

# Traffic 101

## **You Can Drive More Traffic To Your Website!**

Are you looking for a free method of developing a steady flow of traffic to your site?

Dumb question, isn't it?

Have you ever thought about how many ways you can use informative articles to increase your traffic? A good article can get you a lot of mileage.

Put together a collection of articles and you've got a method to draw traffic to your site for months, even years.

Most marketers think of using articles as content on their site and for submission to ezines.

That is truly only the tip of the iceberg. Although you'll draw traffic if you stopped there, you're using less than half the power of good content. Submitting articles to ezines will bring a short rapid boost in your traffic, but that's just a short term solution. Stop submitting new articles and your traffic slowly begins to decline.

So how do you take advantage of the long term pulling power of your articles?

There are four simple steps you can take that will have your articles driving new visitors to your site for months, even years.

1. Submit your articles to the announcement lists. Not only will many ezines pick up your article, but there are many webmasters looking at these lists to bulk up their sites content.
2. Submit your articles to all the sites that specialize in content for publishers and webmasters. I've had articles on these sites that I'd forgotten I'd even written until a webmaster or publisher notifies me they are using them.
3. Offer webmasters in your niche market the free use of your articles to beef up their content.
4. Once you've got 10 - 15 articles compile an ebook of your article archives. Give it a catchy title, allow it to be freely transmittable and your articles will start spreading all over the web.

Just by adding these four simple steps you've gone from a one time spike in

traffic, to a method of driving traffic to your site for years to come. Remember an article that's run two or three years ago is still new to someone who's never read it. I've had publishers contact me about articles that are two years old.

Take the time to develop a steady campaign of article submission and you'll have your link on hundreds, even thousands of sites.

What are you waiting for? Start developing your campaign now! You'll be glad you did.

Wishing You Success,  
John

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## **Getting Traffic To Your Web Site Yesterday**

You have spent countless hours working on the perfect web site. It is live on the net and you need traffic. What can you do to get traffic now? Submitting to the various search engines is great for the long term. However, your site may not be listed for several months, if at all. You do have some options.

Several of the search engines have express submissions. You can have your

site listed in a week or less. Looksmart and Yahoo express submissions are \$299. Looksmart has a basic submission that is \$149 and you will get listed in about 8 weeks or less. All of these fees are a one time fee and there are no refunds. Alta Vista charges \$39 for the first URL and \$24 for each additional URL every 6 months. Inktomi charges \$30 for the First URL and \$15 for each additional URL yearly. Alta Vista and Inktomi refresh weekly, so your changes will show up quickly.

I would recommend using Inktomi first. Then, I would consider Looksmart and Yahoo next. Yahoo has more traffic, but Looksmart is easier to get a higher ranking. I don't think Alta Vista is worth the money.

If you decide on Inktomi, pick your best URL's. Concentrate on 1-3 keywords per URL. Use these keywords 3-6 times in your page preferably near the top of the page. At least one of your keywords should be in the title. Make sure you have meta tags and descriptions.

Getting listed in Inktomi can get you top rankings in Hotbot, Msn, AOL Search, and others. These strategies have helped me obtain numerous words that have top 20 rankings. There is another traffic option to consider.

Pay Per Click Search Engines (PPC) will get you targeted traffic at a specific cost. You are charged every time a customer clicks on your site. Many PPC's start at 1 cent per click. There are over 130 PPC's and growing. Many of them are very slow and you will not get much traffic from them at this time. However, there are several that will get you considerable traffic.

The leader by far is GOTO which will soon be called Overture. It is also the most expensive. However, with some work, you can get numerous targeted keywords for 15 cents or less. The minimum bid at Goto is 5 cents and you must spend \$20 per month. All of the PPC's have their own rules, but here are some general suggestions for success.

1. Try to get one of the top 3 bids if possible. You will get at least double

the clicks.

2. Bid 1-2 cents more than the spot you want. This seems like common sense, but I see tons of money wasted by overbidding. Also, look for big gaps between positions. If you see a big gap, go 1-2 cents higher than the lower bid. For example, if the top bid is 18 cents and second is 15 cents and third is 5 cents, I would most likely bid 6 cents.

3. Write a description that is very specific. A well written description will make up for a lower rank. If possible have your URL go to the specific page that your keyword refers to instead of the home page.

4. Once you get that person to your site, you want to capture their email address. The most common way is to get them to subscribe to a newsletter. There are other things you can do. For example: training courses, tip of the day/week, etc. This way you are only paying for that customer once for repeat visits. 5. Work search engines on a regular basis. I would work the busier ones at least once a week and the slower ones at least once a month. There are tools that can help you manage your bids for you automatically. Goto is My number one PPC in clicks at <http://www.goto.com>. Here are other PPC's that I receive extensive traffic. They include the following: <http://www.iqseek.com> and <http://www.goclick.com> and <http://www.findwhat.com>

Many PPC's will give you a bonus on your first deposit up to 500% depending on the PPC. In addition, some will give you extra money for putting their search box on your site.

Also, there are several PPC's that give you money to try out their site at no risk. Here are three of those: <http://www.ban-x.com> and <http://www.topseven.com> and <http://www.solidhits.com>

By following these strategies, you can get traffic to your web site today.

Discover free tips, tricks, and tools to promote your online business. Subscribe to free email courses on several topics at <http://www.makeumoneynow.com/freeinfo.htm> and <http://www.makeumoneynow.com/freecourse.htm> Visit his sites at <http://www.elrob.com> <http://www.makeumoneynow.com>

## **5 Ways to Boost Your Site Traffic Now**

Need web site traffic now? This article will review five easy and free ways to see an immediate increase in traffic. There's no reason you should not be using these free techniques to promote your site. Unleash a traffic virus NOW by using these powerful viral marketing tips.

Here are some terrific free traffic boosting strategies:

- Ebooks
- Article Submission
- Search Engines
- Contests
- Ad swaps, Joint Ventures

Creating ebooks and submitting articles are killer viral techniques that will get you noticed.

Create a tips ebook with your ads and give it away for free at your web site. Its been proven that a free ad is more effective. You can then create a 'viral effect' as they give it away on their sites, creating ongoing free advertising for you. Download free ebook software at:

<http://www.imarketingtoolz.com/cgi-bin/ht.pla=imarketingtoolz&b=EBKCOMPILER0601>

If you don't have time to create one, give away free ebooks in your ad and get a much better response! The eight ebooks you get in your free subscription of "Ad Ventures in Home Business Online" include full resell and giveaway rights. If you are not a subscriber, you can sign up and get your free ebooks at <http://www.imarketingtoolz.com/adventures.html>  
5tipsart Get more information about creating and marketing ebooks at <http://www.imarketingtoolz.com/cgi-bin/ht.pl?a=imarketingtoolz&b=ebooktoolz0601>

You can write an informative article (about 500 words) with your ad in your resource box (typically five lines with your web address, email address and main benefit). Ezine editors are always looking for new content. Email them a friendly cover email with your article inserted in the email.

Here are some article submission resources:

<http://www.ezinearticles.com/>

<http://www.ideamarketers.com>

<http://www.makingprofit.com/>

<http://www.marketing-seek.com/articles/submit.shtml>

Various studies have shown that the #1 source of traffic for many sites is through a top search engine. Before you start submitting your pages, make sure you take the time to

target the right keywords! If you don't choose search words people use, all your efforts will be in vain. Check out an excellent and free keyword tool available at: <http://www.imarketingtoolz.com/cgi-bin/ht.pl?a=imarketingtoolz&b=wordtracker0601>

It is worth the time and effort to optimize your pages and submit your pages to search engines regularly. Once you are listed in a top search engine or directory, you will naturally get more traffic and sites referring to you

Here are some search engine and submission resources:

<http://www.jimtools.com>

<http://www.searchenginewatch.com>

<http://www.addme.com>

If you want to automate this time-consuming task, check out the trial download for WebPosition Gold at: <http://www.imarketingtoolz.com/cgi-bin/ht.pl?a=imarketingtoolz&b=webpos0601>

This is an excellent program that will automate your search engine submissions.

