

# The World's First

**\$** FREE  
**2**  
**0** Marketing Course

---



This ebook may be freely distributed. The only restriction is that no part of this ebook may be changed, modified or sold. All Material is © 2000/2001 Arundel Net.

Use it as a great traffic builder from your web site.

Here you will find 101 unique, and FREE marketing tips, tutorials, home business tips, and web advertising secrets that others are charging \$200 or more for. These tips if used properly are guaranteed to increase traffic to your web site and increase your sales.

If you use just 5 or 10 of the tips and secrets you find here, your sales and traffic are guaranteed to increase. If you go through all 101 tips and secrets it is equivalent to, or even exceeds the content of many of the expensive marketing courses offered online.

**KEEP YOUR EBOOK UPDATED:** If you plan on distributing this great book or just want to be notified of updates and additions, please send me and email by [CLICKING HERE](#). I will notify you whenever a new version of the book is available so you always have the most current version.

The release you are reading is the November 2001 release. I am also pleased to say that this is the first version of The World's First FREE \$200 Marketing Course that is in Adobe pdf format.

## EVERY SEARCH ENGINE SECRET REVEALED:

One of the biggest obstacles facing a lot of folks online who really want to make a few extra dollars from their marketing ventures, is they often just can't afford to pay the prices that most top marketing services charge. I know that search engine optimization is one of these areas. It is not inexpensive.

I'm fully aware that the vast majority of folks reading this DO NOT make their living online, but rather use online marketing as a way to earn some extra cash, for that summer vacation, or to pay off some of those bills.

I've spent the last 8 months trying to rectify one of the biggest problems facing most the majority of online marketers. Learning how to get AFFORDABLE traffic to your web site.

The result: The Search Engine Goldmine  
<http://respondpro.com/track/tracker.cgi?SEG101>

I've been in the search engine optimization business for over 6+ years and am the publisher of Marketing Gold Newsletter, and also the author of the book you are reading. I've helped hundreds of businesses achieve top search engine placement and now I'm going to tell you EXACTLY how it's done.

Suppose I was to give you every bit of knowledge I've learned about search engine positioning, and I'm talking VERY SPECIFIC, VERY DETAILED info.

I have taken 6+ years of experience in the search engine optimization business and crammed everything I know into 1 site that is vastly different than anything you've ever seen before.

This is not some freebie report or some rehashed garbage info that you've seen all over the web, this is a step by step guide to EXACTLY how, and what you need to do to get top rankings in the major engines for almost ANY keywords you can think of.

It covers topics from the most basic to the most advanced and is continuously updated.

Not only am I going to give you step by step guides, I am going to show you real top ranking pages, and break them down so you can see EXACTLY how they got to be at or near the top.

And if you think I'm only going to show you how to get top rankings for some obscure phrases that no one searches for, think again.

If you are interested in learning every detail about search engine positioning from someone who has done it every day for 6 years then you owe it to yourself to take a look.  
<http://respondpro.com/track/tracker.cgi?SEG101>

Wishing you success,  
Dave Kelly



## SUBJECTS COVERED IN THE WORLD'S FIRST FREE \$200 MARKETING COURSE

### Table of Contents:

- 1) How to make your site sell NOW!
- 2) How to protect your code from would be thieves
- 3) How one simple little trick can increase your ezine subscriber base instantly
- 4) Building Huge Email Lists
- 5) 10 steps to better sales copy
- 6) Using pop up widows to boost your subscriber base
- 7) A trick to increase your keyword density
- 8) How invisible pixels can benefit you in the search engines
- 9) Why credibility is your best weapon
- 10) How to avoid common web site design mistakes
  
- 11) How to use sig files to generate traffic
- 12) How to use Link Co Ops to boost your search engine ranking
- 13) How to use award sites to your advantage
- 14) How to correctly name your sub pages
- 15) Refer a friend scripts and how they boost traffic
- 16) Newsletters, Ezines, and Profits, OH MY!
- 17) Toll Free Telephone Numbers
- 18) Are you still using FFA's?
- 19) How testimonials are worth their weight in gold
- 20) How to hide your URL's
  
- 21) Are you losing a TON of potential earnings
- 22) Are you suffering from graphic overload?
- 23) Are you a salesman or a marketer?
- 24) Advertise in major newspapers for pennies per ad
- 25) The Ultimate reciprocal link generator
- 26) How you can get 50,000 FREE banner impressions
- 27) How customer service alone can boost your sales
- 28) Why you should always use plurals in the search engines
- 29) The frames page killer
- 30) How to unkill your frames pages
  
- 31) The secret to using Goto.com
- 32) Do you understand the "Comment Line"?
- 33) The single biggest mistake made by affiliate and associate program members
- 34) Lower your prices to increase sales? Guess again.
- 35) Choosing The Right Domain Name
- 36) You've got them, now keep them

- 37) Are you a good navigator?
- 38) Bells and whistles oh my
- 39) Online merchant accounts and why you need them
- 40) What do your customers really want?
- 41) No hassles refunds
- 42) Make your affiliate program stand out from the crowd
- 43) A simple little trick that can increase your sales 10-30%
- 44) Your own words can be your testimonial
- 45) Are you trashing valuable email?
- 46) Sell to your list
- 47) Announce your Ezine everywhere
- 48) An interactive web site is a web site that sells
- 49) Is this a free E-Book?
- 50) Reciprocal links? Just ask for them
  
- 51) A personal audio greeting for your customers
- 52) The power of an interview
- 53) What is the best information to sell
- 54) What Goto (Overture) doesn't want you to know.
- 55) One day sales
- 56) Are you using autoresponders
- 57) Master your headline
- 58) What is your most valuable business asset?
- 59) How to products
- 60) Understanding Meta Tags
  
- 61) Add items to your order form
- 62) The secret to double the response to your autoresponder messages
- 63) Your own unique 404 page
- 64) Translate your Web site into languages other than English
- 65) Viral marketing
- 66) Bad links or broken links?
- 67) Follow up after the purchase
- 68) Proofreading
- 69) So you want to make a million dollars?
- 70) Watch your background images
  
- 71) Web Fonts
- 72) I made \$50,000 last month! Yea right.
- 73) Counter or no counter
- 74) Privacy Policy
- 75) Trial Downloads
- 76) Contests to boost subscribers
- 77) Who are you?
- 78) Your TITLE tag
- 79) Yahoo

- 80) Formatting your ezine
  
- 81) Lucky 7's
- 82) Secure servers
- 83) The power of the PS
- 84) Make them turn the pages
- 85) News ticker
- 86) Put it in writing
- 87) To the point
- 88) Tick Tick Tock
- 89) Break it up
- 90) Bullets
  
- 91) Make it personal
- 92) Are you're classified ads all wrong?
- 93) Progressive pricing
- 94) Human Click
- 95) 10% deliver 90% of the results
- 96) Put your articles online
- 97) Search engine limits
- 98) Misspelled words
- 99) Personalize your email
- 100) The big headline
- 101) A lifetime customer

TIP #1:

### How to make your site sell NOW!

This is a tip that can greatly increase your sales conversion ratio by getting your visitors to BUY NOW. Simply, it adds a date to any text on your page that you can use to place a deadline for purchase. A deadline has been proven in some cases to double the response rate. Most purchases are made on impulse, this just helps things along.

