make** when creating copy for their sites
- ✓ You will discover the essential ingredients of the ultimate sales copy
- ✓ You will learn the **9 Red Hot Trigger Phrases that make your visitors take action rather than take off**
- ✓ **You'll master the techniques that expert copywriters use to turn words into cash**

## **FAST ACTION BONUS #3 "The World's Most Powerful Internet Marketing Secret" (Value: \$157) - Yours FREE!**

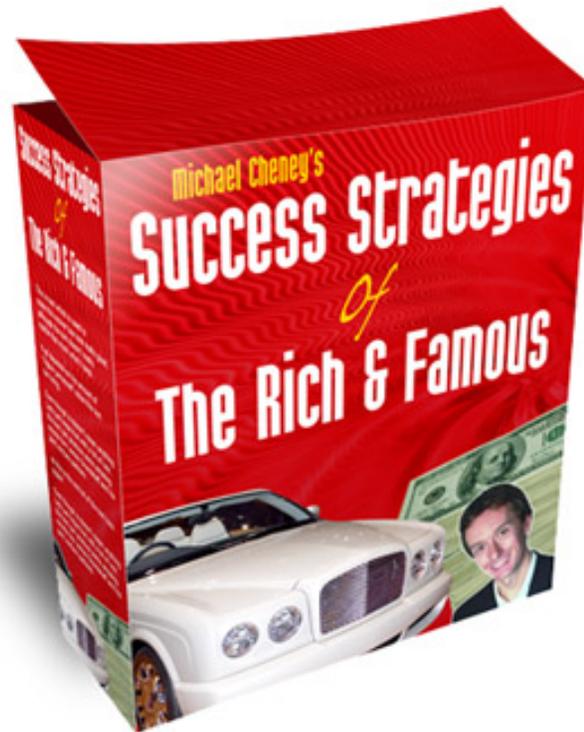


**You are getting direct access to "The World's Most Powerful Internet Marketing Secret"** where I share with you the secrets of online writing success including:

- ✓ **You'll discover the one word I used that tripled the conversion rate on one of my sites - the word is \_\_\_\_ .**
- ✓ **You can get three times as many clicks through to your website just by using \_\_\_\_ .**
- ✓ **You don't want to get it wrong and waste hours writing articles that don't get traffic or sales so don't make this mistake, don't \_\_\_\_ in the article!**

✓ You really can make you thousands of dollars from just one article as long as you use it to \_\_\_\_\_ !

**FAST ACTION BONUS #4 "Success Strategies Of The Rich And Famous" (Value: \$146) - Yours FREE!**



You get an explosive blow-by-blow account of the proven methods that top achievers use to get more done with less time whilst still enjoying a healthy, fun-filled and stress-free life;

✓ You can apply the same simple Mental And Physical Tools I use to create 'An 8th Free Day In Every Week'

✓ You will discover how to live a truly healthy life

- ✓ You get the ultimate success formula on how to balance work and play
- ✓ You will discover the 'Secret' Steps used by top athletes and billionaires to consistently outperform their rivals every single time
- ✓ You'll uncover the secret of how to work less hours but achieve more

**FAST ACTION BONUS #5 "Video Tutorial Power Pack" (Value: \$110) - Yours FREE!**



You are getting eight EXCLUSIVE step-by-step Video Tutorials

where:

- ✓ You will discover how to turn emails into cash with these ultimate list-building techniques
- ✓ You will master how to follow in the footsteps of the 'Big Guys' - their strategies revealed
- ✓ You will uncover the down and dirty secrets of getting quality links into your site
- ✓ You'll learn how to get the best possible content for your website with the least amount of effort
- ✓ You will discover how to really start running your business on virtual autopilot

**FAST ACTION BONUS #6 "Free Lifetime Access To My Online Profits Ezine!" Value: \$97 - Yours FREE!**



You will be joining the tens of thousands of other website owners who benefit from the free advice I give away in my regular Online Profits Ezine. You'll get to hear about the latest AdSense strategies, online marketing methods and internet strategies directly from me in text, audio and sometimes video format.