Ad swaps, link swaps, and other joint ventures can be a fast way to get traffic. You can find editors at ezine directories listed online or contact the editors at the ezines you are subscribed.

Just be sure to track your trades and make sure your ad gets published. Track which ezines are most effective and then place ads in the top earners.

Here are some ad swap list resources:

<mailto:Ezine-Ad-Swaps-subscribe@topica.com> <mailto:AdSwapsforYou-subscribe@egroups.com>

[mailto:swap\\_it-subscribe@listbot.com](mailto:swap_it-subscribe@listbot.com)

<mailto:EzineAdSwap-subscribe@topica.com>

<mailto:ezineadexchange-subscribe@topica.com>

[mailto:LB-Ad\\_Swaps-subscribe@egroups.com](mailto:LB-Ad_Swaps-subscribe@egroups.com)

Hold your own contest by giving away cash or a free product!

Or you can sign up with Everyone.net and have them host a contest for you for free.

Give away free email (another killer viral technique) or sign up for the pro version. <http://www.imarketingtoolz.com/cgi-bin/ht.pl?a=imarketingtoolz&b=everyone0601>

This is not an exhaustive article on all the free methods of promotion available. But these are the more effective and easy to implement ideas. Some of the best traffic and promotion you can get is free. You should always use free advertising to test out your ad copy effectiveness before you spend any advertising dollars.

If you have more time than money or want to test your campaigns, these free techniques are a great place to start!

Best of Luck to you!

To Your Success,

Ivy Liu

Ivy Liu is the Editor of "Ad Ventures in Home Business Online" and Publisher of iMarketingToolZ Offering 100% Commission Top- Selling ebooks for Life! Getlifetime full reprint resell rights to over 40 ebooks! Subscribe to the free Internet Marketing ezine by sending any email to adventures@postmaster-email.com and get 8 free ebooks with full resell rights.

## **Dear Promotion Manager: Are You Using Traffic-Catchers?**

You know, traffic-catchers - promotional web names that steer websurfers directly to your website. No? Need proof they work?

The big boys use them every day, and the big boys don't like to waste their money. Mentholatum catches online traffic with deepheating.com, Marriott steers traffic to its website with vacationclub.com. and Kraft Foods catches its share of surfers with askkraftkitchens.com. Still others include Reynold Wrap's dinnerunplugged.com, Aeron Chair Company's U.Sit4Less.com and Arm & Hammer's thelaundrybasket.com - each a promotionally intriguing and exciting web identity likely to attract surfers to the desired website - in other words, traffic-catching sizzlers.

Waiting in the wings are 30-odd industries with the same potential:  
Traffic Catcher: For:

GlobaLender.com international banking firms

GenomePotential.com biotech and gene research companies

ThePowerGift.com gift marketers; power tool & appliance makers

OwnGoldNow.com jewelry marketers, precious metals  
firms and brokerages

TheToolsYouNeed.com a variety of online brokerage,  
trainer firms and trade schools

BossForLife.com specifically for franchisors  
seeking entrepreneurs

EarnCenterUSA.com again, for franchisors seeking  
entrepreneurs

1800ShopHere.com supermarket, discount and specialty  
chains

SnackWatch.com a wide range of food companies,  
especially snack marketers

TotalQualityTravel.com destinations, travel agency and  
travel service marketers

Feel1stClass.com " " "

SEAMERICA.com " " "

OutsmartHackers.com Internet security firms

Kidetiquette.com publishers doing children's books  
on etiquette

KidCelebs.com TV/radio producers of children's

shows

KillerWebNames.com large domain name resellers

OrderDirectFromUs.com catalog seller's online promotion

DirectToYouAtAGreatPrice.com discount retail chains; large domain name resellers

BirthOfANotion.com advertising/PR agencies touting their creativity

CallOurRep.com any number of manufacturer's reps

TopTeenTogs.com online marketers of teen apparel

Heirloom1.com online marketers of antiques, collectibles, jewelry

PanPals.com online promotion of cookware maker's line; recipe contests

AChanceToCleanup.com gaming, franchisors, home/office cleaning services; stocks

WeHookUpTheWorld.com telecommunications firms and pc/software makers

Until a lot more online marketers see value in moving beyond passive, companyname.com identifiers to the new breed of active, promotional web identities - i.e., traffic-catchers designed to attract surfers to a target website like the big boys noted at the top of this article - they'll continue to promote online with one arm tied tightly behind their backs.

end

Founded to help improve the odds of ecommerce success,

OnlinePromoPower.com LLC operates similar to advertising agencies and corporate identity firms that create promotional brand identities for their clients.

"In much the same way," says founder Robert A.Kelly, "we create a powerful online presence for companies determined to promote and sell their products and services successfully through Internet commerce. We do this by creating promotionally intriguing and exciting "traffic-catcher" domain names designed to attract surfers to a desired website."

Prior to founding OnlinePromoPower, Bob Kelly had been director of Public Relations for Pepsi-Cola Co.; AGM, public relations, Texaco Inc.; VP-public relations, Olin Corporation and VP-public relations Newport News Shipbuilding and Drydock Co. He also served in two Washington administrations, first as assistant to the secretary and director of communications, U.S. Department of the Interior, and later as deputy assistant press secretary, The White House.  
rak@OnlinePromoPower.com

## **Are You a High Traffic Site?**

If you are an affiliate or are thinking of becoming an affiliate in an affiliate program you probably have seen some statistics like these in the affiliate sign-up information:

"Low traffic sites can earn \$500 - \$1,000 per month, medium traffic sites can earn \$1,000 to \$2,000 per month and high traffic sites can earn \$3,000 + per month."

Wow!! Sounds pretty good.

From one affiliate program it seems you could be making over \$3,000 a month just because you're a high traffic site.

Are you a high, medium or low traffic site? Who knows, different people

have different views about what is high or low traffic.

You probably figure you are a medium traffic site or a low traffic site at the absolute worst.

So just by joining this fantastic affiliate program you'll be earning at least \$500 a month and more likely somewhere between \$1,000 and \$2,000 a month.

Gee, if you find another couple of affiliate programs like this you'll be banking in excess of \$100,000 a year. Yippee!!

Man, lets go for it. Lets sign up NOW!

But what they did not tell you (and it's not really their obligation to tell you either) is that these statistics only apply to the affiliates that are marketing their affiliate programs every day.

This is the standard procedure for the average affiliate:  
Stick a couple of banners on their site. Wait a few weeks.  
No sales come. Join another affiliate program. Stick these banners on their site. Wait a few more weeks. No sales! Then they sit back and think affiliate programs are a joke.

But it's not the affiliate program. It's the affiliate.

If you use the right marketing methods that are working now, and spend many hours a week marketing your affiliate programs then you can be part of the 'statistics'.

But if you expect things to just magically happen with a couple of flashing banners on your site then you will be sorely disappointed.

Do not just assume these enticing statistics apply to all affiliates. Sadly, they do not. Affiliate programs are not the Holy Grail, but they are an

excellent way to obtain a decent monthly check.

The most amazing statistic is that it is estimated that 90% of all affiliates earn little or no money at all from affiliate programs.

Now that's a statistic you do not want to be part of!!

David McKenzie of <http://www.brisney.com> produces a free twice monthly newsletter for affiliates. Sign up by sending an email to <mailto:brisney@brisney.com?subject=subscribe> and receive the free Special Report "7 Secrets to Making Money With Affiliate Programs."

