



INTERNET MARKETING SPECIALIST (IMS)

STUDY GUIDE

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This study guide has been created for individuals who are studying for the Internet Marketing Specialist (IMS) Certification Program. Please use this guide to assist in preparation for your examination.

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The skills that get you out of Egypt are not the same skills that will bring you to the promise land. **Joe Polish**

I. Business Training:

BusinessTraining.com is the leading online program for specialized niche business certification programs. The team behind BusinessTraining.com is made up of industry experts on niches such as online marketing, project management, public relations and consulting. Their experience combined with our advisory board's expertise in online education and training is what provides our firm with the tools to provide the many training and certification programs see on our website.

BusinessTraining.com is part of the G.T.C. Institute, a global training and certification organization that has provided practical industry-specific certification to over 1,000 clients within the United States, Europe and over 30 other countries.

We provide high value training programs that provide function knowledge on very specific business topics such as public relations, online marketing, project management, international business, and consulting.

Mission: To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

Business Training.com helps you:

- Quickly gain specialized knowledge within highly valuable business niches
- Enhance your credibility, resume, and total value in the marketplace
- Complete our training programs in 5 months from anywhere in the world

II. IMS Details and Timeline:

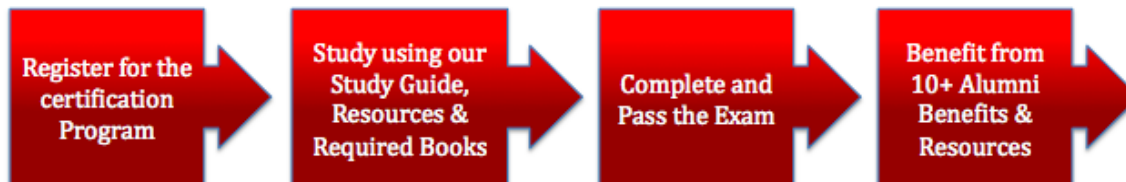
Program Details:

The Internet Marketing Specialist (IMS) Certification Program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The IMS Program is a self-study program that includes educational multimedia resources in audio and video form, a study guide, required readings, and a flexible online examination process, accessible around the world. The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam. Our goal is to offer the most challenging program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience.

The Internet Marketing Specialist Certification Program is sponsored by the GTC Institute and offered by BusinessTraining.com. This certification program is designed to show and certify that you have gained an in-depth understanding and high level specialized knowledge in the internet marketing space. This certification program was created to give participants important information through an in-depth introduction to SEO, Google Adwords, Copywriting and overall internet marketing strategy development and plan execution.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for IMS Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

4 STEP CERTIFICATION PROCESS



Timeline:

The Internet Marketing Specialist (IMS) program accepts new members on a rolling-admissions basis so you may begin any time. Examinations are provided four times a year on January 15th, April 15th, July 15th, and October 15th. Examinations are completed 100% online from your place of work or home through our SSL secure testing website.

IMS Program Overview:

The Internet Marketing Specialist (IMS) designation program is a 5 month 100% online training and certification program which provides training and testing in the subjects of pay per click (Google Adwords), persuasive writing and copywriting, and search engine optimization (SEO).

Learning Objectives of the IMS:

- To create a strong foundation of internet marketing skills and best practices which can be instantly applied to practical internet marketing opportunities
- To provide tools which can help improve anyone's ability to write persuasive headlines, pay per click ads, website copy, and emails
- To provide practical, easy-to-understand and actionable search engine optimization and pay per click strategies that when applied together can help bring very targeted traffic as needed to a website
- To enable participants to quickly be able to assess an opportunity and apply the necessary persuasive writing (copywriting), search engine optimization, and pay per click strategies in place to approach it from multiple angles

Benefits of the IMS:

- Advance your own business or career by mastering copywriting, pay per click, and search engine optimization, the three skills at the core of internet marketing success.

