



## **The Expert Guide To Organizing Your Internet Marketing Information**

*Manage the Gigabytes of  
Dis-organized IM Information  
On Your Hard Drive!*

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**The Internet Marketing Knowledge Manager**

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# 1 Before We Begin...

## 1.1 Get The Big Picture, And Get A Gift!

Getting your IM downloads organized is just one part of improving the efficiency of your Internet Marketing operation.

To be successful in Internet Marketing you need to **work smarter**, not *harder!* That means being efficient, effective, organized and focused in all your activities.

The big mistake so many Internet Marketers make is that they think

**Activity = Profit**

Well, sometimes it is and sometimes it isn't. More often than not:

**Activity = your life wasting away with no visible results**

The equation that you need to understand is:

**Focussed, Efficient, Effective, Informed Activity = Profit**

Think about it..... How many top earners do YOU know who are inefficient, ineffective, directionless, distracted or disorganized? None! They are all highly efficient and organized.

And many of them pay \$400 per month to people such as Rich Schefren to get mentored on exactly that topic. If you can afford that fee (and if you can wait until there is a slot in Rich's program), then I would recommend you sign up with him.

In the mean time, or as a lower cost alternative, you can register for my **free**

**IM Organized! Coaching Emails**

which cover all aspects of running a slick, profitable and focussed business.

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Obviously, free emails cannot be compared to the sort of program Rich offers for \$400 per month. However, I **do** have experience in all the key areas that Rich identifies (creating business systems and methods, process mapping, project management, metrics and measurement – alongside my unrivalled Knowledge Management experience), and the Coaching Emails incorporate those topics.

Also note that the Coaching Emails cover **many** other topics that are relevant to people who are at an earlier stage of business development than Rich's program is designed for. In fact, most people are at that earlier stage.

Here is how it works:

Simply [register for free](#), and you'll start receiving a sequence of short, directed emails, each one containing a gem of information to help you *work smarter*.

- Each email is timed to take you at *most* 3 minutes to read
- I tell you right at the beginning who it is aimed at (e.g. complete novice, beginner, someone with an established business) so you don't waste your time reading irrelevant material
- I give you given precise instructions for the recommended activities
- There are regular anonymous "one-click" surveys about the content of the emails so that I can constantly improve the service based on the needs of my readers
- Every so often I give you a free gift that will help you improve yourself or your business
- At any time you can unsubscribe if you find the Coaching Emails are no longer relevant to you

And talking of free gifts, at the time of writing this, I am providing all my new coaching subscribers with a very special Free Gift. To find out if it is still available and what it is, go to the [Registration Area](#) now.

I have a reputation for thinking "outside the box", and I know that you'll *look forward* to receiving the **IM Organized!** Coaching Emails, instead of resenting them as yet more InBox-fillers!

[Register for free now](#). This will take you less than 5 minutes, so apply the "**do it now**" principle. It's not worth scheduling a separate activity for such a short task and you'll most likely never get back to it later. So [Register Now!](#)

Stay in Control. *Don't Work Harder – Work Smarter!*

## ***1.2 Give Away This Guide And Make Money!***

Do you know anyone who could benefit from this Guide? In other words - do you know *any* Internet Marketer? Then you can make money by simply giving this Guide away!

If you own the IM Index Mind Map, simply log in to the site, go to the Promotional Tools section of the Members' Area and follow the simple instructions. It's a very simple job. Five minutes and you're done.

If you don't own the product, simply [register as a free member of my site](#) and you'll get access to the Promotional Tools section of the Members' Area.

It won't cost you a cent, so you may as well do it now before you forget!

## ***1.3 What To Expect from this Guide***

What I've attempted to do in this Guide is to provide you with instructions on how to create your own system for organizing your Internet Marketing downloads.

As internet marketers, we all hit this problem sooner or later.

Most people start with a single "Download" folder (or worse still - just dump everything onto their desktop), and then start creating categories to split this single folder up into sub-folders.

There are many different ways of doing this, and I'll systematically cover all the main ones in this Guide.

But very few people come up with a system that fully addresses their needs. On the surface, it seems quite a simple problem to solve, but in practice, it is complex, time-consuming and requires considerable knowledge (of Internet Marketing) and skill (in Knowledge Management).

Depending on how you obtained this Guide, you may or may not know that I've solved this problem and packaged up the solution in a product called the [IM Index Mind Map](#).

Although the IM Index Mind Map uses a Mind Map to provide an attractive visual interface onto the underlying folder structure (and which allows additional features to be implemented), the issues concerned with the design of that

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folder structure are more-or-less independent of that fact.

This means that the advice and guidance I provide in this eBook is based on real experience and not just theory. At its core, this Guide is about designing a suitable folder structure for storing your IM downloads.

