



7 Fundamentals of Online Success

1) Know your customer.

Who do you REALLY want to attract for each of your services, solutions and/or products! Think most fulfilling, most profitable!

2) Know their challenges.

For each of your services, solutions and/or products - what are your customers challenges, frustrations, pain, fears, wants & needs?

3) One topic per page.

Google and people respond best when you're ultra-focused!

4) Each page is about them.

Creating emotional resonance is key. Tell the story of struggle, guide them toward the solution & position yourself as the expert!

5) Get connected!

Now add your value to the world by getting relevant, popular links TO your content. Avoid being a billboard in the desert!

6) DO IT - C, C & T!

Continually, Consistently, and Thoroughly - this is where you WIN!

7) Test & Measure, I or R!

Improve or Remove what's not working - continually add value!

Ready to learn?

Join Charly's Internet Success Academy which offers **free detailed how-to educational videos, guides, and resources** to create success using "best practice" tested & measured techniques.

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