HERE IS THE CODE:

```
<SCRIPT>
var mydate=new Date()
var year=mydate.getYear()
if (year < 1000)
year+=1900
var day=mydate.getDay()
var month=mydate.getMonth()
var daym=mydate.getDate()
if (daym<10)
daym="0"+daym
var dayarray=new
Array("Sunday","Monday","Tuesday","Wednesday","Thursday","Friday","Saturday")
var montharray=new Array("January","February","March","April","May","June","July",
"August","September","October","November","December")
document.write(""+montharray[month]+" "+daym+"")
</SCRIPT> The year goes here.
```

TIP #2:

### How to protect your code from would be thieves

This is a tip that can stop others from stealing your source code by rendering the right click/view source option on their browser useless.

HERE IS THE CODE:

```
<script language="JavaScript">
function click() {if (event.button==2) {alert('PLACE YOUR TEXT HERE.')}}
document.onmousedown=click</script>
```

TIP #3:

### How one simple little trick can increase your ezine subscriber base instantly

Here is a tip that can greatly increase your e-zine subscriber base. When you create your subscription form, just add this code into your document. Make certain you name the form 'mailer' without the quotes. Also make certain the forms edit field that the visitor types their email address into is named 'email' without the quotes. Now whenever the page loads, the cursor will be in the box asking for the visitors email address.

HERE IS THE CODE:

```
ONLOAD="document.mailer.email.focus();
```

TIP #4:

### Building Huge Email Lists

One of the biggest problems facing those of you just starting your newsletter or ezine is getting enough subscribers to make it worth your while.

Well, if you've ever wondered how a lot of the bigger ezines got those huge lists, the answer is simple. They bought them. There are some great services out there that will get the subscribers for you. One of them that I use is [worldwidelists](http://worldwidelists.com). You can determine how much you want to pay per subscriber, rates can vary from 15 cents per subscriber up to over 30 cents per subscriber. I recommend paying 15 cents per subscriber and having the check box to your ezine pre checked. You also want to make sure you use the double opt in feature. This guarantees the subscribers have actually requested to receive your ezine. I average about 30-60 new subscribers each and every day using Worldwidelists. It's a great way to build a substantial ezine subscriber base in a short time. Make sure that when you send out your confirmation to your new subscribers you mention that they signed up at worldwidelists.com. Also make sure you get the first issue out to them quick. It's a great idea to put a few back issues on an autoresponder so the new subscribers can get a quick feel for your newsletter and will cut down on the unsubscribes. I've found the quality of subscribers from services such as this to be only marginally less effective than if someone came to your web site and subscribed. You've always wondered how the big lists get so many subscribers. This is one of the ways.

TIP #5:

### 10 Steps To Better Sales Copy

You've worked so hard getting that much elusive traffic to your site. You've taken out a few ezine ads that have returned a good number of clickthroughs, you're getting some

traffic from the major search engines, and still you wonder why your cash register isn't jumping. You know you've got a good product or service. What's the problem?

Well it might be the sales copy on your web site.

Far too often I see the same mistakes on web site after web site. Let's take a look at 10 points of writing good copy and see how many of these you have incorporated into your own site copy.

1) **ATTENTION:** You **MUST** grab the visitor's attention immediately with your headline. You've got about 2 seconds to get their interest or they are gone. How many web sites have you seen that start out with a phrase such as "Thank you for visiting my web site. Here you will find some great products" BLAH BLAH BLAH. Bye bye visitor.

The headline of your site must pull the visitor in, make them want to learn more. I'm not going to give you sample headlines as that is not the purpose of this article, but if you don't have a killer headline, the rest becomes somewhat irrelevant.

2) **INTEREST:** Once you've managed to convince the always skeptical visitor that they need to keep reading with your great headline, you need to start building overall interest in your product or service, how will the potential customer benefit from your product or service. Never **EVER** start talking about yourself, you must focus on the benefits your product can provide to the visitor.

3) **BUILDUP and CREDIBILITY:** So far so good, you haven't lost them yet. Now comes the tough part. Up to this point you've lured them in with some great writing, but now you have to start backing up your claims. This is where you need to throw in some testimonials. Any testimonial you use must be 100% authentic.

4) **PROVE YOUR CREDIBILITY:** I recommend you always use the person's real name, city and state in the testimonial.

Testimonials that simply use someone's initials are always looked at with a skeptical eye, and you know why, no one really knows whether they are real or bogus. Ask the person giving the testimonial if it is OK to use one of their real email addresses in the testimonial. This way people know they can contact this person to verify the authenticity of the testimonial. I have given a number of testimonials through the years and always allow my email address to be used. I have also received a number of inquiries from people wanting to verify if my testimonial was real. It was, and a few of them also became **MY** customers.

5) **BELIEVABILITY BUILDERS:** Make certain at this point you offer a no hassle guarantee. A Strong guarantee does not increase refunds, it reduces them. Make the potential customer know that you stand 100% behind what you sell and if they have a problem or are dissatisfied in any way, you are there to help them.

Don't make them have to hunt around for email addresses or phone numbers. A simple, "if you ever have any problems you can just pick up the phone and call me at 555-555-1212"

Don't make financial claims you can't backup. If you are going to brag about how much money you have earned, you better have copies of notarized bank statements on your site showing EXACTLY how much you made. If you haven't made \$500 per day selling a given product, don't say you have. It's just not believable. 6) SCARCITY: The limited time offer has been working wonders for years and using it on a web site is no different. Telling the visitor that when the product or special price is gone, it is gone, tends to build a sense of urgency. If they don't act now they may lose out. They may not lose out, but you need to convince the always skeptical buyer that if they don't act now, your great offer will be history.

7) ACTION: Quite simply, make it easy for the visitor to order now. ie; Call this number to order now: or, Just **CLICK HERE** to go to our secure order page.

Don't make the visitor jump through hoops or have to look all over your site for a place to make an order.

8) THE WARNING: Learn to play on the visitors fears and emotions. Use a simple statement like this:

"Listen, you can go on making no money for the next 20 years, It doesn't matter to me, but if you're serious about changing your life, all it takes is one simple phone call and you'll be on your way to a new beginning."

You are touching an emotional flash point. If they've gotten this far into your sales letter, you obviously have their interest, so hitting those emotional buttons can be the one thing that makes that sale.

9) NOW: This is building off the emotional buttons you pressed in #8. You need to again drive home the urgency. Convince them they owe it to themselves, that they don't have to struggle anymore, that there is a better way etc. This is pretty much the icing on the cake.

10) THE POSTSCRIPT: Always end with a PS. You can restate #6, while rewording it differently, remind them this is a limited offer. You can also use the PS to throw in added bonuses by stating that if they act now you will throw in this bonus, or that bonus. You start piling on.

If you've followed these 10 points you pretty much have the outline of how some of the best copy writers in the world construct copy that has turned ordinary people into millionaires.

Remember that getting the visitor to your website is just the start. Once they are there you better know what to do with them.

## TIP #6:

### Using pop up widows to boost your subscriber base

Here is another great way to increase your ezine subscriber base. This javascript code will allow a pup up window to open when your main page loads. Use this popup window to open a window that allows users to subscribe to your Ezine. We have used this technique and found that it increases overall subscriber rates by 20-30%. The only change you need to make in the code is to replace the words yourpagename.htm with the actual name of the page you will use for your pop up window. Another great thing is the pop up window will only open the first time a visitor comes to your site due to the use of a cookie coded within the script.