As I cover different aspects of creating your own system, I'll be regularly referring to the [IM Index Mind Map](#) as a reference model. Obviously, I think your best option is to simply buy that product rather than go through the effort of building your own system.

But even with that no-so-covert agenda, I'll do my best to give you all the information and guidance I can to help you build your own system.

Be warned, though. If you are going to do this properly, it's not going to be a trivial task. If it were, there wouldn't be a need for this Guide!

### *1.4 Brief Bio of the Author*

What qualifies me to write this Guide?

Firstly, I've studied, practised and written about Knowledge Management since before the term was even invented in the early 1980s. I attended the first conference on KM in 1984 (in Holland, as it happens), and published and edited one of the very first newsletters on the subject. In today's money, I was charging around \$1,000 per year to subscribers. I am also a joint patent-holder for one of the most comprehensive methodologies for creating Knowledge Communities.

As regards Internet Marketing, I have spent around five years studying (and apply) it, and six months systematically researching and organizing all the concepts into a massive Mind Map. I'm convinced that what I created is the most complete and comprehensive analysis of Internet Marketing anywhere.

In fact, that analysis turned out to be **too** detailed for the purpose of organizing downloads, but it did provide me with a hugely valuable and unique starting point for the [IM Index Mind Map](#) project.

## ***1.5 Note To IM Index Mind Map Owners***

If you own the [IM Index Mind Map](#), the sections that will be of most interest to you are:

- Design Decisions in the IM Index Mind Map
- Designing a Taxonomy of Internet Marketing
- Content Management Processes.

## **2 Introduction**

### ***2.1 How It All Started***

My overall objective as regards my IM Index business is to help my fellow Internet Marketers achieve greater success through improved efficiency and organization.

The story of how I got here starts back at school when I was studying for examinations.

I generally did OKish in most subjects, but I was never a top performer. Looking back, I can create a convincing excuse (convincing to me, at least!) why that was the case. Leading up to examinations...

- I had the text books.
- I had my (often incomplete) notes taken during class.
- I had my homework books.
- And I was about to start a fourth source of information - my revision notes.

And that's where I got stuck.

How should I organize my revision notes? I already had three structures (four if you count the syllabus). Should I pick one of them? Or create a new one?

How much detail should I include? Should I simply copy out what I had written before? Should I include quotes from the textbook? Should I just use keywords - or even just headings? Or simply include references to the other sources?

And should I even bother making revision notes at all? After all, in most cases I'd never look at them again, so why go to all that effort?

I now know the answers to all those questions, but at the time, I spent too much time and energy agonizing over how to structure and organize the information, and not enough absorbing it! And that's the reason (in my mind) why I never achieved my "full potential". (Being lazier than and/or not as bright as the top performers had no bearing on it, of course.)

The point of this story is that, from an early age, I've been fascinated by how information is organized, stored and presented. And so it was all but inevitable that I would end up working in the field of Knowledge Management (KM) - the art and science of organizing, managing and sharing knowledge.

## *2.2 I Feel Your Pain!*

And so, back to my stated goal of bringing some efficiency and organization into the lives of my fellow Internet Marketers.

As I mentioned above, I've been studying Internet Marketing long enough to have a detailed knowledge of most topics, and to have gathered hundreds - even thousands - of downloads.

And I've attended many seminars and taken copious notes.

And I've visited thousands of websites and saved hundreds of URLs.

And I've received billions of emails (or so it seems), and found nearly a dozen that contain useful information I want to save for future reference. (OK - so it's more than a dozen, but you get my point.)

And with all that information, I hit Information Overload.

Around two years ago, I decided that I had to do something about this. I had to use my KM skills to organize my Internet Marketing Information Overload.

There were two core problems I needed to fix for myself:

1. How to organize my downloads (purchased products, bonuses, resell rights products) in a way that enabled me to find things again relatively easily in the future.

and

2. How to store snippets of information (e.g. emails, forum posts, seminar notes) and URLs that I might want to reference again in the future.

I won't bore you with the details of the path I took to solve these problems, but in this Guide I will explain just how you can fix these problem for yourself.

### 2.3 Get Organized - Get Empowered!

Before finishing this introduction, I wanted to say something about the whole topic of "being organized".

The reality is that "being organized" is not something that is normally high on the agenda when your focus is on "building a business" and "making money". The ROI (return on investment) on time spent getting organized is hard to calculate and somewhat indirect.

I can't sell you on these ideas by saying "get organized and earn \$43,726 per month within 6 months". (Let me qualify that statement: when you are 'being organized' around the topic of the strategic operations of your business – the sort of topic that Rich Schefren covers and that I include as part of the **IM Organized!** Coaching Emails – then you *can* make a strong case for it multiplying your revenues and profits many times over!)

However, alongside the obvious benefits of saving time and being more effective by having the best information to hand exactly when you need it, there is also a "surprise" benefit.