## **Traffic tips**

Someone told you that if you aren't on Internet, you don't exist. So you started reading about how to create a web page or you hired an expensive designer and finally you are the owner of Internet's most awesome web page about your product. That's fine!

But...

Who's going to find your web page among other 3.000 million web pages? It doesn't matter if you have a home made web page or a professional expensive made web page. People won't find you unless you start attracting traffic to your web page.

Suppose for a moment that you have succeeded and you start receiving 1000 hits per week in your web page, is that good enough?

Well it depends...

If you were receiving zero, 1000 looks pretty good to start, but the key question is. Do you just receive 1000 hits of ANY kind of people or 1000

TARGETED hits.

By Targeted Hits I mean people who's looking for what you are offering. And believe me the key to web business is to get TARGETED visitors.

There are many different ways to attract targeted visitor to your web page:

#### THE GOOD

- Search Engines
- Directories
- Links from other web sites
- Off-line media
- Word of mouth
- e-mail signatures
- Usenet Newsgroups

#### THE UNUSABLE

- Unsolicited e-mail

#### THE NOT SO GOOD

- Banners
- Opt-in mailing lists
- Ezines

Lets have a brief description of each one of them...

#### SEARCH ENGINES & DIRECTORIES

As you probably know 80% of the sales usually come from 20% Of the promoting effort, and with Search Engines this numbers usually are 90% - 10 %.

So, to have a good traffic wave, you will use a lot of different means of promotion, but 90 % of it will come from Search Engines and Directories; so they are the back bone of the Internet marketing, and here is where you have to apply your biggest effort to do the things in the right way.

And the best part of it is that they are a free!

## [] LINKS FROM OTHER WEB SITES

You can get links to your web page from two different sources:

### # Search Engines:

when your potential visitor asks for information about one of your main keywords, the Search Engine will show your web address link in their results. This will result in a visitor to your web site IF you are listed in the first 20 web addresses shown, people very rarely go after the first 20 results

### # Other sites:

Every good marketer is interested in providing good content to their customers, because if they like the content of their web pages, they'll keep on returning for more information. So other sites might point to your web page if they consider that's a good information to give to their customers

## [] OFF-LINE MEDIA

There are many off line ways to generate traffic to your site:

# Printed media

# TV

# Direct mail

# Telemarketing scripts

# Stationary

# Flyers

# Catalogs

# Billboards

# Blimps

# News releases to targeted media

# Business cards.

# Etc.

I told you above that the first and best way to attract targeted visitors to your web page is through Search Engines and Directories, well... the

second best way to attract visitors to your web site is to write an article for a magazine or newspaper that reaches your targeted market.

And why is this so important? Because if an important magazine or newspaper shows an article written by YOU, there is an implied endorsement from them. Their customers believe in them, and if they show YOUR article the customers feel they should believe in YOU.

#### [] WORD OF MOUTH

Word of mouth will cost you nothing and that makes it a very cost-effective way of attracting targeted customers. What could be better than a real person's testimony? But it isn't easy to get.

Why is people going to talk about you?

They will only talk about you and refer you if your offer them extremely good content, and if you treat them as if they where your only customer!

#### [] E-MAIL SIGNATURES

Very easy to create and free too!

This is a very powerful and legal way to attract targeted customers because every time you write an e-mail to one of your customers they see it. And it becomes a strong way of promotion if you write to newsgroups, mailing lists, or any other place where many people will see it.

E-mail signatures are a combination of a business card and PS it should be located at the end of all your e-mail, and are the second most important part of any sales letter.

#### [] USENET NEWSGROUPS

We must distinguish among two kind of Newsgroups, Forums and Mailing lists

# Loosely regulated groups:

Where anyone can write about anything. Yes you will be able to put your

add here, but as anyone can, they are flooded and scarcely anyone pays much attention to them

# Serious groups:

They will have strict self-enforced rules. Write any commercial stuff to them and you'll be flamed. Here you have to build a relationship with the group, honestly participate in their discussions and they won't care if you include your e-mail signature, but don't try to fool them. They will insult you or you'll get banned or both.

As a matter of fact, unless your product or service and the Newsgroups topic have a perfect fit, it's better not to use them. You will have to read everyone's postings everyday, and contribute regularly to get a small response and a lot of spam.

[] UNSOLICITED E-MAIL

If you send un-targeted e-mail to anyone, and don't provide your name, reply e-mail address and a way to be removed, that's named spam

My advice is no to use it, not only for moral issues, but because it doesn't work, you will end losing your ISP, your web sites and hours of hard work.

A different thing is to write to targeted lists of people that have specifically accepted to receive your e-mail. (Although most of them accept your e-mail because they want to receive some free gift offered to tempt them, and so are a low motivated un-targeted market)

[] BANNERS

Lets be direct: how many times do YOU click over a banner?

A banner to be of any use has to be:

# Very well designed to produce high impact

# It has to be animated to catch attention

# It has to load quickly

# It should be at the top or the bottom of the page to get best results

- # It better be the only one on the site
- # They are too expensive for most of the companies

That you read about a banner exchange program that's free.

Don't dream about it. It's never free, it will cost you A LOT of money, because although someone MIGHT click over your banner that's shown in other site, when a targeted prospect that's browsing YOUR site, clicks over the exchange banner, you can say good bye to your prospect. And that's a lot of money!

#### OPT-IN MAILING LISTS

This is a good selling method! Because only targeted people will opt-in to your mailing list, BUT although opt-ins allow you to create a relationship with a targeted prospect that when they start trusting you, in many cases will by from you, this is a long term relationship, and here we are talking of TRAFFIC developers.

This is NOT a good way to develop traffic, is a good way to develop sales in the long term

#### EZINES

Same as with opt-ins, this is a long term sales source, not a traffic developer.

To your success

Dr. Roberto A. Bonomi

Written by Dr. Roberto A. Bonomi, Editor and Publisher of the successful "MLM Newsletter" at: <http://www.mlm-newsletter.com> and "The Internet Home Business Marketing Tips" web site at: <http://www.business-tips.org> If you already have or are looking for an Internet Home Business, you can't miss the knowledge you'll receive in both sites.

## **Mining for Gold . . . In Your Web Traffic Logs**

Understanding your Web site's traffic patterns is a crucial component of your marketing mix. The information in these logs is collected as visitors find and move around your site at their own volition. So, it's "market research that cannot lie" - and therefore provides unprecedented insights that can help you to strategize not only for the future development of the site itself, but also for your overall business and marketing plan.

I'll describe the most important sections of the log report when analyzing your site's marketing effectiveness. Often, deciding what's right and what's a problem is a gut feel that you'll develop by looking at your log reports over a period of weeks or months, by trying some new tactics, and observing the trends and results.

### General Statistics

This introductory section shows the overall traffic to the site, including the number of actual visitors, as opposed to "hits". This is an important distinction - one hit is generated for every page and every individual image that a visitor requests (e.g. a page with some text and five pictures will take six hits to download). So, the ratio of hits to individual visitors can be quite high.

By the way, it's also important for you to appreciate this distinction if you are selling advertising space on your site. You may be asked by a potential advertiser to prove your traffic levels, and if you happily say "millions of hits", they may look suspicious!

This section also shows the average time spent on the site, which should give some indication as to how engaging it is. If your site is rich in content, but the time spent on it is relatively low, it may not be meeting the needs of the visitors it is attracting, or it may be targeted at the wrong audience.

I had a client who earlier this year placed #1 in some major search engines. He was ecstatic! But his site had not been worked on for some time, and was very dry and boring. We discovered from his logs that the average time spent on his site was less than two minutes - obviously indicating a problem. And to make my point again, without this evidence from the logs, he would have continued to believe that his site was successful.

### Most and Least Requested Pages

The most requested pages are a great barometer of the "hot" areas of your site, and thus the most popular aspects of your online products or services. These may be different from your original expectations, and so this information can be very valuable for overall business development decisions.