HERE IS THE CODE:

```
<SCRIPT LANGUAGE="JavaScript">
<!--
function GetCookie(name) {
var arg=name+"=";
var alen=arg.length;
var clen=document.cookie.length;
var i=0;
while (i<clen) {
var j=i+alen;
if (document.cookie.substring(i,j)==arg)
return "here";
i=document.cookie.indexOf(" ",i)+1;
if (i==0) break;
}
return null;
}
var visit=GetCookie("COOKIE1");
if (visit==null){
var expire=new Date();
window.name = "thiswin";
newwin=open("yourpagename.html", "dispwin",
"width=300,height=400,scrollbars=yes,menubar=no");
expire=new Date(expire.getTime()+7776000000);
document.cookie="COOKIE1=here; expires="+expire;
}
// -->
</SCRIPT>
```

TIP #7:

### A trick to increase your keyword density

Everyone is trying to get higher rankings in the search engines. Here's a way you can easily increase your keyword density. It is a tactic often overlooked by many.

Turn your images into keywords: The search engines do not index images. They are useless in helping you get a higher ranking. But there is a way to make them work for you and actually turn them into keywords. You can do this by use of the 'alt' tag. every image on your page should have an 'alt' tag. You have probably seen the results of alt tags on many websites when you move your mouse over an image and you see some text pop up describing the image, it may just be the name of the image. Using your keywords in the 'alt' tag is another accepted way to get your keywords into the body of the page. At the time of this writing only Altavista and Lycos index every word on your page including the 'alt' tags. The others simply ignore the tag.

Here is how an alt tag should look: `<IMG SRC="my image.gif" Alt="make money, business opportunity, cashflow, online marketing, make more money" height=100 width=500>` In many cases this can help improve your search engine ranking, so by all means, take advantage of this technique

TIP #8:

### How invisible pixels can benefit you in the search engines

Here's another great tip you can use to improve your search engine rankings. This is an extension of tip #7.

Invisible pixels: Very few people realize how images are treated by the major search engines. Very few people make use of this technique. The first thing you need to do is create an image so small that it is unable to be seen by anyone. I'm talking about 1 pixel by 1 pixel. Make this single pixel image white or whatever the background color of your page.

Now, remember, the search engines don't see images, but they do see the 'alt' tags in the images. This is a chance to get a lot of your important keyword info into the page through the 'alt' tags. The benefit is that no one will see the images, and the only thing the search engines will see is the text in your 'alt' tags. I wouldn't recommending using too many of these 1 pixel images but placing a few on your page is a perfectly acceptable way to get more keywords onto your page...

Update: Google is now indexing images so if you are going to use the tip I'd suggest making your images the same color as your background and making them larger than 1x1

pixels.

TIP #9:

### Why credibility is your best weapon

Here's a great tip that applies to every online business.

Credibility. It can be the single biggest factor in determining the long term success of your online business yet so few people are able to establish credibility with their business. It's very simple to do. Simply place a bio of yourself or your company on the main page of your website. You don't have to give out too much personal information..but just enough to make the customer feel comfortable purchasing from you. Often placing a picture of yourself on the page also can work wonders.

Here is a real world example of how credibility can drive massive amounts of traffic to your web site. I sell a certain software product online that is fairly competitive. There are a lot of sites that sell this product. One day I noticed I was receiving about 450 hits per hour to the site. I checked my logs and saw that all the traffic was coming from one mainstream media site. It seems this site had reviewed the software I was selling and used my site out of the thousands available as a reference for the product. I emailed the author of the article and asked her why she chose my site and she said it was easy. I was the ONLY site selling this product who provided full contact information and a bio. They could reach me by phone, email, regular mail. It created credibility. All the other sites provided nothing more than an email address and in some cases not even that.. The end result. I ended up getting over 20,000 hits in one week, about 10,000 the second week, and about 5000 the third week, and this was not counting the regular traffic. This resulted in a LOT of sales. Credibility can be so powerful that I can't understand why more people don't give their business the same chance.. My cost: ZERO

Tip #10

### How to avoid common web site design mistakes

Here is a great tip that can help you avoid a very common mistake made by many inexperienced web site designers. This can make a big difference in how professional your site is perceived.

A common mistake made by many when using background images, especially those backgrounds with a colored left spine is that you are often only viewing the page in the screen resolution to which your monitor is set. I've seen page after page where there is a blue spine down the left side, with the center of the page having black text on a white background. The problem arises when you are looking at your page in a screen res of only 800x600 which is the most common screen res used today. While it is the most

common, if you are using a 17" monitor, you should be using 1024x768 screen res, and on a 19" monitor you should be using 1280x1024 screen res. These are the screen res's people with larger monitors use on a day to day basis.

If your background image is only 800 pixels wide, it may look great on your screen, but what you don't see is that the blue spine on the left side will start repeating at pixel 801. On a larger monitor, people see the blue spine about 75% of the way across the screen and your black text is now running through that part of the blue spine making your text unreadable. This primarily occurs on web sites that are using variable width design. In other words the text spacing resizes depending on the resolution of your screen. On websites designed using fixed width tables, this becomes less of an issue. It is very important you check your page in many different screen resolutions.

TIP #11:

### How to use sig files to generate traffic

A 'sig' file is a signature file. It is a few lines of text that is automatically placed at the end of every email you send.

How many of you are not taking advantage of this extremely powerful means of free advertising? If you're not, you should stop what you are doing, open your email program, read the help topics and learn exactly how to create a 'sig' file that will be automatically added to the bottom of every email you send.

Your sig line should be as short as possible yet giving enough information to attract someone's curiosity. Here is an example of a sig line.

The Worlds First Free \$200 Marketing Course  
<http://arundel.net/101secrets.zip>

Every email that we send could have this sig at the bottom of each email. If you receive as much email as we do and therefore send a lot of replies, you'd be amazed at how this simple little tip can boost your web site traffic.

Signature files are very simple, take about 5 minutes to create and zero time to use as virtually all of the current email programs can automate the placing of your sig line into your email. This one is a no brainer. DO IT!

TIP #12:

### What Is Link Popularity And Why Is It Important?

Link popularity is simply the number of incoming links to your site. If for example I placed a link from the main sales page of this site to your site, that would be a link that search engines would see as an incoming link.

Link popularity is growing more important with each passing day. In fact link popularity alone can earn you a top ranking on Google as it is one of the most important factors in their ranking algorithm. It IS possible to get good rankings without a lot of link popularity but the more competitive the keyword, the tougher it becomes especially on Google.

Link popularity will help you in the other major search engines as well though none seem to place quite the weight on link popularity as does Google.

The number of links pointing back to your site can have 2 major benefits. One is the obvious boost in the search engines but at the same time you can increase traffic from having links on other sites.

Not all links are created equal. Just having thousands of irrelevant links will not be as helpful as having a handful of high quality links in some search engines like Google, while other search engines like Inktomi which feeds engines like Hotbot, MSN search, IWon etc, seems to be more concerned with pure numbers. So any link is better than none at all, but getting high quality links is still by far the better choice. If you sell lawn mowers, a link from another site selling lawn mowers may carry more weight than a link from a site selling bay clothes.