Being organized creates a very empowering feeling of control and frees up a great deal of mental and emotional energy. Being disorganized results in a continuous yet unnoticed drain of mental energy; getting organized stems that loss.

I've had people comment on this as soon as they start using the IM Index Mind Map: it is a very real added benefit.

### 2.4 See What I Mean

The fastest way to understand what I'm getting at is to simply watch the videos on the [IM Index](#) site, if you've not already done so.

As I said above, you don't need to have a copy of the [IM Index Mind Map](#) in order to benefit from this Guide, but by studying how I've put the Mind Map together, you'll be able to much more quickly understand the points I'm making in the rest of this Guide and get some ideas for when you design your own system.

Take a few moments now to watch the videos:

<http://IM-Index.com>

## 3 Organizing Your Content

### 3.1 Organizational Dimensions

The first step in organizing any body of knowledge is to determine the "organizational dimensions" you are going to use.

The "organizational dimensions" are those things that are likely to be important to the user when searching for or describing some item of knowledge.

The two most common dimensions are

- Subject

and

- Type

In the Internet Market world, examples of **subject** are

- Traffic Generation
- Article Marketing
- Google Adwords

Examples of **type** in Internet Marketing are

- eBook
- script
- video
- URL

The **subject** tells us what the item of knowledge *is about*, or (in the case of a script) what it *does* whereas the **type** tells us what the item *is*.

So, for example:

"The download (the item of knowledge) *is* an *eBook* (its type); and it *is about* *Traffic Generation* (its subject)."

More examples:

"It *is* a *URL* (its type) to a site which *is about* *Article Marketing* (its subject)."

"The bonus *is* a *script* (its type); what it *does* is *Affiliate Management* (its subject)."

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Other common organizational dimensions that could be relevant in the field of Internet Marketing are:

**Source** (i.e. where the item of knowledge came from)

**Author** (i.e. who created it)

**Rights** (i.e. whether the item is for your own use only or whether you can give it away, sell it etc.)

**Date** (i.e. the date you acquired the item)

To summarise, therefore, we will be dealing with the following 6 Organizational Dimensions:

**Subject**

**Type**

**Source**

**Author**

**Rights**

**Date**

### *3.2 Organizational Principles - Introduction*

The next step is to decide how you are going to use these dimensions to structure your information and knowledge.

It's at this point that you need to take into account

the physical storage of the information

the amount of effort you wish to expend in filing away items of knowledge or information

If you have access to, and wish to use, a fully relational database, you could adopt some very general principles and tag all your items in multiple ways.

However, for the purpose of this Guide, I am going to assume you have nothing more sophisticated than the basic Windows filing systems and Microsoft Office (or Open Office) documents.

Even if you did have access to a relational database and could tag each item in multiple ways, the benefit of doing so would not justify the time needed to do it.

This means you will have to make some compromises: and much of the skill in Knowledge Management is not so much in knowing and applying the pure theory, but in knowing how and when to make pragmatic compromises.

You'll see exactly what I mean in the next section.

### ***3.3 The Principles in Practice - Designing Your Folder Structure***

Given that you have a simple folder structure, you are forced to make a decision and chose ONE of your dimensions:

Subject

Type

Source

Author

Rights

Date

as your *Primary* dimension.

To help you make your choice, you need to think about the most common way in which you are likely to be searching for information.

1. Will you want to *find all items about a particular subject* - such as Traffic Generation, for example?
2. Will you want to *find all items of a particular type* - such as all Videos?
3. Might you want to *find all items that you obtained from a particular source* - such as a particular Resell Rights site?
4. Would it be important to easily *find all items by a specific author*?
5. Will you need to be able to access *all items with particular rights* - such as all products with Master Resell Rights?
6. Might you want to access *all items added within a certain time period* - such as "last month"?

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You might be inclined to answer "yes" to all those questions, but you need to decide which ONE is the most important. This is your first design decision. Whichever one you choose, that will determine the top-level structure of your folders.

For example, if you decided that 2. was most important, Type would be your *Primary* dimension and you would create a folder for each of the different Types (i.e. an "eBooks" folder, a "Scripts" folder, a "Videos" folder etc.).

You then need to decide which is the next most important dimension (your *Secondary* dimension), and then sub-divide each of the top-level folders according to the *Secondary* dimension.

For example, if you decided that 5. was the next most important, Rights would be your *Secondary* dimension, and each of your Type folders would have subfolders for each of the different Rights (e.g. "Own Use", "Give-Away", "Resell", "Master Resell", "PLR").

So, your folder structure would be:

eBooks

- Own-Use
- Give-Away
- Resell
- Master Resell
- PLR

Scripts

- Own-Use
- Give-Away
- Resell
- Master Resell
- PLR

Videos

- Own-Use
- Give-Away
- Resell
- Master Resell
- PLR

etc.