If the least requested pages (i.e. the ones that attract the fewest visitors) contain important content, then something's wrong. Usually, it's either that their content is not interesting to your markets after all, or that the site is not driving your traffic to these pages in ways that are attractive.

### Top Entry and Exit Pages

If the inside pages of your site are well promoted in the search engines, there should be a number of top entry pages (i.e. the first page that the visitor sees), in addition to the home page. This is a good reminder to include clear navigation back to other areas of the site from every page, to ensure that the first-time visitor gets a complete picture of your offerings. The top exit pages are also an indication of your site's effectiveness - if these are not the right places for most visitors to leave from, some adjustments are needed. Make sure that every page of your site has an objective, and that you clearly direct the visitor to the next page or to the action that you wish them to take.

### Single Access Pages

These are pages that a visitor views, and leaves without exploring any further. Typically, this will be the home page, and I am often asked whether this is an issue. I usually give the standard consultant's answer: "It depends .

.."

Your home page should quickly show the different audiences for your site that they've come to the right place for what they want, and where to go to find it. So you might have sections for members, prospective members, journalists, consumers, etc. The home page should do enough to engage them, and send them on to the appropriate inside pages.

If the home page does a good job of this, there will probably be some remnant of visitors who came to your site by mistake, in which case they will leave immediately. But that's OK - they aren't the right traffic for you. It's really your judgment call as to what constitutes a problem. But, that client I mentioned earlier whose visitors spent less than two minutes on his site also had about 85% single access figures on his home page - some things are obvious!

A splash entry page to your site (i.e. one that says "Welcome, enter here", but with little or no actual content) will often also show large single access figures. Although these pages can look very striking, they unfortunately tend to be unpopular with impatient surfers. I've seen splash pages that have lost one third of a site's visitors. If you have a splash page, check the single access figures for it in your logs, and be prepared to remove it without hurting the feelings of your Webmaster!

#### Most Active Countries and Cities

If your site is aimed at an international audience, this section will show which country visitors originate from. This information can be useful in making decisions such as providing pages in languages other than English. The most active cities report is unfortunately very misleading, as it relies on the registered location of the Internet Service Provider. Most log reports therefore show very disproportionate visitor numbers from Virginia - the home of America Online!

#### Top Referring Sites / URL's / Search Engines

These are the Web pages that send visitors to your site. The largest figure

here will usually be the "No referrer", showing people coming directly to the site. This means that they are typing in your URL, or have your site bookmarked, and implies that your other forms of marketing are working. The log reporting program should display other Web pages that send you traffic as html links, allowing you to click on the URL (when online!) to see the originating page. This will show the effectiveness of your reciprocal links or paid advertising. You will also be able to see other sites that are linking to you. It's worth checking these out if you aren't familiar with them - either to thank them, or to check that their link to you is appropriate.

For search engine referrals, clicking on the link will resubmit the search, and allow you to evaluate competitors' sites and positioning relative to yours. It's also possible to review keywords that are bringing traffic from one particular source, and to try to improve the site's performance for those words in other search engines.

### Top Search Keywords and Phrases

This is crucial information, as it shows exactly what people were looking for when they came to your site. Often Web site marketers take their best guess at these keywords on their first design, but because the search engines index every word on all your pages, other terms can be found, especially in a content rich site.

So the most popular search phrases can tell you what's really "hot" in your products and services. Understanding these is another great key to understanding the current needs of your site's market(s), and making business strategy and development decisions. One of my clients recently decided to write a book on a topic area that, until she saw her logs, she had no idea was so sought-after.

### Conclusion

There are other sections in the log report, especially around the technical data for your site. The pieces that I have covered here are the significant ones for marketers. If you don't have this information available, I really urge you to get it, and review it - I guarantee that you'll find some gold

nuggets!

Philippa Gamse, "CyberSpeakerSM", is a professional speaker and e-commerce consultant. She helps her clients develop e-business and marketing strategies to gain maximum competitive advantage. Philippa can be reached on (831) 465-0317, or at <http://www.CyberSpeaker.com/>

### **3 Sizzling Traffic Generators!**

1) **RING IN YOUR VISITORS** Join a web ring. A web ring is a group of web sites on a similar subject agreeing to link together. To find a web ring to join type keywords "web rings" into your search engine of choice. You could create your own web ring. You will gain highly targeted traffic to your web site and others will link to your site because they'll want to join the web ring.

2) **AWARD AND GET REWARDED** Register to win a web site award. They will usually give you an award graphic link to include on your site if you win. Awards are great to display because they will give you extra credibility and traffic. Create your own awards site for other web sites. Give the winners a graphic or text link to place on their web site when they win. This will link your web site to theirs and draw more traffic to your site.

3) **REVIEW FOR MORE VIEWS** When you visit a web site you've enjoyed a lot, write a review for the web site. Write about the benefits you gain from the web site. E-mail the review to the site owner. Tell them they can publish it on their web site if they include your resource box at the end. Include an article or review that's been written about you or your business with your ad copy. This will show people that your business is respected and will increase your credibility.

## QUICK READ SUMMARY

- 1) Gain highly target traffic by joining or starting a web site ring(s).
- 2) Increase your traffic by winning a web site award or starting your own web awards site.
- 3) Write web site reviews to increase traffic to your web site.

Over 40,000 Free Business eBooks & More when you visit: <http://www.ldpublishing.com> As a bonus, Bob Osgoodby publishes the free weekly "Your Business" Newsletter - visit his web site to subscribe and place a FREE Ad! <http://adv-marketing.com/business>

## **The Real Secret To Getting Traffic**

Most people have no idea how to get traffic to their sites. But, if you apply what I'm about to reveal, you'll be one of the few who never has to worry about traffic again.

The first thing you need to know, is that the traffic hype is just that, hype.

Forget about the click exchanges. You know the sites where each time you visit another member's page, you earn a credit that guarantee's someone will visit yours. Yes, you will get hits, but they'll be worthless. The only reason these people are coming to your site is to get people to come to theirs.

Forget the FFAs too. Maybe five or six years ago they worked, but not anymore.

Okay, so what does work? CONTENT! Good content is what brings people who are interested in a particular subject to a site. Your site needs to have a theme, with loads of content about that theme. All of the promotion in the world will do nothing, if you don't have something to pull your visitors in and keep them.

If I'm looking for information about Java programming, I search for sites on that topic. If I come to a two page site, I'll stay for a bit if the information is really good. However, how long do you think I'll stay? How many times do you think I'll come back? How many people do you think I'll refer it to. Do you suspect I'll link to it.

The sites that have repeat visitors, get recommend often, and have tons of links pointing to them, are sites that offer valuable information, and lots of it.

This is why forums are so successful, there is fresh content everyday. I actually have my home page set to my favorite forum. There is another site that offers a free programming tutorial, that I go back to over and over again, because there is way to much infomation to take in all at once. And this is only one of their many tutorials.

So get busy building your site around a theme. Add good fresh content every chance you get. Getting traffic is easy when your site is worthy of it.

Tom Busch has an internet marketing resource site and publishes the Internet Power Player -----  
<http://tombusch.com>

## **Build Traffic and Value Through Reciprocal Links**

Reciprocal linking is catching on in popularity. It's a way for website owners to share each other's traffic, a simple "let's trade links" deal that can help to widen your web audience.

Swapping links can also help you with your search engine traffic. Some search engines calculate the number of links to your site from other sites and use it to determine your ranking. As you know, a better position equals more targeted traffic!

Another way reciprocal links can benefit you is by drawing repeat traffic back to your website. If you offer a high-quality list of relevant links, visitors will return often because they know that they can quickly find what they're looking for.