Keep in mind that each search engine determines the number of links pointing to your site from it's own database, no 2 search engines will return the same number of links. It all depends on how many of the OTHER sites linking to you are indexed in any given search engine.

TIP #13:

### How to use award sites to your advantage

Do you want to know a little trick that some I know are using to attract over half a million visitors per year to their web sites?

And the best part is it will cost you NOTHING. How's that for a good deal.

Wouldn't it be great if you could get as many web sites as you want to gladly and permanently display a link to your site?

What is the one thing all people desire? Fame, Wealth? OK, maybe, How about recognition. Everyone likes to be recognized for doing something well.

Here's how you can do it. You simply offer a free web site award program. Look at it this way. If 100 other sites had your award on their pages and each one of those sites gets only 10,000 visitors per year, that's a potential of 1 million people that will potentially see your award, graphic and link.

Anyone can do this. There are no qualifications required at all. You don't have to be a professional web site designer, or an expert at anything really. You simply judge a site according to your own rules and criteria that you set forth in your award application form.

Here's what you need to do:

The first thing is to design your award graphic, one that is visually appealing and promotes your site or business. You want to try and keep the graphic to about 10KB and no larger than say, 200x150 pixels. make sure you save it as a .gif or .jpg.

No here's a trick that can really boost the response of your award graphic. **PUT YOUR PICTURE ON THE AWARD.**

You're asking why no doubt. Here's why. Personalization. People respond better to something that makes you seem 'human'. The web is so sterile that anything you can do to bring yourself to life will work in your favor, **BIG TIME.**

Now that you have created a killer award graphic, go to focus associates <http://www.awardsites.com/introduction.htm>  
This is the #1 site for listing sites that offer awards.

Anyone who is after an award visits this site. Simply submit your award graphic and your award criteria. In a short period of time Focus will visit your site's award application page and will give your award a rating. They will place a description of your award criteria and your rating on their site.

The next thing you must do, is construct your award application page, where visitors can see exactly what your criteria is for receiving the award. Make sure you create a form so they can fill in all their details.

Before you know it, your mailbox will be filled with people wanting to win your award. I know people who receive about 10 or 15 applications per week. That's over 600 per year.

Make sure you visit each of their web sites and determine if it meets your criteria, if it does, email the web master telling him that he or she has won your award. **DO NOT** attach your award graphic to the email, make them come to your site to retrieve it.

The most important part of your award is to make certain the award is **LINKED BACKED TO YOUR SITE.** If you don't so this, everything else has been in vain. This is what brings you the traffic.

As simple as this sounds, it really does work. It's something anyone can do, it costs nothing more than a few hours of your time.

The key to making awards work for you is not from winning them, but from giving your own award to others.

Try it, you might be surprised at the results..

TIP #14:

### How to correctly name your sub pages

Here's another tip that can benefit you with the search engines. Whenever you have a sub page, make sure that the page name contains an important keyword for the page.

In other words if your domain is <http://www.yourdomain.com> and you have a sub page whose topic deals with lawn mower repair, name the new page something like, 'how to repair lawn mowers. The link would look like this:

[http://www.yourdomain.com/how\\_to\\_repair\\_lawn\\_mowers.html](http://www.yourdomain.com/how_to_repair_lawn_mowers.html)

See how you have incorporated what may be your most important keyword phase into the title of actual URL. This can play a major factor in search engine rankings.

Every sub page on your web site should be named this way.

TIP #15:

### Refer a friend scripts and how they boost traffic

Here's a great tip that applies to every site. And is free to setup. It requires only a minimal knowledge of how cgi scripting works.

Every site should have a recommend a friend script installed on their main page or even on every page. You'd be surprised how this type of viral marketing can boost your traffic.

Simply, if someone comes to your site and finds something worthwhile, there is a good chance they may have several friends who they feel would also enjoy your site and find your information useful.

Before you know it, that one visitor has referred 8 friends, 3 of whom may visit your site, 2 of whom may refer 8 other friends each, and so on. There is zero cost involved in this

type of marketing and it works. As long as you have something people actually want or need.

You can get the recommend a friend script we use at this site FREE at <http://www.bignosebird.com>

TIP #16

### Newsletters, Ezines, and Profits, OH MY!

You hear it all the time from top marketers. Create your own ezine, advertise in ezines and newsletters. Submit articles to ezines.

Yet it never ceases to amaze me how few people actually take this advice. And those that do, often are doing it completely wrong, and give up without ever really giving themselves a fighting chance.

Sure it helps to have your own unique product or service to market, but you can do quite well in ezines marketing an affiliate program EVEN if there are a lot of other people marketing the same product.

The key? Your ad. It must stand out from the rest. You know those generic ads many affiliate programs provide you when you join? If you want a sure path to failure, use them. If you want to succeed, start writing your own.

Never try and sell a product from a short ad. Your ad has to be a lure to get the potential customer to your web site or autoresponder where your sales letter can do the work.

But the real points I wanted to discuss here don't have a lot to with the actual writing of the ad, it's what to do with that ad.

Everyone is always asking, "where can I advertise"? Do you know there are thousands of ezines out there literally BEGGING for your ads, or your articles?

I'm going to be blunt about this. If you refuse to spend any money, you are not going to make any money. But the good news is you can be on a very tight budget and still reach thousands of potential customers per week.

One of the first things you need is a great source of information for ezine resources. Once again, you get what you pay for.

My personal favorite is Jerome Chapmans' Top Ezine Ads.  
[http://www.roibot.com/w.cgi?R2391\\_MGTEZ](http://www.roibot.com/w.cgi?R2391_MGTEZ)

Jerome charges \$47 for one year membership and \$67 for a lifetime membership. The ezine directory alone is worth the price of admission but he has numerous other resources as well.

One of the most common mistakes people make is to look for ezines with the largest subscriber bases. It's not hard to find a lot of good ezines with 20,000 or even some with 100,000 subscribers. For the most part, avoid these. 2 reasons. 1) the cost is prohibitive for advertising, and 2) you will get MORE response with smaller ezines. That's right, I've had 5 and 10x more clickthroughs from ezines with 3000 subscribers than I have had with some with 30,000 subscribers.

You will be absolutely amazed at how many quality ezines will offer advertising for \$5 per ad. Some as low as \$10 for top sponsor ads.

Personally solo ads are my preference but these tend to cost more. You can do very well with low cost 5 line ads.

What's more, I am going to give you a few of my personal favorites that I have had great success with, and the best part is they are not expensive.

My number 1 recommendation is Teresa Williams' Promotelinks News.

<http://topbiznews.com/>

Teresa has appx 17,000 subscribers, and her list is very well maintained. It is a quality list. The best news is you can get a single 5 line ad for as little as \$20.

Another excellent choice is Kris Stringhams True Profits. Kris has about 13,000 subscribers and offers top sponsor ads for as little as \$75. Again it's a quality list and delivers results.

<http://trueprofits.com/>

Personally, I keep returning to both of the ezines time and time again because they work and don't cost a fortune. If you placed a regular ad in Promote Links and a top sponsor ad in True Profits once a month, you are reaching over 30,000 subscribers, and spending less than \$100.

You could run a different ad every week in Promote Links and spend only \$80 per month. This is an advertising bargain.

I am not receiving 1 penny for recommending these ezines. I am recommending them because they work and I'm always getting asked what ezines actually deliver.

