

# Table of Contents

<b>Introduction.....</b>	<b>1</b>
<b>What this Book will tell You.....</b>	<b>1</b>
<b>Why I Know It Works .....</b>	<b>2</b>
<b>Assumptions about You, the Reader .....</b>	<b>3</b>
<b>Chapter 1: Setting Up Your Club Website .....</b>	<b>4</b>
<b>An Online Marketing Vehicle for Attracting New Members.....</b>	<b>4</b>
<b>Launching a Club Website is Readily Affordable.....</b>	<b>5</b>
A Quick Website Primer .....	5
How Much does it Cost to Launch a Website?.....	6
<b>Choosing a Good ISP is Important! .....</b>	<b>6</b>
What You Should Seek in an ISP.....	6
Recommended ISP .....	7
Things to Avoid.....	8
<b>What's in a Domain Name?.....</b>	<b>8</b>
.COM or .ORG?.....	9
Register Alternative Domain Names? .....	10
<b>Chapter 2: Your Website Content .....</b>	<b>11</b>
<b>Capture Prospective Club Members with a Friendly Website.....</b>	<b>11</b>
Ensure You Implement Good Website Structure .....	11
Make Visitors Feel Comfortable in Selecting your Club .....	12
Include Member Photos.....	12
Add a Link to GoogleMap or MapQuest .....	12
Offer Multiple Means of Contacting the Club.....	12

<b>Your Website is for Members Too.....</b>	<b>13</b>
Add useful Member Information .....	13
Collect Dues through Online Debit and Credit Card Payments .....	13
<b>Chapter 3: How to Get Your Club Website to Appear on the First Page of Search Engine Results!.....</b>	<b>15</b>
<b>Step 1 - Determine your Keywords .....</b>	<b>16</b>
Your Club Name is Always a Keyword.....	16
Include Local Geography.....	16
How to Find the Best Keywords for your Site.....	17
<b>Step 2 – Implement Keyword-Packed Meta Tags for your Club Site .....</b>	<b>18</b>
The Title Tag.....	19
The Description Meta Tag .....	20
The Keyword Meta Tag .....	20
<b>Step 3 – Use Keywords within the Page Content .....</b>	<b>21</b>
<b>Step 4 – Help Search Engine Crawlers by Adding a Robot File to your Site.....</b>	<b>22</b>
<b>Step 5 - Include a Site Map designed Specifically for Search Engine Crawlers.....</b>	<b>24</b>
<b>Step 6 – Submit your Club Website to the Major Search Engines .</b>	<b>25</b>
Submit your Club Site to the Open Project Directory .....	26
Search Engine Ranking Takes Time.....	26
<b>Step 7 – Add Free Local Listings for your Club Website.....</b>	<b>26</b>
<b>Step 8 – Create External Internet Links to your Club Website.....</b>	<b>27</b>
<b>Chapter 4: Boost Search Engine Ranking by Distributing Free Articles Online.....</b>	<b>30</b>
<b>Free Articles – What are They? .....</b>	<b>30</b>
<b>How are Free Articles Distributed?.....</b>	<b>31</b>

What is the Benefit for My Club? .....	31
<b>Chapter 5: Use Targeted Google Pay-Per-Click Advertising to Gain Instant Internet Visibility.....</b>	<b>33</b>
What is PPC Advertising?.....	33
Why Google? .....	35
Is Learning Google PPC Advertising Hard? .....	35
The Mechanics of Using Google PPC Advertising.....	36
How Can PPC Advertising Benefit my Club? .....	37
The Secrets of Setting Up Inexpensive PPC Advertising to Promote Club Membership.....	38
Set Up a Google AdWords Account .....	38
Recommended Campaign Settings.....	38
Choose your PPC Keywords .....	40
Placing your Keyword Bids.....	43
Constructing PPC Ads .....	44
PPC Advertising Requires Monitoring.....	46
What Results can I Expect? .....	46
<b>Chapter 6: Improve PPC Advertising Results with a Landing Page.....</b>	<b>48</b>
<b>Chapter 7: Recruit New Members through Online Social Media .....</b>	<b>50</b>
Facebook .....	50
YouTube.....	51
MySpace .....	52
Twitter .....	52
Start a Club Blog.....	53
Create a Yahoo Group.....	53
<b>Chapter 8: Other Online Recruitment Tactics .....</b>	<b>54</b>
Submit Press Releases to Local Community Websites.....	54

Advertise Free in Craigslist .....	55
Start a Club Email Newsletter .....	55
Promote your Website Address Offline Too .....	56
<b>Conclusion .....</b>	<b>57</b>
<b>About the Author .....</b>	<b>58</b>