#### PROACTIVE LINKING METHODS

One way to approach reciprocal linking is be proactive. You actively search out websites that would complement your own, and send a note to the owner asking to swap links.

This is actually a very time-consuming task. It isn't as easy as purchasing a list of "targeted" and "willing" email recipients (also known as SPAM!) and then blasting out a link swap request. It requires research, pure and simple. To find possible link partners, visit any of the major search engines such as Google <http://www.google.com/> to find websites that can offer valuable content to your visitors.

Then visit each website individually. Take a few minutes to look around and see what type of information it offers, and whether or not it can add value to your own site. Don't worry that linking to other sites may make your own seem "incomplete" - it doesn't. No one website can cover everything, and a high-quality links directory benefits your visitors by saving them from searching the web. Keep in mind that website owners may

get several link requests every day. To make yours stand out - and to convince him that you're not spamming - be sure to personalize your link request.

Include the site owner's name. Comment on something you've seen on her website. This shows that you have actually visited the site and taken the time and effort to look around. Personalized requests are far more likely to get a positive response.

### PASSIVE LINKING METHODS

You can also take a passive approach to reciprocal linking. That is, you basically sit back and wait for others to approach or link to you. This passive approach gives you an obvious time advantage. Some ways to encourage passive links include:

= Put a link on your site that says, "How to Link to Us". Provide the text, banners, buttons, and HTML to make it as easy as possible for someone to think to you.

= Offer a content-rich site. You'll be pleasantly surprised at how many websites link to you just because they like what you have to offer.

Personally, I prefer the passive approach, as I'm sure most of you do. I only actively request links when I happen across an excellent site that I know my audience would appreciate.

But like with all things online, there isn't one "right" way to do things. Success depends on doing a combination of things well. Reciprocal links are one way to steadily build targeted traffic and add value to your site.

Angela is the editor of Online Business Basics, an exclusive newsletter for eBusiness beginners. OBB features ongoing tutorials on how to build a profitable Internet business on a shoestring budget. You don't need a million-dollar budget to be successful! Find out how you too can join the thousands quietly

## **You Are Doomed If No One Knows Your Web Site Exists!**

If you have a web site do you have enough visitors coming daily? Are you making enough sales, or subscribers maybe? Are you advertising enough? Do you get lots of traffic from the search engines? If the answer is \*no\* there could be a number of reasons.

1. You do advertise but not where you should
  2. Your ads are not good enough, and no one notices them.
  3. You are not well placed in the major search engines, if placed at all.
- A few months ago I reminded my self that if the net is changing so fast, I'd better be changing with it. No market recession was going to stop me. If you own a business you have to promote it. No business can stay alive if it is not advertised. But successful advertising is not easy, and also not affordable.

Most entrepreneurs do not write good ads. The copy writers are expensive. Ads in e-zines with hundreds of thousands of subscribers are not worthwhile if your product or service is cheap. The idea came to open new sites promoting advertisements. Advertisements with the abilities to produce huge amounts of traffic. But staying reasonably priced, cheap is the word.

Guess what. My first web site promoting huge amounts of traffic is ready. You might ask yourself why do I need amounts of visitors to my site. The answer is simple. The more people see your site, the more know you exist. If your site sells a product or service that is good, or interesting, and your site is catching the attention of people visiting it, you are in!

You can make it without writing great ads. Without being highly placed in Yahoo, or Alta Vista, or Googles, or MSN. Make your site eye-catching and interesting for the visitors, make them a good offer, and if whatever you sale is good, you'll be selling lot's of it in no time.

Get the visitors e-mail addresses. Offer something free, e-zine subscription, and ask to be recommended to their friends. Do whatever it takes to keep their attention. And stay with your word. Don't sell garbage. If not, whatever visitor you will be getting, you will not make sales. And you will be loosing time and money if you stay on the net without being seen or noticed.

You will have to realize that advertising your business is what will keep it alive. If you stop promoting no one will ever come to see what you have to say or sell. Stop running the rat race though. If it did not worked out until now it does not mean it never will. Give yourself and your business a chance. Advertise!

Tatiana Velitchkov

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Tatiana is the President of the Fortunes Inc. For as much as we know The Fortunes Inc. represents the only business on the Internet that provides such amounts of traffic in such a short spans of time, and for outrageously affordable prices. Advertise! <http://www.Guaranteed-Hits.net>

**How To Increase Web Traffic To Your Site By Using**

## Webmaster Tools

Webmaster Tools ! A lot of people who are new to internet business or web site owners who have been on the internet never bother to use webmaster tools. A lots of web site owners think webmaster tools are only for expert webmasters. That's why they lose possible visitors to their site and by losing visitors they obviously lose their online business.

The above concept about webmaster tools is totally wrong and Everybody can use webmaster tools even beginners.

Webmaster tools don't just help to increase web site traffic.

Web site owners use them regularly, to check and trace often their web site performance.

The following webmaster tools are useful to increase web site traffic.

### 1) SEARCH ENGINE POSITION ANALYZER:

When a web site owner submit a web site to a search engines, they don't know if their web site is indexed in search engines or not. We assume our web site has been indexed in search engines, but still don't know the web site is in the top 10 or 20 ranking. If a web site is not in the top 10 or top 20 position then it cannot get enough visitors. The majority of visitors don't bother to check more than first 10 or 20 search results in search engines. So you have to make sure that your web site is highly ranked in major search engines.

There are lots of tools around the net to check your web site ranking in search engines. By using these tools you can check your web site ranking in just a few minutes.

You can use free tools by going to:

<http://www.ezonelink.co.uk/position.html>. I recommend that everybody should use this tool more often.

## 2) META TAGS GENERATOR:

Meta Tags are very important part of your web page. When you type a word into search box as Google or Alta Vista to find a corresponding site to the word that you typed. This is called meta tags extraction.

Meta tags should be placed in the HEAD section of an HTML page. You can optimize meta tags with search engine spiders.

### Two Important Meta Tags

#### 1) Keywords

Exact related keywords as your site.

#### 2) Description

Short description of your web page. You can include robot tags as well. The robot tag basically allows you to specify which web pages you want to be listed in the search engine database. Use of meta tags in your web page will help to increase your chances to index your site in search engines and your site traffic as well. To use free meta tags generator tools check here <http://www.ezonelink.co.uk/metaform.html>

## DOORWAY PAGES CREATOR:

Doorway pages are have been generated to rank highly in specific keyword or phrase. In some circumstances often search engines cannot index the web site. If you have this problem then you should consider whether to create doorway pages.

Doorway pages contain all of the elements associated with any other web page. The difference is the title, keywords, description and body content have all been optimized for one keyword or phrase. These doorway pages are designed with search engines and customer find ability.

Doorways can help boost your web site position in search engines. You can

find doorway creator tools here

<http://www.ezonelink.co.uk/doorwayform.html>.

### LINK POPULARITY:

Link popularity is how many web sites are linked to your site. Web site popularity is becoming crucial in search engines ranking. The more popular your site the better it is ranked on the search engines. Better search engines ranking mean more visitors to your site. You can check your link popularity at

<http://www.ezonelink.co.uk/popularity.html>

Use all above tools regularly and enjoy more web traffic to your site.

©2001Javed Akram, Javed is an Internet Marketeer based in UK. He specialises in helping newcomers to Market and Promote online business. Javed Akram s owner of <http://www.ezonelink.co.uk>. An excellent resource for Internet marketing techniques, publishers of "eZonelink Newsletter". You may subscribe your free copy at: <http://www.ezonelink.co.uk/newsletter.html> <mailto:javed@ezonelink.co.uk>

## **Generate Web Site Traffic And Sales Leads With Postcards**

Postcards can drive a high volume of traffic to your web site and they can generate a large number of sales leads for you. They're highly effective, easy to use and cost very little.