Now there's an even less expensive option that can work wonders. How many have heard of a company called 2 Bucks an ad?

[http://www.roibot.com/w.cgi?R2391\\_MG2B](http://www.roibot.com/w.cgi?R2391_MG2B)

This company has a huge list of newer ezines that are begging for subscribers and advertisers. For \$10, that's right \$10, you can place your ad in multiple ezines with subscriber bases totaling 15,000-20,000 subscribers.

They do require that you subscribe to each of the ezines, but that is how they keep the pricing so low.

They even offer an add on that costs \$5 that allows you to place your ad in an additional 20 or 30 very new ezines that combined may total several thousand subscribers.

We're talking \$10-\$15 to reach thousands of true opt in subscribers. This is budget advertising at it's best.

Don't let anyone tell you otherwise. Ezine Ads WORK.

If you spend \$20 on an ad and make \$60, that is SUCCESS! That is a 200% return on your investment. A 200% ROI can make you a lot of money.

If you are serious about making even 'some' money online, ezine advertising is THE place to start. It is not expensive and can return many times in profits what the ads cost you.

During the first 2 months of your ezine advertising program, I would suggest re investing 75% of your profits back into more advertising. Once you see how effective this type of marketing can be, you'll wonder why it took you so long to get started.

TIP #17:

### **Toll Free Telephone Numbers**

Here's a tip that can be worth it's weight in gold. Consider getting a toll free number. If you are dead serious about making money online, a toll free number is a great way to boost sales. It doesn't really matter what you are selling, even if you are promoting an MLM, it can offer a great way for you to stay in touch with your downline and separates you from everyone else. Be careful though, if you are only making \$25 a month with a business that is just a hobby, don't run up a monthly phone bill that exceeds your earnings. Having said that, my 800 number costs about \$50-\$70 per month depending on call volume and earns me about 50-100x that amount in new accounts each month. It really does increase your response.

TIP #18

### **Are You Still Using FFA's?**

Here's a direct question to all of you. How many of you are still trying to market your product or service using FFA link sites? I don't need to explain what FFA's links sites are, It's pretty safe to say that if you don't know, you probably aren't using them.

FFA link sites are still very popular. There are literally thousands if not hundreds of thousands of FFA sites set up all over the web, and millions of posts per day on all of these sites. With this type of traffic you would think that it would be a good place to market your product or services right? WRONG.

Let's cover a couple reasons why. First and most important, the traffic is all one way. What I mean is that while these sites are always claiming to be high traffic sites, virtually ALL of their traffic is generated from automated submission programs like FFA Blaster that post thousands of messages at a time to thousands of FFA sites. Sure, the hit counters of these sites might say they are high traffic, but hits do not equal eyeballs. If the only traffic going to a site is from automated submission programs, who is actually reading the posts? The answer is easy. No one is reading the posts.

Recently I ran a test by posting an ad for a product that we sell that gets a legitimate 6000 visitors a month to it's web site. This site has a sales conversion ratio of about 7.5% which means approximately 7.5% of those 6000 visitors per month purchase the product. We know this product sells, it has a long track record, and we know the site gets traffic.

We posted this particular ad to approximately 1 million FFA sites over a period of a week or so.

Are you curious how many actual hits we received. Are you ready. We received 1 hit. That's ONE, not one hundred or one thousand but ONE.

I've talked to some people who say they do get traffic from FFA link sites, but the one big mistake they make is they do not track their ads. We actually received 37 hits from the FFA sites, but 36 of them were from link verification systems in place on the link sites.

Many people see these hits and think they are real visitors, they are not. It is just the FFA site verifying your link.

There is another major problem with posting to FFA's, and let's for the sake of argument say that you really did get some real traffic from these posts. Traffic from FFA sites will likely be very low yield. In other words these people are far less likely to buy anything and are usually freebie seekers. As the price point of your product or service increases, they are even less likely to buy. The product I mentioned that we tested above is a very low priced item. if I was selling something costing \$100 or more, there just isn't going to be any sales made.

Ask yourself this. How often do you actually buy something from a link on an FFA site?

The bottom line, if you are using FFA's to market your product or service and are wondering why you aren't making any sales, now you know why.

If you are one of the few who actually makes sales from FFA's, and gets real traffic and can prove it, I'd love to hear from you.

For most of you, it's time to consider other options for your marketing and advertising needs.

TIP #19:

### How testimonials are worth their weight in gold

I'm sure you've seen web site after web site filled with glowing testimonials from customers. You probably wonder how you can get a great testimonial for your web site.

It's very easy. ASK FOR THEM. Don't be afraid to contact your customers and ask them if they can write a few sentences describing their experiences with your business. If your business is legitimate, and actually provides a product or service that people need or want, getting these testimonials is quite easy.

In the vast majority of cases, the testimonials you see are from real people. The ones I would be skeptical of are the ones that only use initials and provide no email contact or web site address.

If you feel that you won't be able to get any testimonials, that should be the key indicator to seriously reconsider what you are marketing. If you can't find one person willing to put in writing some way that your product or service actually benefited them, I suggest you focus your business efforts elsewhere.

TIP #20

### How to hide your URL's

Here's one of the most useful tips you will find. I'm certain many of you are marketing affiliate programs. Would you like to hide the actual URL and make it say whatever you want in the surfer's browser status bar?

Just add this code, changing the text that needs to be changed. Change 'Text on bottom of browser' to whatever you like and also change 'What the link says on your website' to whatever you like.

Here's the code:

<a href="http://www.REALURL.com" target="\_self" onmouseover="window.status='Text on bottom of browser'; return true" onmouseout="window.status=''"><b>What the link says on your website</b></a>

TIP #21:

### Are you losing a TON of potential earnings?

We've all seen them, membership sites, secret sites, vaults. Call them whatever you want, the basic philosophy behind them is the same. You pay a set fee and are given access to a password protected site containing specific information for members only.

I'm sure some of you have even considered starting such a site yourself, and perhaps even a few of you have. Well, if you are, make sure you read this before making a mistake that could cost you thousands.

Almost every membership site I've seen or personally joined through the years makes the same mistake, and it has nothing to do with the content offered.

No. It has to do with the way they bill the people who join their sites.

How many times have you been to these sites and seen ad copy touting lifetime access for \$99, \$69, or \$59? I'm guessing you've seen enough of them to know what I'm referring to.

While at first glance there doesn't appear to be anything wrong with this pricing model, let's look a little deeper and see where the HUGE mistake comes into play.

Let's say that for the sake of this discussion you had 100 paying customers, and you charged \$97 for lifetime access to your secret members only site that is filled with tons of great information.

You've spent 6 months building the site and you know it's worth it. Let's say over the course 3 months you sign up 100 paid members. At \$97 per membership you have earned your self a nice little sum of \$9700. Sounds pretty good doesn't it. I'm pretty certain that an extra \$9700 in your pockets this year would come in quite handy.

But let's look at the flaw in this pricing model. First of all, the real money to be made is in the form of monthly recurring payments. You're probably saying no one will pay \$97 a month for membership to your site, and maybe you're correct, but think about this. How many people would pay \$19.95 for a membership into your site?

The answer is probably far in excess of the 100 paid members you would get charging \$97 as a one time fee.

The key is that you charge the members \$19.95 PER MONTH for membership into your site.