When designing a structure such as this, a number of factors have to be taken into account. These are:

**The most common way you are likely to want to look up or find**

## **information.**

This is the most important factor and I've shown how you take this into account above.

## **The "size" of each of the dimensions...**

... measured by the number of values it can take. Later on you will need to decide on the exact values for each of your selected dimensions, but for now you just need to know roughly how big each of them is.

For example the Type dimension has 6 or 7 values (e.g. eBook, Script, Video, Audio, Tool, Template, Graphic) and the Rights dimension has around 5 values (e.g. Own-Use, Give- Away, Resell, Master Resell, PLR).

On the other hand, the Subject dimension is more problematic. You are going to have to decide at some point how granular you want this to be. You could decide to only categorise things at a very high level and limit Subject to fewer than 10 values. OR, you might decide that you really need to be much more granular, and end up with 100 or even 200 values for Subject.

The reason the size of the dimensions is important is because it affects the number of folders you create, and could determine the number of levels that is practicable.

For example, in the folder structure above, suppose you wanted to introduce a third level and sub-divide each of the Rights folders into Subjects. With just two levels (Type x Rights) you have  $7 \times 5 = 35$  folders. If you introduce a third level using Subject, then you have either  $35 \times 10 = 350$  folders (with 10 Subjects) or  $35 \times 100 = 3,500$  folders (with 100 Subjects).

You can see how you can begin to eliminate some of the options as being impractical.

## **The number of items you need to organize - and how big this will grow over time.**

If you only have 100 items of information (files, URLs, Notes etc.) and it's never going to grow much bigger, you won't need a very complex folder structure: in particular you won't need a very granular Subject dimension. But if you have, or will have, thousands of items, then you'll need a much more granular Subject dimension.

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### How your items are distributed across the dimensions.

For example, if you have thousands of eBooks, but only 15 scripts (and this balance is not going to change in the future), you could put all your scripts in a single Scripts folder, but create a more complex structure under your eBooks folder.

To summarise: taking all the above factors into consideration, your design decisions are:

1. Determine your Primary dimension
2. Determine your Secondary dimension
3. Decide whether you need a third level (and whether it is practical): if so, determine your Tertiary dimension
4. Decide whether you want to have different structures under different dimensions.

But before you do your own design, read the next section that explains my thinking behind the design of the [IM Index Mind Map](#).

## 4 Design Decisions in the IM Index Mind Map

In one of the Internet Marketing forums, I had a discussion with a member about different organizational structures. He was using the exact example I mentioned in the previous section:

Type  
Rights  
Subject

We didn't go into details, so I don't know how granular his "Subject" dimension was: I suspect it was not very granular.

If you take a look at the videos in [IM Index Mind Map](#), you will see how I have structured the IM Index Mind Map. In essence, it is:

Subject  
Rights

but with some variations.

Here are my analysis and design decisions on each of the dimensions.

### 4.1 Subject

**Subject** (what the item *is about*: such as E-mail Marketing, Linking, Pop-Ups etc.)

I have made Subject the *Primary* dimension and made it granular (although not excessively so).

The argument for making this the *Primary* dimension is that, in my view, the most common mode of access to information is to "find everything I know or have" about some topic. For example, if you want to look for new ways to monetize your site, you want to quickly access all the eBooks and scripts and videos and audios and saved URLs and notes you've saved about "Monetization".

Because I have used a Mind Map as the access method to the information, I've

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been able to create quite a granular Subject dimension and also create a structure *within* that dimension. This makes it considerably easier to choose exactly the right topic (value) within Subject when there are many possible topics.

Although it is possible to create a folder structure for Subject similar to the one I have created, I would not recommend doing so because it will create more confusion without using the Mind Map as a means of accessing the folders.

I'll cover this in more detail in the Taxonomy section.

### 4.2 Type

**Type** (what an item *is*: such as eBook, Script, Video, Audio etc.)

I'll explain how I deal with each of the types;

#### eBook, Video, Audio

All these types contain information about some topic so I haven't included any way of separating them out. If you are after information about a topic, you usually don't care much whether it's an eBook, Video or Audio. You are much more interested in the subject matter.

#### Template, Graphic

Templates and graphics are not associated with an Internet Marketing Subject: you don't generally have a template "about" Traffic Generation; you don't generally have a graphic "about" Expired Domains.

Instead, you have collections of Templates and collections of Graphics.

So, I have actually treated Templates and Graphics as specific Internet Marketing Subjects, rather than Types, and treat them in the same way as Traffic Generation and Expired Domains - i.e. there is a folder for each of them.

If you have a large number of Graphics, you may want to categorise them based on the specific niche to which they relate: Internet Marketing may be just one of those niches, and I have not attempted to create a structuring of all niche markets.