- Exclusive access to the multimedia training resources available within the Internet Marketing Specialist (IMS) Program
- Add the (IMS) Designation letters to your business cards, resume, website, bio credentials, etc. to show others that your knowledge within this area has been tested and verified from a trusted source.
- Gain valuable internet marketing tactics and strategies that you can implement immediately

The IMS Exam will test participants in 3 main areas of knowledge:

1.) Search Engine Optimization:

- a.) Search Engine Mechanics
- b.) Search Engine Optimization 101
- c.) Creating a practical SEO plan for small and large organization
- d.) Common pitfalls of those creating SEO campaigns

2.) Google Adwords Pay Per Click Campaigns:

- a.) Setting up a campaign
- b.) Optimizing a campaign
- c.) Writing high conversion pay per click advertisements
- d.) Pay per click advertising best practices

3.) Copywriting

- a.) Why copywriting is vital to marketing and internet marketing success
- b.) The copywriting process, step-by-step
- c.) How to write strong copy very quickly
- d.) Integrating copywriting with SEO and pay per click campaigns

III. Required Reading

1. Search Engine Optimization: An Hour A Day by Jennifer Grappone and Gradiva Couzin. 2nd Edition ISBN#978-0-470-2264-3

- This book was included to provide with a very practical overview of not only how search engine optimization works but how to practically implement these strategies day-by-day. This book is an easy read but does a great job of keeping your energy focused on the highest ROI optimization activities.

2. Ultimate Guide to Google Adwords: How To Access 100 Million People in 10 Minutes by Perry Marshall and Bryan Todd 2nd Edition ISBN 978-1-599183-602

- This is the best respected and popular book on the topic of running and optimizing Google Adwords campaigns. This is the most important book you will read within this program because it also touches on search engine optimization and copywriting as well as many other important issues related to internet marketing.

3. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters by Joseph Sugarman ISBN# 978-0-470-05124-5

- Joseph Sugarman is one of the most famous copywriters to have ever lived, he has mentored and trained many of today's most persuasive writers and this book provides many insights into the processes, tools, and techniques he used to write strong copy that led people to take action. Copywriting is an important component of internet marketing and this book covers lessons anyone can use to improve their copy.

IV. IMS Exam Preparation

1. Exam Composition:

There are a total of 100 points available to earn for the exam, 80 of which can be earned from the multiple choice or true/ false questions that are worth 2 points each, and 20 of which can be earned from 2 short answer questions that are worth 10 points each. Please see below for the composition and distribution of the points in-depth.

<u>Topics and Weights</u>	
Search Engine Optimization	30 Multiple Choice Questions
Google Adwords (Pay Per Click)	27 Multiple Choice Questions
Persuasive Writing & Copywriting	23 Multiple Choice Questions
Content Will Vary	2 Essays

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings 2 hours will be sufficient.

2. Terms and Concepts to Know:

Below, please find the terms and concepts that you should be able to define after having read the required readings.

Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions that authors have provided.

Module 1- Search Engine Optimization

- A/B split
- Anchor Text
- Dynamic Keyword Insertion
- Exact Matching
- H1 Tags
- Keyword Density
- Long tail
- Meta tags
- NoFollow Links
- Negative match
- Off-page factors

- PageRank
- Reciprocal Link
- Robots.txt
- RSS
- Scraping
- Spiders
- Supplemental Index
- User Generated Content

Module 2 - Pay Per Click (Google Adwords)

- Autoresponders
- Aweber
- Content Network
- Click Through Rate (CTR)
- Cost Per Action (CPA)
- Display Ad Builder
- Linkbait
- Opt-in pages
- Peel & Stick Method
- Position preference
- Quality Score
- Split testing
- Unique Selling Proposition (USP)

Module 3- Copywriting & Persuasive Writing

- After-sale opportunities
- Authority establishment
- Believability
- Brand names
- Buying environment
- Headlines
- Credibility
- Cures
- Curiosity
- Flow
- Graphic Elements
- Headlines
- Instant Gratification
- Involvement Devices
- Long-copy approach
- Name recognition
- Objections
- Price Points
- Return Policy
- Sentences

- Seven steps to great copy
- Subheadlines

3. **Sample Questions:**

Please choose the answer that best answers the question or completes the phrase. ***The answers are on the last page of this study guide.*** Try answering the questions before looking at the answers.