I can tell you with absolute certainty that it is a lot easier to get someone to pay \$19.95 per month for a year than it is to get them to pay \$97 once.

Using those same 100 subscribers, this works out to \$23,940 per year. That's more than double what you can earn charging the much higher one time fee of \$97.

But you're probably saying that some people will cancel before the 12 months is up. Sure they will. But we are conditioned to think in terms of monthly payments. Car payments, mortgages, Utility bills, phone bills, etc. Spending \$19.95 per month has a very different impact on our thought process than does paying \$97 once. \$19.95 per month for a year seems less than \$97 up front. It's not, but our minds tell us something different. It's just the way we have been conditioned to think for the most part. For every member you lose, you are likely to gain 2 new ones.

Of course having a monthly membership site that uses recurring billing does require that you constantly add new and fresh material for your members, but if you are serious about what you do, that should be the easy part.

Using a monthly recurring billing system with a low monthly fee is likely to generate many more subscribers than you would get using a fixed higher pricing model.

With recurring billing your income is somewhat guaranteed from month to month. Sure, there will be variables, but as a rule, your earnings will likely rise each month whereas with fixed billing if you sold 100 memberships and never made another sale, you would never earn more than the original \$9700.

Using a recurring billing system, if you were able to keep a steady membership of at least 100 paying subscribers at \$19.95 per month, you would be earning \$23,940 every year.

Do you see the enormous difference in earnings potential. If you are even considering a paid site of any type, please consider using monthly recurring billing. Your paid memberships will grow faster and your long term income from the project can be many times that of a fixed billing system.

As for setting up a recurring billing system, consider using Ibill, (The Internet Billing Company) Their system is set up to allow recurring billing and it makes it all very seamless. No need to apply for a merchant account or worry about manually rebilling your members every month.

TIP #22:

Are you suffering from graphic overload?

A common mistake made by first time web site designers is the overuse of slow loading graphics and graphics in general. A slow loading page will likely result in people leaving your site before the page has even finished loading.

If you are just designing a personal page, and want to show the summer vacation photos, fine, but leave the graphics on your business page to a bare minimum.

Graphics don't sell anything. Words and information is what sells. If you are serious about your online business it could be very cost effective to hire a professional to do the design work for you or at the very least try and consult with some people who know what they are doing.

TIP #23

### Are You a Salesman Or a Marketer?

Do you realize that there is a big difference in being a salesman and being a marketer?

Virtually everyone selling something online calls themselves a marketer. Most are in reality salesman. what's the difference?

A salesman tries his best to get people to want something he is selling and then purchase it.

A marketer is someone who determines what the people want, then finds or develops an appropriate product or service to sell to them.

Do you see the difference? I'm willing to bet that a lot of you are salesman and didn't even know it. There's nothing wrong with being a salesman but it is a lot more difficult to sell something that you want people to buy than it is to sell something to people that they actually want.

The salesman finds his product, and tries to sell it. He rarely tests his product or takes any time to find out if the people are actually interested. The salesman usually starts selling his product with great expectations often unknowingly his fate is already determined as there may not be much of a demand for what he or she is selling.

The marketer tests his product first, he asks his customers what they want, then gives it to them. It is very easy to do. How? One of the easiest ways is to simply ask your customers. Put a form on one of your web sites and ask the visitors what new products or services they are looking for. What products would they buy. What products they need. You'd be surprised how easy it is to fill a void in the marketplace. Use a survey, a poll, there are countless different methods to find out what the people want and need.

So it comes down to a simple question. Do you want to be a salesman or a marketer. Understanding the difference is the first step in making that decision. The answer seems pretty obvious doesn't it?

TIP #24:

### Advertise in major newspapers for pennies per ad

With all the emphasis on online marketing, most of you are probably forgetting one of the most powerful means of advertising available.

I'm talking about classified advertising in newspapers. Most of you are aware of what you have to do to place an ad in a daily or weekly newspaper, but did you know there are companies that will place your ad in literally hundreds of papers with circulation's in the millions for pennies per ad? Instead of paying the ridiculously high ad rates newspapers charge for a single classified, you can get that very same ad placed in hundreds of newspapers for pennies. Usually about \$0.20-\$0.30 per ad.

Another good thing is that many of these newspapers will accept business opportunity ads. Below I will list several companies you can contact or visit their web sites and see the prices of their advertising packages. Let me tell you, one ad that draws a response rate of .05%, that's 1/2 of 1 percent, on a circulation of 4 million can bring in \$10,000-\$20,000 in a very short period of time. Your cost for this type of ad. About \$250-\$450. These companies also offer less expensive packages if you just want to test an ad. But this type of advertising works. You can post your URL in the ad and still sell from your website.

Maybe you've never given much thought to this type of advertising related to your online business. Maybe none of your affiliate programs ever discussed this with you. Maybe they just don't know about it. But now you have a very powerful means of getting your message out that can earn substantial profit on your investment.

Here are some fine companies you can contact to see what kind of advertising packages they offer.

Nationwide Classifieds

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

Discount National Newspaper Advertising

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

You can also find great packages through state or regional press associations. Each state or region has press associations which consist of a group of newspapers. You can do a search at any search engine for 'press association' and find this information. Many will even help you with your ad.

TIP #25

### The Ultimate reciprocal link generator

Here is another great tip that you can use to build links back to your site. As usual, you can get this program for free!

The name of this great program is Zeus

What Zeus does is spiders websites and looks for certain keywords related to your site and when it finds them it stores and identifies them as theme sites. It then creates your own search engine, well sort of a search engine directly on your site with listings that will appear much as a listing on Alta Vista may look. The thing is, Zeus will categorize and upload these theme sites it has found and also arrange to send an email out to the other site owners telling them that you have listed their site in your directory. If they agree to give you a reciprocal link, they get a priority listing in your directory. These reciprocal links in similar type web sites can generate an enormous amount of traffic for you. Possibly even more than a top search engine ranking. The program does require a little time to learn but it is well worth it.

The free version of Zeus is very powerful and the free version is what you will see in the demo. There is a pay version but you can use the free version forever and achieve results that should be equal to the pay version.

If you're looking for a new way to generate traffic to your site you owe it to yourself to at least download the program and give it a look. It is one of those essential tools that every serious online marketer should be using. Why? Because it works. here is the URL to the Zeus website <http://www.cyber-robotics.com/index.htm>

TIP #26:

### How you can get 50,000 FREE banner impressions

You are probably familiar with banner exchange programs. But are you aware that many exchanges will give you a certain amount of FREE impressions just for joining up. This is another No Cost way to generate traffic to your web site.

Banner Exchange programs are often a very effective means of getting traffic to your website. Most banner exchanges operate on a 2:1 principle. For every 2 banners you display on your site, they display 1 of your banners on someone else's site. The better banner exchange programs allow you to target who will see your banner. If you have a

site that gets a decent amount of traffic, it is quite easy to join several banner exchange programs that will enable you to get 500-1000 impressions per day for FREE!

Here are some of the better Banner Exchange Programs followed by a list of some other exchange programs that will give you free impressions just for signing up!

These are just a few examples. I'm sure you can find many more by searching for free banner exchanges in the major search engines.