## Scripts

Scripts is something of a hybrid.

I include Scripts as a Subject in its own right. It is possible to store ALL scripts under that single subject, although I wouldn't recommend it.

On the other hand, Scripts are *about* or *for* some IM Subject (e.g. a script *for* Autoresponders, or a script *for* Pop-ups etc.). So, if a script relates to one of the defined Subjects, it should be filed in the relevant folder. If it doesn't relate to a specific Subject, it can go in the Scripts folder as a "catchall".

## Notes and URLs

I have introduced two additional Types: Notes and URLs.

Notes are short items of information that don't warrant having their own file. This could be a post in a forum that you want to keep, or an extract from an e-mail that you feel is very insightful, or some realisation or insight of your own that you wish to preserve.

A URL is - just a URL!

For each of these two Types, I have included a separate file within each of the Subject folders so that all your Notes and all your URLs relating to a specific Subject can be found right alongside all the other information related to that Subject.

Some people would prefer to store their URLs in their Favorites - and that is fine. But there are good reasons not to:

- The URLs for a specific Subject won't be in the same place as all the other information for that Subject.
- You will have to recreate the complex Subject structure that's part of the [IM Index Mind Map](#) within your Favourites. Either that, or create a simpler structure and resurrect all the problems that arise with having a structure that's not rich enough.
- Storing URLs in Favourites does not allow you to store any information about them - such as what the website is about and why it's of interest to you.

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### 4.3 Source

**Source** (information about where the item came from)

It can often be important, particularly with resell rights products, to keep track of where you originally obtained the product from.

Rather than create a sub-folder for each product source, I personally employ the simple trick of renaming the file.

For example, supposed I downloaded an eBook whose file was called 250DollarsADay.pfd from a site called ResellMegaStore.com. I would store the file in the correct folder based on its Subject and simply rename it to

250DollarsADay-RMS.com

The "-RMS" tells me exactly where I obtained that eBook from.

If you need to find all products that you obtained from a particular source, you can simply use a desktop search tool and look for all files that match, for example \*-RMS.

### 4.4 Author

**Author** (who created the item)

For most people, it is rare for them to need to find all files created by a specific author. However, if you think it is going to be important for you to quickly identify the author of a product, you can again use the renaming technique.

For example, the file for this Guide is:

OrganizingIMInfo.pdf

but you might decide to store it as

OrganizingIMInfo-ByAlexGoodall.pdf

### 4.5 Rights

**Rights** (what you are allowed to do with the product)

It is certainly important to know whether you can use a product only for your own use, or whether you can give it away or sell it to others, etc. A key design principle of the [IM Index Mind Map](#) is that Rights is the *Secondary* dimensions.

Sort of.

I know that some people have separate folders for each of the possible Rights (e.g. "Own Use", "Give-Away", "Resell", "Master Resell", "PLR"), and in fact I used this approach in the example folder structure in the previous section.

But reality is more complex. You cannot divide up Rights in such a simple way.

- Some products can ONLY be given away.
- Others can be given away OR resold.
- Some products can be resold but NOT given away.
- Then we have all the above possibilities, but with Master Resell rights as well...

If that were the end of it, we could just extend our possible values for Rights to:

- Own Use
- Give-Away Only
- Give-Away OR Resell
- Resell Only
- Master Resell Give-Away Only
- Master Resell Give-Away OR Resell
- Master Resell Only
- PLR

That's pretty unwieldy but *just* about manageable.

Unfortunately, that's not the end of it. Often there are additional restrictions, such as

- a minimum price
- restrictions on being sold as part of a package
- restrictions on being used as a bonus

... and others.

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Rather than try and devise a categorization mechanism that embodied all the above complexity, I decided that, for 99% of people, a very simple approach is sufficient.

The most important distinction is "is this for my own use only, or do I have additional rights?"

So, within each Subject folder in the IM Index is a single sub-folder called

~Resell Products

Into that folder, all products relating to the Subject that can be given away or re-sold are stored. To determine the exact rights of a product you need to look inside the product itself and read the conditions.

Anything NOT in the ~Resell Products folder is for your own use only.

I believe this is a justified, pragmatic simplification.

Of course, any user of the Mind Map can extend this by creating sub-folders below the ~Resell Products folder and perform more detailed categorisation if they wish.

One final point about resell products.

Not everyone has large numbers of resell products and may not wish to have them divided up amongst all the Subject folders. For these users, I created two folders under My Stuff called My GiveAway Products and My Resell Products. For people with relatively few resell/giveaway products, they can simply store them in those folders without further categorisation.

### 4.6 Date

**Date** (*when* you obtained the item)

I know that some people organize their information based on the month they obtained it. Although this has some use (e.g. you can quickly see how old it is, and when you're looking for a specific file or eBook, you generally have *some* notion of when you downloaded it), I don't think it is important enough to warrant being an organizational dimension.