- ✓ **You get direct access to the latest internet marketing trends before your competitors**
- ✓ **You will discover unrivalled information on the best possible offers, discounts and FREE products**
- ✓ **You will power up your marketing by downright stealing my proven and tested techniques**

✓ You get to stay one step ahead with pre-launch notifications on the latest products and promotions

## My 10 Year Education Is Yours Risk-Free

**The Website Marketing Bible™  
100% Locked Down, Iron Clad,  
No Bull, NO RISK, 30-Day,  
100% Money Back Guarantee**

I hereby solemnly swear that if you read The Website Marketing Bible™ in its entirety, apply an honest effort to implementing the techniques within it and do not feel they will generate your investment back many, many times over in the next 12 months contact me within 30 days and I will return your money back to you 100% .



**Michael Cheney**  
Author of The Website Marketing Bible™

**"High five Michael! Your bible is superb! The world needs to read it and learn from it. Good going!"**

Jay Conrad Levinson, Author of "Guerrilla Marketing" (best-selling marketing series in history, over 14 million sold)



"I liked the practical nature of the book. It's not simply a marketing book that pummels you with theories and concepts, **it actually takes you by the hand and walks you through the ideas and how they might apply to your own site."**



Andy Mindel, The Founder of Wordtracker (one of the Top 400 most-visited websites on the Internet)

**"Okay, Let's Wrap This Up.."**

It's decision time:

**Do you want to leave this site and re-join the rat race scabbling about looking for tiny morsels of website marketing information?**

**OR**

**Do you want to step forward and own the definitive guide to website marketing that world-famous marketing legends are describing as 'A MUST-READ'?**

"Even if you master only half the powerful lessons in Michael Cheney's well-named Bible, **you and your Web business will outdo uninstructed competitors many times over.**



**Clear, logically organised and complete, this book will even raise the game for masters of the web** - and remember that this is the fastest-growing and highest-potential game in world business; but only for those who know what they're doing and do it right. They won't find a better guide."

Robert Heller, best-selling Author of "Age of the Common Millionaire", "The Supermanagers" and "The Fate of IBM"

"Michael - your hard work and experience shines through with the no nonsense information contained in the 'Bible' - every business - whether they have an established site or are just about to build one, should invest in a copy.

**This is no ordinary informational e-book, it is a real world plan and an investment in my online business that will pay dividends for years to come."**

John Sikora, Founder and MD of Gurudaq.com

To Order Your Copy..

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By Credit Card Or PayPal](#)



(The Secure Sockets Layer (SSL) security software we use is of the highest standard in the industry for securing online commerce transactions. It encrypts all of your personal information, including credit card number, name, and address so that it cannot be read or misused in any way as the information travels over the Internet.)

### **Guaranteed Investment**

If you read The Website Marketing Bible™ in its entirety, apply an honest effort to implementing the techniques within it and do not feel they will generate your investment back many, many times over in the next 12 months just contact me within 30 days of your purchase for a 100% refund. There is no risk to you whatsoever. The investment to own the entire Website Marketing Bible™ package (including Bonus Ebooks and Audio Seminar) is just ~~\$197~~ \$97.

### **Delivery**

The product will be delivered to you via download once your payment has been authorised.

### **Format Of The Website Marketing Bible™**

NOTE: You will need Acrobat Reader to view The Website Marketing Bible™ which you will receive in PDF format. If you don't have the Acrobat Reader software you can download it for free by [clicking here](#) (a new window will open so you don't lose this page). The "Link Mastery" Audio Seminar is presented in MP3 format. The Bonus Videos are viewable online

using Flash and will be emailed to you over an 8-week period.



[Click Here To Order Securely  
By Credit Card Or PayPal](#)



**Michael Cheney**  
**Author of The Website Marketing Bible™**

**PS** The fact you're reading this PS means you're not quite sure whether The Website Marketing Bible™ is for you, right? If you order now, read the book and **are still not happy contact me within 30 days and I will give you your money back in full. REMEMBER - you are getting immediate access to a decade's worth of proven website marketing**

techniques that I use to make thousands every week: [To Order Your Copy Please Click Here Now](#)

**PPS** If you leave my website now you know what's going to happen - you're going to kid yourself that you can 'crack this internet marketing nut' yourself. And maybe you can - but how many months and years will it take you? **Just think of all the other things you could achieve with this time!**

With my 1995 head-start I'm ahead of almost everyone in this Internet marketing race and you can learn all my strategies **right now**. It's your choice. [To Order Your Copy Please Click Here Now](#)

Michael Cheney  
[Online Contact](#)

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