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# **Internet Marketing Advantage - Is It The Best Kept Secret On The Internet?**

The minds powering the Internet Marketing Advantage (also known as IMA) are Tim Godfrey together with Steve Clayton. Steve and Tim have got a good reputation in regards to launching profitable IM products - a few years back their Commission Blueprint and Niche Blueprint memberships proved both popular as well as effective guides to making money online. Steve and Tim's current IM offering offers to out perform their earlier membership schemes in both scope and quality. The aim of the website is to give its participants access to everything that Steve and Tim used to build their million dollar web business.

What's so special about this particular website and can it surpass the particular claims of making you a constant online revenue? Functionality of the site has not stood still since it was launched and members can now access a greater selection of software, tools and written guides than before and the website is consistently updated. The particular IMA webpages have a lot going on in them as far as content is concerned and the designers have had to face the challenge of making it easy to browse through the site. Throughout the internet there are a wide variety of authority sites on numerous topics and I would say that the IMA website is an expert website for all elements of internet marketing.

The website content obviously falls into two primary parts namely software and tools and subsequently tutorials and training. One very handy aspect of the home page is you can immediately see what is new in IMA as any recent additions to the membership site are clearly highlighted. Therefore if something is trending or Steve and Tim have added some new resource you can immediately see exactly what these latest changes are. The actual depth of materials covered in the tutorials and training section is certainly quite remarkable and could be separate training courses themselves. Instances of these thoroughly covered subject areas are eCommerce, social media, email marketing and also affiliate promotion.

IMA membership bundles together numerous training courses like SEM Business Blueprint and Commission Blueprint which were indeed previously distributed as discrete products but are now obtainable from the training and tutorials portion of the website. Steve and Tim are also extremely pleased with the fact that they have introduced their own selection of software and tools which can take good care of tasks like keyword research and backlinks. Now you may not find you have the need for some of these and may possess some preferred tools you already use. Even if this is the scenario, having them gathered together with the instructional material is quite handy and worth exploring further if you ever become a member.

As a rookie internet marketer there is lots of new information to get your head around while you utilize the website for the first time. The temptation is to make an effort to take a look at everything at once. The best advise here would be to first check out another section on the site referred to as the newbie action plan. Furthermore, there is a community forum available which you could get help and advice.

The cost of your membership comes with the priceless asset of having complete access to every little thing that Steve and Tim know about actually generating an income online by building and also developing your own internet marketing business.