For those occasions when it *is* important to view information from a particular time period, you can again use a desktop search tool to achieve this.

## 5 Designing a Taxonomy of Internet Marketing

### 5.1 Introduction

An informal definition of the term "taxonomy" is:

**A way of organizing information.**

I've already covered the first step in defining a taxonomy, which is to decide on the organizational principles or dimensions.

Once you've decided on the dimensions you're going to use, you then need to get into the details.

What are the "topics" or "values" that make up each of these dimensions of Internet Marketing?

In other words:

What, precisely, **are** the different "Rights", and what exact terms are you going to use in your taxonomy?

What, precisely, **are** the different "Types" of content, and what exact terms are you going to use in your taxonomy?

... and so on.

In fact, I've pretty much covered this for all the dimensions except the most important one:

**Subject**

In the remainder of this section I'm going to be talking about an Internet Marketing taxonomy as if it were purely about the Subject dimension.

### 5.2 What Makes A Good Taxonomy?

There is no single taxonomy for Internet Marketing (as there is not for most other fields): there is only the question of how well any particular taxonomy fits

its defined use.

For example, in most Internet Marketing forums, there are just 2-5 sections, and all discussions about Internet Marketing have to be put into one of those categories.

Generally this works well - although you could ask how much better it would work if there were more categories.

The odd thing about a good taxonomy is that no-one notices that it's good! The amount of work that went into defining and refining it just is not obvious.

A good taxonomy provides you with a mental model of the subject area (in this case, Internet Marketing) that fits well with its purpose.

With a good taxonomy, you apply that "mental model" to new content that you want to store, and it nearly always has a natural home within your model. You also apply the same model when you search for content, and it quickly leads you to one or two possible locations - one of which is where you'll find your content.

In other words, a good taxonomy is not normally something you notice. It simply allows you to do your job efficiently.

A bad taxonomy, on the other hand, **is** something you notice because it causes endless frustration. You store content away in places that you know are not right, but they are the best the taxonomy allows. And you know in the back of your mind you are unlikely to be able to find that content again when you want to.

And when you come to look for it a few months later - sure enough - you can't find it!

Before I started work on the [IM Index Mind Map](#), I searched the 'net for a suitable taxonomy as a starting point. I felt sure someone had worked this out before. Of course, I found many approaches to categorising IM information (e.g. organizations of forums, structures of resource lists etc.), but none of them had sufficient detail or rigour in their construction.

So, I can only conclude that what I created in the [IM Index Mind Map](#) is the first taxonomy of Internet Marketing created by a professional knowledge management expert.

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Not only does it embody good KM principles, but it also inherently contains a great deal of detailed Internet Marketing information, even though it is "only" a structure. As an example, here is what Nick Barton said in the Conquer Your Niche forum about the IM Index Mind Map (see the underlined text):

*Can't say enough nice things about Alex's product. I'm testing it at the moment, and am raving about it.*

*I can't wait to see what it evolves into. It has so many features and as well as being a useful organiser, it is also like an aide memoire.*

*You go to a topic and it expands out, and you realise what you are missing.*

*For example you go to traffic generation and it opens out to 20 subtopics, and you think I'm only doing 4 of those.*

*Not only is a fanatstic organistaional tool, it also highlights all the gaps in your knowledge.*

*Certainly I would rate it the most useful tool I've come across since I came online!*

*Cheers*

*Nick*

The IM taxonomy in the [IM Index Mind Map](#) took me a long time to create, and, as you can see, it is one of the features that make people "rave" about it!

I cannot therefore give it away by reproducing it here. But what I can do is provide you with hints and tips that will help you if you wish to create your own taxonomy.

### 5.3 Granularity

I've mentioned granularity before: it's to do with the level of detail.

Granularity is only an issue with the Subject dimension because the other dimensions are all relatively much smaller.

You will need to determine how granular you need to make the Subject dimension, based on the number of items of information (or files) you currently have, and expect to have in the future.

If you never expect to have more than 100 or so items, you can probably get

away with a very small number of Subjects. Two core subjects are likely to be:

Traffic Generation and

Traffic Conversion

but beyond that - since you have only 100 or so items - the actual Subjects should be determined by the items themselves rather than by any analysis of the domain of Internet Marketing.

If you have, or expect to have, 200 or more items (including URLs and notes), you then need to think about creating a formal taxonomy that can accommodate pretty much the whole area of Internet Marketing.

Based on my experience in creating the [IM Index Mind Map](#) taxonomy, expect to create around 100 Subjects. Many fewer than that, and you've probably not got enough detail. Many more than that, and you've probably got too much detail.