[EIS Banner Exchange](#)  
[Smart Clicks](#)

[Impressionz](#)- 1000 Free Impressions  
[Banner Barter](#) - 7500 Free Impressions  
[LinkHut](#)- 2000 Free Impressions  
[CyberMontana](#) - 500 Free Impressions  
[Market-Tek](#) - 300 Free Banner Impressions  
[WMN](#) - 1000 Free Impressions  
[ClickIt](#)- 500 Free Impressions  
[LinkBuddies](#) - 500 Free Impressions  
[Banner Town](#) - 25,000 Free Impressions

TIP #27:

### How customer service alone can boost your sales

Here's a tip related to customer service that can play an important part in your overall success

Have you ever considered that your customer service may be the best form of free advertising you can get? How you respond to a customer's problems, complaints, or requests for information can have a huge impact. Do you often wait hours if not days to respond to an e-mailed request from a customer or even a potential customer? This is so common with online businesses today, that just by answering your e-mail in a timely manner, can have great benefits. The benefit is a very simple one to figure out. If you give exceptional customer service, it is quite likely that this person or customer will tell someone else, whether it be by word of mouth, or by posting a message in an online forum. What may start out as this one person simply having something good to say about your customer service, can snowball and multiply very rapidly. Before too long you may have good things written about your service on many different forums. It doesn't really matter what product or service you are selling or marketing. A good product with poor customer service may get you some immediate sales but will not have any long-term success.

TIP #28:

### Why you should always use plurals on your web pages

Here's a very simple little tip related to search engine placement. Whenever possible, always make your keywords on your web page plural. On most search engines, if someone searches for the term 'toy', toy and toys are the same, so having 'toys' in your meta keyword tag will match either term, however, if the person searches for the term 'toys', and your meta keyword tag uses 'toy' it will only return matches for the word toy, so you can see the advantage of using plurals.

TIP #29:

### The frames page killer

Here is another site design tip that is directly related to search engine positioning.

The search engines do not like frames pages. Most search engines do not support them and will not index them. If it is at all possible, avoid using frames pages at all costs.

If you must use frames in your site design there is a way to get the page indexed although most people never use it and the end result is the page never gets indexed.

Please read tip 30 to see how to get your frames page indexed.

Tip #30

### How to unkill your frames pages

If for some reason you decide or must use frames in your site design, there is only one way to get your page indexed with the search engines. Most people never use this method and end up not getting their pages listed.

After your frameset tags you need to add

```
<NOFRAMES>
```

```
<BODY>
```

And then place your optimized content within the no frames tag. No one will ever see this content but the search engines will index the NOFRAMES tag. This is how you can get your frames pages indexed.

TIP #31:

### The secret to using Overture.com

The biggest difference that separates Overture from other search engines is that you can bid on certain search words or phrases. You only pay based on how many times your link is clicked when someone searches for a particular word on which you have made a bid. This is the ultimate in targeted advertising. You are setting the price you are willing to pay to get a customer to your website. Chances are, anyone who clicks on your link has an interest in what your site is offering.

Another great feature of Overture is the ability to see how often a certain word or phrase is searched in a given month. This is a great way to help identify keywords that are important to your site. Often you will see keywords listed that you never would have thought of using. You can find how often words are searched by going to

[http://inventory.overture.com/inventory/Search\\_Suggestion.jhtml](http://inventory.overture.com/inventory/Search_Suggestion.jhtml)

Here's how it works:

Type in the phrase 'home business opportunity' without the quotes. You'll see how many times the phrase was searched for the most recent month in which they have available data.

Now, type [overture.com](http://overture.com) into your browser and enter 'home business opportunity' without the quotes as your search term. You will see what each person is paying to receive traffic for this keyword. Every time someone clicks on his link from that search, it costs the owner of that link whatever price they have bid.

There's a trick to getting cost effective advertising at Overture.

Here's the secret. Go to the the page I listed above that lets you see how many times a keyword or phrases were searched. Type in your keyword. You will get a list showing that term and possibly a few hundred related search terms. Print this page and keep it. Repeat this process for all your important keywords. You'll immediately notice that the top keywords have a lot of searches per month and the total numbers drop off quickly from the thousands to the hundreds and all the way down to words that may only get 8 or 9 searches per month.

Now here's the part you need to understand to get low cost targeted traffic to your website using Overture. Don't start at the top of the list. Start at the end. Print the page. Place a check by every possible keyword that applies to your site starting with those that are searched 5 or 6 times per month and working your way back up the list. In most cases

you won't even consider bidding on the top search terms as they will cost you a fortune. The key is that you can find hundreds if not thousands of individual search terms that while individually may only be searched 5-10 times per month, but if you multiply that by 200 search terms you are seeing total searches that equal between 1000-2000 per month.

Now here's why this works. Quite often you can get a #1 or at the very least, a page 1 top 5 ranking for almost ALL these keywords for \$0.05. \$0.05 is the Overture minimum bid. Let's put it another way. If you want to buy 2000 clicks in a month at Overture using the home word home business opportunity, for a top ranking, those 2000 clicks would currently cost you \$2000+. Does this sound cost effective?

You can get those same 2000 clicks using multiple words that are related to 'business opportunity' for a lot less. Let's say you were paying \$0.07 per click for 200 keywords, each of which gets 10 searches a month. 0.07 per click will still get you the top ranking for many of these keywords. The end result, those same 2000 clicks to your site have cost you \$140. You decide. You can spend over \$2000 or accomplish the exact same result for \$100+. This is the key to using pay per click search engines.

TIP #32:

### Do you understand the "Comment Line"?

Sticking to the topic of search engines, here's a tip that while not really effective anymore on the major search engines may still have some benefit on some of the second tier search engines

The <!...comment line> Are you aware that anything entered into your webpage that starts with an "!" is invisible to the viewer? Any tag that starts with <!.. is called a 'comment tag'. You can put pretty much anything you want into a comment tag although they are most widely used for placing extra keywords, or just another place to have your main keywords be seen by a search engine. The tag would look something like this:<!... make money, business opportunity, cashflow, online marketing, make more money..>

TIP #33:

### The single biggest mistake made by affiliate and associate program members

Here's a tip that can change your thoughts about the best way to market an affiliate program.

What is the difference that leads some people to make a very good income with online marketing while others make a few dollars here, a few dollars there, but never really make any substantial income. What is the most common mistake made by those who

don't get the results they are looking for with their associate or MLM programs? It's very simple. They are marketing the **WRONG** website! Let's look at it a little more closely. You know that nice self replicating website that you are given as part of the package you received after joining affiliate program A. You know, the one with the URL that looks something like this:

<http://www.myprogram.com/affiliate/cgi?13658/>

That website they gave you is the single **BIGGEST** obstacle to you making any money. Why? It looks nice doesn't it? It has a nice sales letter, and best of all, it was easy. You're right. It's all of those things, for you and about 5000 other people, or however many are in the program. The solution is very simple. Get your own website. And I don't mean a freebie site like Hotyellow or Geocities. (There's nothing wrong with these sites, but they are not for people trying to make money. In fact they are just short of useless.) I mean get your own real domain hosted on a real web server with real features. Sure it costs \$70 to register your own domain name for 2 years. But if you are serious about making it in the online business world, it's not even a question of should you get your own domain. **YOU MUST!** Look for domain names that contain your keywords or keyword phrases. And sure it costs maybe \$15-\$30 per month to have your site hosted with a quality hosting company, but this is how the game is played. If you are not skilled in website design, hire someone.