**A PERSONALIZED FORMAT WORKS BEST**Avoid postcards that look like a magazine ad printed on a card. You'll get a bigger response if you keep your message brief and format your postcard to look like a personal message. Your prospect can't resist reading a postcard formatted this way

for several reasons.

1. It's delivered already opened and ready to read.
2. The message is brief and easy to read.
3. It looks like a personal message.

Personal message postcards are also effective for business to business promotions. "Gatekeepers" who screen the incoming mail in many business and professional offices will usually pass them through to your prospect. And because the postcard is smaller than the other mail it's usually put on top of the boss's mail pile. That almost guarantees your prospect will read it.

I've used these postcards successfully for everything from developing customer leads to recruiting senior executives. They always produce a big response for a very low cost.

### FOLLOW 3 GUIDELINES TO MAXIMIZE RESULTS

You'll get the maximum number of responses to your postcards by following three simple guidelines:

1. Personalize the message on your postcard. Include a date and a greeting like you would in a letter. You can use "Dear Kim" when you know your recipient's name or something like "Dear Homeowner" or "Hello Doctor" when you don't.
2. Keep your message brief. Don't clutter your postcard with too many words or your prospect won't read it. The most effective postcard announces one major benefit and asks the recipient to take an action to get more details. For example:

"You can lose 13 pounds in the next 2 weeks without dieting. Call me today at 123-4567 or visit abc@domain.com and I'll prove it to you."

3. Always send postcards by First Class Mail. It costs only 21 cents in the US. To qualify for this special 21 cent postage rate, your postcard must be at least 3 1/2 inches high by 5 inches long but not over 4 1/4 inches high by 6 inches long.

**IMPORTANT:** Use a real 21 cent postage stamp. A postcard sent with a real stamp generates more replies than the same postcard sent with postage applied any other way.

**TIP:** Get self-adhesive rolls of 100 stamps and use them with the automatic dispenser sold for about \$15 in most office supply stores. It makes the job of putting stamps on your postcards quick and easy.

### EASY TO PRODUCE

You can have your postcards professionally printed by a print shop or print them yourself on your computer. One cost-effective method when using your computer is to print 4 postcards on an 8 1/2" x 11" sheet of standard index stock paper. Then cut each sheet into quarters to produce four 4 1/4" x 5 1/2" postcards. 100 sheets will produce 400 postcards for about 1 cent each.

For small quantities print your postcards individually on the 4" x 6" blank index cards available from any office supply store.

Personal message postcards are simple and inexpensive to use. They achieve almost 100 percent readership and generate a high rate of response. Use them the next time you want to drive traffic to your web site or generate sales leads for a very low cost.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. He is now a Sales Consultant. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With Simple Postcards" and several other publications to help small businesses grow and prosper. For more information...<mailto:BobLeduc@aol.com?subject=Postcards>  
Phone: (702) 658-1707 (After 10 AM Pacific time)  
Or write: Bob Leduc, PO Box 33628, Las Vegas, NV 89133

## **Pay Per Click to guarantee targeted traffic!**

Search engines and directories are important in getting a steady flow of traffic to your site. However, you really have to work hard (or pay someone to work hard), to even get close to guaranteeing a top 10 position on them.

Pay-Per-Click search engines, on the other hand, offer you the enticing prospect of a guaranteed search engine position (guaranteed, that is, at time of bidding). And even better, as more traditional search engines struggle to generate income, some Pay-Per-Click results are actually used within these traditional engines too.

However, a listing on a Pay-Per-Click search engine has to be considered differently.

In this instance, you DON'T WANT just anyone to click your link. In fact, you ONLY your prospective customers to click, and you must choose your keywords and description carefully to make sure that happens.

= USE THIS RESOURCE

GoTo is by far the most popular pay-per-click search engine on the web right now. It was the first pay-per-click search engine and as such GoTo's results can now be found on many other search engines. Also, GoTo have the toughest anti-fraud measures in place - there is \*less chance\* of receiving bogus clicks using GoTo.

However, due to GoTo's market share - and there is now a UK version -

GoTo have recently increased the minimum bid from 1p to 5p. And GoTo insist on a minimum spend each month (currently \$20). This means that you will automatically be charged \$20 per month even if your listings have not cost that much. (This minimum monthly spend applies to existing accounts from September 2001.)

GoTo - <http://www.goto.com>

GoTo UK - <http://www.uk.goto.com>

= OR VISIT THESE LINKS

<http://www.FindWhat.com>

<http://www.searchhound.com>

<http://www.godado.co.uk>

<http://www.7Search.com>

<http://www.Rocketlinks.com>

<http://www.kanoodle.com>

<http://www.hitsgalore.com>

<http://www.couponplace.com>

<http://www.searchgalore.com>

<http://www.simplesearch.com>

<http://www.onesearch.com>

<http://www.eGuideTo.com>

<http://www.NetFlip.com>

<http://www.Ah-Ha.com>

<http://www.Skiddily.com>

<http://www.BigWhat.com>

= THEN BID, BID, BID!

Using GoTo as an example here, making a bid is simply a matter of choosing the following:

\* keyword

\* title

\* description

And as GoTo recommends on its site, always repeat the keyword in both the title and description to improve your chances of a click. GoTo also comes with a keyword suggestion tool, available to GoTo advertisers only.

Choosing your keywords, and the amount you are willing to bid is also simple, but can take a lot of time. You need to research suitable in-demand keywords, that cost little. The paid-for version of Wordtracker - the excellent keyword suggestion tool - allows you to brainstorm good keywords, and determine the current cost of the top 20 bids. A real time saver. Wordtracker - <http://www.wordtracker.com> And you can monitor your GoTo bids using this tool:

<http://www.bruceclay.com/RankGoToReport.htm>

= BUT BID CAREFULLY!

Make sure you are happy with the amounts of money you will spend. A quick rule-of-thumb to determine the value of a visitor (or click) is to use this simple equation for a given month: Value = average earnings / average unique visitors Make sure your bids are lower than this 'value' of a visitor. The best way to achieve success at the pay-per-click search engines is to bid on many listings, but bid low.

= READ MORE...

You can find out a great deal more about pay-per-click search engines from this excellent resource. <http://www.PayPerClickSearchEngines.com/> And Ken Evoy's excellent 5-day FREE Affiliate Masters course covers pay-per-click search engines in great detail, as well as other ways of building income through content. <mailto:tamsshopping101@sitesell.net>

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Pay-per-click search engines can guarantee to bring traffic to your site, at a low cost. Just remember that the secret to using pay-per-click search engines is to make hundreds of bids. Remember also, that this time around, you only want 'the right people' to click the link! So choose your words carefully.

Steve Nash is webmaster at <http://www.taurus-graphics.net> He's happy because he's discovered a tool that helps him 1) brainstorm suitable keywords 2) check the top bids 3) bid on keywords, AND 4) monitor bids on those keywords. And it does ALL OF THIS automatically! That tool is Site Build It! And not only that...! (Just visit.) <http://buildit.sitesell.com/shopping101.html> Pay Per Click to guarantee

targeted traffic!

## **How to Instantly Boost Traffic and Sales for Just Pennies!**

Money talks.

Good thing you don't have to be rich to make it work for you. Pay-per-click search engines are one of the best ways to get targeted traffic to your site - and for just a few pennies, too. I'm usually pretty cheap when it comes to paying for advertising ... but this is one place where I'm happy to make the investment. PPC SEs such as GoTo.com, <http://www.goto.com/>, the largest and best-known of them, allow you to 'bid' on certain search terms. Listings for each search term are displayed in order of highest bid first. You literally 'pay' for your search rank!

Some advantages of PPC SEs include:

== No fiddling with META tags, keyword density, and all that other stuff that goes with search engine optimization. If you've ever played with this stuff, you'll know how frustrating it can be to get a good listing - and then KEEP it! With PPC SEs, you simply buy your way to a better position.