1. *According to Joseph Sugarman what is the sole purpose of the first sentence of a sales page?*
 - a. To establish authority
 - b. To position the product
 - c. To get you to read the second sentence
 - d. To establish brand and name recognition devices
2. *True or False: The Google Wonderwheel helps you identify competitors who are bidding on the same keywords that you are.*
 - a. True
 - b. False
3. *In "Search Engine Optimization: An Hour A Day" which is described as a major ranking factor for organic search?*
 - a. Click Through Rate (CTR)
 - b. Bounce Rate
 - c. Site authority
 - d. # of pages indexed on the website
4. *Which is not recommended by Jennifer Grappone and Gradiva Couzin in "Search Engine Optimization: An Hour A Day"*
 - a. Include keywords in your blog name
 - b. Write posting titles that describe the content well
 - c. Buy an existing blog, starting a blog from nothing will take too long and there is too much competition within the blogosphere to do this anymore
 - d. Include a teaser in the first line of the post to draw readers in to the rest of what you have to say

V. Book Reviews

VI. Internet Marketing Specialist (IMS) Strategic Plan

The Internet Marketing Specialist (IMS) Program requires participants to complete a Strategic Internet Marketing Plan in order to graduate from the program. This plan is worth 100 points and accounts for 50% of the total grade within the program. Non-submission of this strategic plan will result in automatic failure within the program.

Case Study Company:

The company you are creating a case study for is PDX Music Lessons, Inc. PDX Music Lessons is a small business based in Portland, Oregon with four employees and who are also music lesson teachers for the company. The company has a small facility through which they teach violin, guitar, and saxophone lessons to students within the city. Most of their students come in just once a week for an hour lesson at \$55/hour and all of their students live within a 20 minute drive of Portland, Oregon.

While very experienced in teaching music lessons the team is not trained or experienced in marketing and they would like to try to expand their presence and the number of leads they get online for music lessons. On top of your consulting fee they have \$1,200/month to spend on internet marketing and they would like a comprehensive 3-5 page plan which is concise and multifaceted to help grow their online presence.

Please write this plan for PDX Music Lessons and include materials, suggestions, and best practices that you have picked up from the required readings, videos, and audio recordings to put together a practical plan they could instantly start putting in place that would also fit into their limited budget. Please make sure the plan includes both immediate action steps and long-term planning and strategy.

Requirements & Grading

Below is an outline of what must be included within this strategic plan. The plan should be 3-5 pages long, be well thought out, concise and comprehensive relative to the topics covered within our program. Grammar and style are not graded within the program but inclusion of the vital concepts and processes taught are graded. as shown within the list below.

Strategic IMS Plan: (100 pts)

1. Introduction (5%)
2. Copywriting Applications (20%)
3. Pay Per Click Applications (20%)
4. Search Engine Optimization Applications (20%)
5. Time & Cost Considerations (10%)
6. Long-term Strategy Adjustments (10%)
7. Measuring & Defining Success (10%)
8. Conclusion (5%)

VII. FAQ (Frequently Asked Questions):

Have more questions or need more information? Please see our constantly updated FAQ (Frequently Asked Questions) section on the BusinessTraining.com website here at <http://BusinessTraining.com/FAQ.html>.

You can also get in touch with the BusinessTraining.com team over email at Team@BusinessTraining.com, by phone at 503.664.0678, and through our ClickAndChat tool, accessible from our homepage: <http://BusinessTraining.com>.

Thanks for joining BusinessTraining.com! Please let us know if you have any questions.

-The BusinessTraining.com Team & G.T.C. Institute

VIII. Sample Question Answers:

Please see the following answers to the sample questions provided. A page number is given for each answer. If you didn't do as well as you thought you would have, please consider re-reading the books or supplementary readings as the sample questions were drawn directly from them.

1. **c.** Page 33 of "The Adweek Copywriting Handbook"
2. **False.** Page 79 of "Ultimate Guide to Google Adwords"
3. **c.** Page 74 of "Search Engine Optimization: An Hour A Day"
4. **b.** Page 243 of "Search Engine Optimization: An Hour A Day"