I arrived at the specific taxonomy in the [IM Index Mind Map](#) by starting with something considerably more complex, then simplifying it based on my own needs for organising many hundreds of files, and further refining it based on a detailed analysis of hundreds of sites and products to ensure everything could be categorised properly.

If you have a very good grasp of the world of Internet Marketing, this task should take you 1 - 2 weeks with no distractions. (It took me a lot longer, but I was less clear where I was headed than you should be after reading this Guide.) If you don't know much about Internet Marketing, you need to find someone who does!

## 5.4 Structure

The question of "structure" arises when you think about how to access the Subjects.

- Is the user presented with a simple alphabetical list of Subjects (e.g. the list of Subject folders)?
- Can a Subject have sub-Subjects?

For example, consider the subject of Affiliate Marketing.

- Some items will be about Affiliate Marketing in general
- Some will be about Affiliate Marketing for Affiliates (i.e. being an

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affiliate), and

- Some will be about Affiliate Marketing for Merchants (i.e. getting and managing affiliates).

So, when creating your folder structure, you have to decide whether to have three separate folders, or one folder with two sub-folders.

This may seem like an insignificant point, but actually, it makes a big impact on how easily you get to the right Subject. Furthermore, if you don't use sub-folders, you have to be very careful about the names you use for your subjects to ensure that related subjects appear near each other when listed alphabetically.

I had to make similar structuring and naming decisions for the topic structure of the IM Index Mind Map.

A second aspect of "structure" is the idea of the Nine Disciplines that I introduced in the IM Index Mind Map. Rather than explain that idea here, it's much easier for you to view the videos on the [IM Index Mind Map](#) site.

Consider our old friend "Traffic Generation".

If you have a product consisting of 14 videos, each covering a different aspect of Traffic Generation, you clearly want to store that in the "Traffic Generation" folder.

If you have a Guide to Article Marketing, isn't that also about Traffic Generation? Yes it is, but more specifically, it is about Article Marketing, and that is (or should be) one of your Subjects. So - that Guide should be stored in the Article Marketing folder.

The trouble is, we've now lost the link between that Guide and Traffic Generation.

In the [IM Index Mind Map](#) I'm able to make that link explicit by using Related links in the Map (see below). If all you have is a folder structure it's rather harder to make that link.

One possible approach would be to have all sub-subjects of Traffic Generation as sub-folders of the Traffic Generation folder, and similarly with Traffic Conversion and other "high level" subjects (analogous to my "Disciplines"

Subjects.)

In practice...

this won't work (because some "lower level" subjects relate to more than one "Discipline" subject), and

it is impractical (because you lose the very valuable alphabetical list of all subjects)

I can't see a practical way to replicate the idea of the Nine Disciplines by using just a folder structure. This means that if you're building your own system using Windows files and folders, the equivalent of my "Disciplines" have to be part of the alphabetical list of subjects.

## **5.5 Synonyms**

When you get close to 100 Subjects it starts to be difficult to remember what terms you are using (if your memory is anything like mine, that is!).

For example, suppose you just bought a report about creating and promoting your own Newsletter. You search through your folder structure under "N" and realise you don't have a Newsletter folder. Rather surprised that you missed such an important subject, you create a new folder and place your report inside it.

Four months later, you finally get round to setting up your own eZine and you decide to look through your wonderfully organized system to pull out everything you have about eZines. You scan through your folders alphabetically, see the "eZines" folder and are disappointed how little information you have.

The great report you paid for sits, forgotten about, in your "Newsletters" folder. The problem is the "eZines" and "Newsletters" are both common terms, and mean just about the same thing.

To get round this, you need to think about all the possible synonyms for your Subjects and include dummy folders for them. Inside those folders you should include a Windows shortcut to the folder for the main Subject.

I didn't need to do that with the folder in the [IM Index Mind Map](#), but instead, I've included extra topics in the Mind Map for the synonyms, that link directly to the main topic.

### 5.6 Cross References and Related Terms

Cross References and Related Terms is another form of structuring.

We've already seen this at work in the Disciplines, but it is also used extensively in most of the other Subjects (topics) in the IM Index Mind Map.

Cross References and Related Terms are different from sub-Subjects.

For example

- "Affiliate Marketing for Affiliates" is a *sub-Subject* of "Affiliate Marketing"

but

- "URL Cloaking" is a *Related Subject* of "Affiliate Marketing"

The point of having Cross References and Related Terms (Subjects, in this case) is that they help you get to the exact Subject by making it clear what alternatives exist.

For example, if you had an eBook called "Getting the Best from ClickBank", your first instinct might be to store that in your "Affiliate Marketing" folder. But - if your Taxonomy was similar to the IM Index one - you might have a special "ClickBank" Subject/folder because of its special importance which you'd forgotten about.

What you need is to have a list of all Subjects that are *related to* each of the Subjects, so that you can be reminded of them when you go any specific folder.