== It's fast! Most PPC SEs will review your listings and make them available within just a few days. Compare this to the regular search engines, where it can take MONTHS to get listed - if you get listed at all!

== It's 'pay for performance'. You only pay the amount you bid when

someone clicks on your link. And because your visitor comes to your site after finding it from a relevant list of search results, he or she is a *\*targeted\** visitor - exactly what you want! Compare this to regular search engines, which give you the option to pay a fee for an 'express review' ... a review that most often *\*doesn't\** guarantee a listing.

PPC SEs are a great way to get targeted traffic, quickly. Here are a few pointers on how to work effectively with them:

== Don't obsess about being #1. If you can afford to be on the first page, that's great ... but remember that you only pay for clicks - even if you're on page 10 and you only get a few clicks each month.

== Track everything. Different PPC SEs will give you different 'quality' clicks. Use a commercial ad tracking program so that you know exactly what works.

== Choose multi-word search terms. For example, instead of 'jewelry', choose 'handcrafted jewelry'. Single word search terms are hyper-competitive. Translation: they cost too much.

== Send visitors directly to a sales page. Instead of listing your home page, where you may offer dozens of choices, list a specific page on your site that is designed to get the visitor to do one thing - whether that's buy something, download a free trial, or subscribe to your newsletter. You're paying for clicks, after all, and you don't want to 'waste' them on a page that doesn't convert visitors into customers.

== Bid only on relevant search terms. This almost goes without saying ... you're paying for clicks, so make sure you're paying for **QUALITY** clicks.

There are also loads of tools freely available online to help you maximize the effectiveness of your PPC SE campaign. One good place to start for more information is <http://www.payperclicksearchengines.com/> .

Yes, PPC SEs cost money. But if you could consistently make a profit on your investment, wouldn't you? Remember that it's not how much it COSTS that matters ... it's how much PROFIT you earn in return. Happy bidding!

Angela is the editor of Online Business Basics, an exclusive newsletter for eBusiness beginners. OBB features ongoing tutorials on how to build a profitable Internet business on a shoestring budget. You don't need a million- dollar budget to be successful! Find out how you too can join the thousands quietly earning a living online: <http://www.onlinebusinessbasics.com/article.html>

## **BEST WAYS TO PROMOTE YOUR WEB SITE**

After a couple of weeks or may be a couple of month's hard work, you have created a very good web site with brilliant contents. All you need now is visitors to your web site, but there are no visitors. This can be a real disappointment. Good web site creation is not enough to get visitors to your site.

There are about 300 million web pages out there. If people don't know about your web site then they will never visit your site. You have to promote your web site day and night online and offline.

There are lots of different ways to promote web site. Online marketing and promotion of your business is very cheap compare to other media's i.e TV, Radio and Newspapers etc. You can even promote your business or web site totally free of charge. The Following are some of the best ways to

promote and announce your web site online and offline.

1) **SEARCH ENGINES:** Search engines are still the best to get visitors to your site. Now there are hundreds of thousands search engines all over the internet, but remember 85% percent of visitors come from 10-20 major search engines like Yahoo, Alta vista, Google, Open Directory Project etc. Submit your site regular interval basis. You can submit your site free to 200 search engines with one click here.

<http://www.ezonelink.co.uk/globalsubmission.html>

2) **CLASSIFIED ADS AND FFA PAGES:** There are millions of Classified ads and Free For All Pages(FFA PAGES). Classifieds and FFA Pages are not anymore good to generate site traffic, but they help to develop your site link popularity. A lots of search engines when index your site they check your link popularity. If your web site link popularity is good and more web sites linked to your site then it will help to maintain better ranking in search engines. A free Classified ads and FFA Pages Submission service available here. <http://www.ezonelink.co.uk/globalsubmission.html>

3) **EZINE OR MAILING LIST:** Start your own Newsletter. I always recommend this type of promotion. You only send your site updates and new products to targeted visitors or customers who subscribed and are ready to receive your promotional messages by e-mail. This is an way effective to promote your site.

4) **BANNER EXCHANGE PROGRAMS:** Banner exchange programs are another way to promote your web site. Although it is not very much popular these days, but you still get some hits. Here are the banner exchange and pay per lead programs. <http://bannersgomlm.com/cgi-bin/ref/index.cgi?dist=rajganBanner Pay Per Lead Program>  
<http://www.sponsorships.net/cgi-bin/referral.cgi?10128>

5) **START YOUR OWN AFFILIATE PROGRAM:** Start your own affiliation Program and let other people promote your site 24 hours a day. You can have your own affiliate program set up in minutes...here for free!

<http://www.freeaffiliate.com>

6) **EBOOKS:** Write ebooks and always give details and links to your site. Ebooks are self replicating systems and automatically promote your web site.

7) **WRITE ARTICLES:** Write articles and send them to web sites which accept free articles and don't forget to include a little box at the bottom of your articles with your web site information, your name web site address and e-mail address etc. You can submit your articles here

<http://www.marketing-seek.com>

<http://www.ezinearticles.com>

Give permission to free re-print rights.

8) **MESSAGE BOARDS:** Message boards are another ways to promote your site. You should post your site often to message boards as this will help to increase your site traffic.

9) **PRESS RELEASE:** Send your new product details to newsgroups and sites which accept press releases.

Miscellaneous:

There are some more ways to promote your web site.

For example

TOPSITES

WEBRINGS

AUTORESPONDERS

DISCUSSION FORUMS

E-CARDS OR POSTCARDS

BUSINESS CARDS

FINAL WORD:

Some of above advertising methods are not very effective but still are important because they will help you to promote your site.

©2001Javed Akram, Javed is an Internet Marketeer based in UK. He specialises in helping newcomers to Market and Promote online business. Javed Akram is owner of <http://www.ezonelink.co.uk>. An

excellent resource for Internet marketing techniques, publishers of "eZonelink Newsletter". You may subscribe your free copy at: <http://www.ezonelink.co.uk/newsletter.html> <mailto:javed@ezonelink.co.uk>

## **7 Steps to Market Your Product or Service**

Every business or non-profit organization needs to develop an advantage over other similar businesses-a "competitive edge"-in order to be successful. Here are 7 steps to help you develop this "edge" that will produce and retain more of what keeps your business or organization afloat-loyal customers or donors!

### **1. Analyze Your Business or Organization**

The first step is to analyze your business and your customers by answering the following questions: a. What business am I really in? b. What image do I want to project to my market? c. Who is my target market and what are they like? d. Where can they be reached the best? e. What do my customers really buy from me? (E.g. Are they buying widgets or the customer service that comes with widgets?) f. What are the benefits that people derive from my products and services? What problems do they solve for people?

Answering these questions thoughtfully can help you understand your marketing issues. For example, you may discover that you aren't selling a product but the convenience that comes with the product. You may begin to clearly see the type of people who really need this convenience.

### **2. Develop Distinctive, Superior Benefits for Customers**

Ask yourself these questions: "What benefits can a customer, client, beneficiary, or donor, derive from our goods and services?" and "What makes our enterprise distinctive from others?" You need to develop

distinctive benefits for potential customers that are superior to your competition. If you don't, there's no good reason for a consumer to come to you for business or a donor to support your organization.

### 3. Focus on a Particular Target Market

You've analyzed your business. You've developed superior distinctives. Now, answer this question: Who most needs the distinctives your enterprise offers? Understand the type of people these are and how they think and live and begin focusing on marketing to them.

### 4. Define the Purpose for Your Advertising Plan

Once a competitive edge, or superior distinctive over other businesses is established, it needs to be strategically communicated to the target market you've identified. This communication is your advertising plan. The first step in creating one is to define the purpose of the plan through listing measurable objectives. "What do you want to accomplish through advertising?" There are a few worthy options. First there's (1) stimulating a purchase decision - get someone in your target market to decide to buy your product or service. Then there's (2) build a company image - this is creating goodwill among the public so they remember it when they come to a point of deciding on a purchase. Others are (3) draw in new customers, (4) build a mailing list, (5) increase foot traffic in a store, and (6) introduce a completely new company or product/service into a new area. Decide which of these are your objectives for your plan.

### 5. Develop a Unique Selling Proposition (USP)

Once these are answered, you're ready to focus a message on a particular target market. Any advertisement or communication piece should be built around your unique selling proposition (USP). This is the offer of that distinctive about your product or service that gives you the competitive edge over other companies. The offer must be truly unique-something people can't get unless they come to you. When customers see or hear your USP they can answer their question of "What's in it for me?" or "How can I solve my problem?"

The uniqueness could take several perspectives. Is it low price, friendly, helpful service, personal attention, a superior product, and/or long-term support? This can be broken down. If you focus on customer satisfaction there are typically six important sources that can provide that. Are you better than your competition in providing (1) quality relationships with customers, (2) quality products, (3) dedication to service, (4) convenience, (5) innovation, or (6) emphasis on speed?

#### 6. Select and Produce a Communication Media

When these are determined you're ready to select a communication or advertising media. Media options include newspapers, magazines, direct mail, internet, point of purchase ads, outdoor ads, special events or promotions, radio or TV. Most of these need some kind of strategic design and copywriting to produce print or web-based material like print ads, brochures, promotional sheets, letters of appeal, web sites, posters or displays. Then the item, ad or piece is distributed to potential customers through various means-direct mail to a mailing list you develop, posting on your web site, publishing an advertisement, or whatever is necessary to get the word out.

#### 7. Evaluate the Effectiveness of the Communication

Finally, after the plan has been implemented, it needs to be evaluated on how effective it's been. Did it accomplish your objectives? There are ways to do this creatively. For example, coupons in an ad or direct mail that are redeemed can be tracked. Dated coupons and coded response cards identify the time and ad source. Also measuring store traffic or inquirers over a period of time after advertising can be done. Or, simply asking clients who contact you how they heard about your services. If your efforts bring in more customers and increase sales, you're on the right track. If not, then it's time to go through the steps again and make adjustments to your advertising plan.

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## **Start an online business with little/no money !!**

Want to start an online business with little or almost no money?  
Wondering how to get the most of your money? Fear to loose it? Then you should read this, to avoid a common mistake right at the beginning and avoid spending your money the wrong way!

### **FREE versus PAID !**

If you`ve have got no money at all the choice is easy, but if you`re wiling to invest some I`m still strongly recommend that you start out with a free programm! Why, Paid OPPs have a much higher payout?

If you can only afford a little investment to start a biz, the money is much better spend on promotion! In other words: You will make more money with a FREE BIZ and PAID ADS than with a PAID BIZ and FREE ADS! If you use your money wisely, you can get 100\$ for every dollar spend on advertising! Try free ads to find out which ones pull best and use them in paid ads! Track your advertising to find the most responsive places to advertise! You`ll be amazed on how much responses you get from paid advertising! A single e-zine ad can pull more traffic to your site than half a year of FFA posting! If investing in promotion for your biz isn`t the best investment you know, then you`re doing something wrong!

It`s also much easier to get people to sign -up for something free than to have them pay for something! When you are just starting out you should

better learn some skills of marketing, before trying to sell something, instead of giving something away! Keep it simple in the beginning or you`ll just end up frustrated! Once you get a free opportunity working you can spend that money on starting a paid biz with paid advertising which is unfortunately the best way to real big profits. In short: Start of with a free business but allways use paid ads if you can afford (only use proven ads) ! Use the money you make from your first program to build a more profitable business or to advertise it-self! And most important: keep on... don`t expect to much to fast !!!

Improve yourself! Learn about marketing and internet promotion, stay in touch with your downline and help them: Their success is YOURS !!! Make the most of your money! Invest smart !!!

There`s no need for a lot of money to start a biz if you make profit on every dollar you spend! This can only be done by spending it on promotion instead of sign-up fees!

So don`t waste your money - USE IT!

## **Taking the Guesswork Out of Search Engines: Pay-Per-Clicks**

As everyone knows, the most used tool on the Internet is the search engine. Eight out of ten people looking for a product or service, will use a search engine to find it. If you have such an offer for the public, you need to get on the search engines in order to be found by your customers. The problem

is getting a good ranking on a search engine can be tricky and for most, impossible.

Many of the largest search engines change their criteria for placement regularly, making it hard to control whether you are going to be at the top of the list, or at the bottom. If your site popularity is low, meaning, very few other sites are linked to you, you are limited to the keywords you can target. At best, you need to use three or four words in a string to make a keyword phrase.

Pay-per-click search engines have a different system when it comes to placement and ranking of sites. A business or website owner simply places a "bid" for a certain keyword or phrase -- the higher the bid, the higher they will be placed when someone searches using that keyword. The popularity of your site has no effect in a pay-per-click engine. Even a brand new site can target the most popular keywords. If a searcher clicks through to the site, then the owner pays the bid amount (usually a few cents) to the engine. As you can see, this system gives web-business owners much more control over their search engine placement and ranking. Advertisers promoting their product or service have complete control over keyword bids and they set the desired amount of money they wish to spend each month to get potential clients to start coming to their site. With this in mind, there are a few tips that you can use to help make the most of your money when using a pay-per-click search engine:

- \* Think carefully about your keywords -- choose the keywords that you think your CUSTOMERS will use to search. Remember that these are likely to be different than the terms that industry insiders use. The more combinations you can find using your keywords, the better chance you have of potential clients finding you.

- \* Use synonyms to find more new keywords. Some search engines will have a "Keyword Finder" service to help you find alternate keywords. Use these programs to see if there are keywords you hadn't thought of before.

\* Some engines offer bulk keyword submitters where you can enter hundreds of keywords at one time. In this case, it's best to bid the lowest price they accept and then adjust your bids from your member control panel. These panels usually show you how many other sites are targeting your keyword and what the current bid is. It's simply a waste of money to bid 5 cents-per-click for a keyword if the highest current bid is only 1 cent-per-click.

\* For the best results, select a pay-per-click engine that will allow unlimited keyword selections and target as many as you can that are related to your site. However, make sure they ARE related. Most good engines want to keep their site as relevant as possible to their searchers and they WILL check.

\* Although the number one position will get you the best results, you can still receive significant traffic at a lower bid. If you can get into a "top-five" or "top-ten" position for a substantially lower bid, your marketing costs are likely to decrease.

\* You can make your keyword more specific by adding words, making it into a key phrase. Usually, the longer and more specific the phrase, the higher you will be able to get yourself placed for your bid. Remember, however, not to get TOO specific, because searchers may never use that term!

\* Log on as often as you can to check your bids. A recent survey found that 25 to 50 percent of bids were higher than necessary. Why? Simply because advertisers do not have the time to keep tabs on all of their bids. Sometimes companies drop out of their keyword promotion which can remove several of your competitors. If you don't log on and check, you could be paying higher prices per click than necessary. Better still, pick an engine that will notify you when this happens.

Pay-per-click search engines help to take some of the guesswork out of getting a high ranking, but, like anything else, they will only be effective if

you do your research and think through your choices before placing any bids. Some of these engines will even do that for you.

Author James Colbert is an expert on search engine promotion and pay-per-click search engines. His latest enterprise, Search Import, is the first pay-per-click engine to allow searchers to get results from 15 different engines. Also, Search Import adds a \$25 BONUS to all first deposits! To find out more about this great service, please visit

<http://www.SearchImport.Com/click.cgi?id=27dn>. James can be reached at <mailto:james@SearchImport.Com>

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