Once again, without a Mind Map, probably the best way to implement that is to use Windows shortcuts.

Again, to do this well, you need a detailed understanding of Internet Marketing and how all the Subjects inter-relate. There are several different ways in which one Subject could "relate" to another, and you need to decide which ones are worth including in each case. Examples are:

Being more specific: e.g. "Google AdSense" is more specific than "Contextual Advertising"

Being more general: e.g. "Advertising" is more general than "Contextual

Advertising"

Being used for: e.g. "Autoresponders" are used for "E-mail Marketing"

Being an important aspect of: e.g. "ClickBank" is an important aspect of "Affiliate Marketing"

etc.

This takes a *lot* of thinking through, but it is *critically* important to get it right, otherwise you could easily file information away in the wrong place and not be able to find it when you need it urgently.

## 6 Content management processes

### 6.1 Introduction

From my experience as a Knowledge Management consultant, I can tell you that this aspect of knowledge management is the least interesting to 99% of people, and more often than not, it gets almost completely ignored.

Yet without it, all the "interesting" work of designing and building a repository or portal or community gets wasted.

And yes - more often than not, all that "interesting" work DOES get wasted because people simply ignore the process aspects. You'd think large corporations would be smarter than to waste bucket loads of money like that. Or maybe you wouldn't!

But I do not want YOU to waste your money (if you bought the [IM Index Mind Map](#)) or your time (if you're designing your own system), so I do strongly encourage you to read this section carefully and apply what you learn!

One of the most common problems in the corporate world is not assigning proper responsibilities to people for managing their Knowledge Management environments. In your case though, the likelihood is that it's going to be YOUR responsibility, so that problem won't arise, will it?

Well, yes it will, actually. Because you have to mentally accept that managing your IM information **is** one of your responsibilities, and you must take it seriously.

Don't get me wrong. Just because knowledge management is my "thing", it doesn't mean I think people should spend a lot of time on it. On the contrary, the less time people spend on KM, the better, because it means they have everything set up to work efficiently.

That means diverting *some* of your precious revenue- earning time to set up your system, and then spending as little time as possible when you need to use it and maintain it.

I created the [IM Index Mind Map](#) precisely so that people such as you would NOT have to divert weeks of effort to create an organizational system, but just

minutes of time to download it.

And I wrote this Guide for those of you who, despite the effort needed, prefer to "do their own thing" and build one themselves.

Back to Content Management Processes...

There are four main processes associated with Content Management

**Adding Content**

**Using Content**

**Archiving Content**

**Deleting Content**

I'll deal with each of these in turn in the remainder of this Chapter.

I'm not going to cover the mechanics of these processes. Rather, I shall talk about the principles involved, so this Chapter will be relevant whatever organizational system you use - the [IM Index Mind Map](#) or one you create yourself.

## **6.2 Adding Content**

This is where it all begins!

Most of us are in the Internet Marketing business because we love the potential of what is possible; because there is always so much opportunity; and because there is always something new to learn and try out.

And backing up all that potential are gigabytes of downloads - and whole libraries-worth of information available to us at all times.

Without some form of discipline, we could end up spending our whole life gathering, reading and organizing all this information. So I recommend you make the following assessments each time you have a new item to store away:

### **Relevance**

The first check to make is on the relevance of the content to you and your business.

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If it is directly relevant to what you are doing NOW, clearly you should keep it.

If it is something that *might* be relevant in future, be realistic about *how* relevant it's going to be, and *when* it might become relevant. If you're unlikely to need it for another 18 - 24 months, then consider the "timeliness" factor. Will it be out of date before you're likely to use it?

### Timeliness

How old is the content?

In the Internet Marketing world, a lot of - but not all - information gets outdated in 24 months.

### Quality

Look at the raw quality of the content. There is much material that is not even worth the storage space on your drive. If the quality is very poor, you might as well not store it away unless the content is truly unique.

### Duplication

Does the content contribute anything significantly NEW to your store of information? If not, reject it - or use it to *replace* what you currently have if the new content is of better quality.

## 6.3 Using Content

There's little to say here - except remember to look in your information store!

I know of cases where people spend hours carefully organizing and structuring their information, then when the time comes to find something out, they ignore their personal information store and go straight to Google!

## 6.4 Archiving Content

You do back up all your critical information on a regular basis, don't you?

And that does include your information store, doesn't it?

Good. I'm relieved to hear it.

## 6.5 Deleting Content

I recommend a regular "purging" of out-of-date or out-of-context content.

You could do this quarterly, six-monthly or yearly.

The simplest approach is to use a desktop search utility to display all content older than, say, 2 years, and then simply scan through it and delete material that you feel is

- Out of date, or that
- You're never going to need, or that
- You're never going to get round to reading!

**That's the end of the Guide**

***Happy Organizing and Stay In Control!***

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