If you are serious about making money online this is what you **MUST** do. The people making the **BIG** money **ALWAYS** have their own domains. They advertise their associate programs on **THEIR** own website, in **THEIR** own words. They promote **THEIR** website. All the traffic comes to **THEIR** website. They make their own personal recommendation about the programs they are offering. These are the folks who are making good money. Some more than others, but each of them will be marketing from their own domain. You can still link to the self replicating site you were given originally from your site to make sales. But having your own website is almost 100% guaranteed to get you more traffic than a self replicating website. Most of the major search engines will not even list a domain with characters such as '?' in the URL. You are just out of luck. With your own website and domain, you can control your own meta tags, you can control everything. Search engines give far more weight to sites having their own domain. Freebie websites often won't get listed either. Most search engines limit the amount of pages from any given domain that they will list. So what are you waiting for? This is one thing you can do yourself. It's totally in your control.

**TIP #34:**

**Lower your prices to increase sales? Guess again.**

Here's a tip that will probably go against your natural instincts of what you should do if your sales are not what you would like them to be.

The big mistake many people make when sales are low is to immediately lower their prices. But before you even consider this option, try adding more content, more value to the package you already offer. In most cases a bad \$40 product won't sell at \$10, but a great \$40 product could sell as well at \$75. Lowering your price reduces the perceived value of your product.

TIP #35:

### Choosing The Right Domain name

Quite often, the very first task facing an online marketer can also end up being one of the most important.

I'm talking about choosing a domain name. If you are even thinking about marketing on the web, having your own domain name is as essential to survival as the air that you breathe. It's not even a question of 'if' you need a domain, but usually how many and what names to choose.

Let's focus on the choosing a name part of this important task. There are 3 primary top level domains. .com, .net, and .org. It is always preferable to get a .com name. .net names are OK as well. I would avoid the .org names and other newer extensions such as .cc, .nu if at all possible.

In December of 1999, the amount of characters allowed in domain names was increased to 67 characters total. This opened up a whole new world for domain registration but also gave many businesses more things to think about.

There are 2 primary ways to go about choosing a domain name, and which one you use depends largely on your target market and how you plan to attract traffic to your website.

Let's assume that a lot of your advertising is going to be radio spots, newspaper advertising, or other print media where the person seeing or hearing your ad either has to remember your domain name or write it down. They don't have the option of pointing and clicking. If this applies to your business you want the shortest possible domain name. One that fits well into radio copy. You do not want a name with hyphens in the title.

Let's assume you were in the lawn mower repair business, You wouldn't want to use a name like daves-lawn-mower-repair.com The problem is when reading the copy, having to stop to tell people to place a hyphen in the name ruins the flow of the ad. It is much better to use daveslawnmowerrepair.com. It is much easier for the person reading the copy to say go to www.daveslawnmowerrepair.com than it is to say go to www.daves hyphen lawn hyphen mower hyphen repair.com. See, it just doesn't fit into a radio ad. It also doesn't work well with print copy as it is far more likely to be written down incorrectly. It is also important when using this type of advertising to use a dot com extension as many people will hear the first part of the name and just assume it is a dot

com. If it is a dot net, you will likely end up with a lot of people typing in the wrong URL.

This means ads you paid for will not return the results you expected based on a poor choice of a domain name. People may be hearing your ad, but the name is just too confusing to recall or they just end up going to the wrong web site.

Now let's focus on a business whose advertising is primarily based on the web and uses search engines to generate a lot of their traffic. It is far more important when making use of the search engines to generate traffic, to get a domain name that incorporates your most important keywords directly into the domain name. It is also perfectly acceptable to use hyphens between the keywords in the name and in some cases it can even be beneficial as some search engines will see the keywords in your URL and this can give you a slight boost in the search engine rankings. While I'm still not a big fan of using real long domain names, using names with 20-30 characters, comprising your important keywords can have a major benefit if you are marketing to the search engines. It is also far more acceptable to use a dot net domain. In fact a dot net will not be treated any differently in most cases from a dot com name

Let's take the name we used above. dave's lawn mower repair. I would now drop the name dave from the title and try to get lawn-mower-repair.com. The word 'dave' is not a keyword anyone would search for, it is useless in your domain name as far as attracting traffic from the search engines. You can even add more keywords into your name if you wish, lawn-mower-repair-service-parts.com. See how you can work your keywords into the actual domain name?

So the bottom line is you need to know who your market is and how you want to reach them before you even get started. Your choice of domain name can have a major impact on the overall success of your business.

TIP #36:

**You've got them, now keep them**

Here's a tip that will help you avoid a very common mistake made by many.

Don't make the first thing your visitors see on your page a banner or link that immediately gives your visitors a chance, and an easy way to leave your site before they have even had a chance to look at your sales letter. Think how hard you have worked to get that visitor to your site, why do you want to give them the opportunity to leave your site?

Try to keep the number of links on your main page to 5 or less and if possible only link to other pages on your site. Your main links page to other sites that you use for search engine promotion should not be your main page.

TIP #37:

### Are you a good navigator?

Make sure that every page on your site has a link back to your main page.

Make site navigation easy. Don't just assume your visitors will automatically use their browser's back button to go to your main page. A site that is easy to navigate is a site your visitors will want to return to over and over again. Make things as easy as is possible for your visitors.

TIP #38:

### Bells and whistles oh my

When designing your website, be very careful about implementing all the latest bells and whistles. Technologies like Macromedia Flash are wonderful and there are some brilliant creations that have been accomplished using this technology but it could lead to big trouble on a business web site.

The main reason is compatibility. Not every browser will support all the latest technologies. Keep in mind that while you may have the latest versions of the current crop of web browsers, many people have never once upgraded their browser from the time they purchased their computer. There are still many people using version 3 browsers and some still using version 2.0 browsers.

A business web site must be designed with the intent that anyone, regardless of what browser they are using will be able to see and navigate your site and get the information as you want it presented to your visitors.

By not following this simple rule you can lose anywhere from 10-20% of your potential customers.

TIP #39:

### Online merchant accounts and why you need them

Accepting Credit cards online is not just something that you should do, it's another one of those things you MUST do if you expect to have any success. Everything is instant gratification nowadays. If the potential customer has to sit down and write a check, or go

to the store and get a money order, you have lost a sale. Plain and simple. Not only will you lose that sale, you will see 95% of potential sales go down the drain.

Accepting credit cards online is not as difficult as you may think. And not as expensive either. I'm sure most of you have seen many ads for full service merchant accounts. These accounts cover a wide range of prices and services. They are PERFECT for the more experienced net marketer and businesses earning a substantial amount each month. If you are a part timer or just getting started in marketing there are some other options that are better suited to your needs.

There are 2 companies in particular that I will mention that enable the part timer or beginner net marketer to easily accept credit cards on a web site. One is Ibill (Internet Billing Company) The other one is called Clickbank. .

Both companies handle all the secure transactions for you through a link on your sales page. There are no monthly fees, no setup fees, well, there may be a very small setup fee. The way these companies make money is by taking a percentage of each sale you make. In most cases the percentage ranges from 7-15% of your sale. These types of accounts are far more cost effective for the beginning net marketer. Once you start earning a good income, it may be time to look into the full service merchant accounts..

You do not need any credit references, bank checks or really anything else to set up an account with Ibill or Clickbank. They take their money directly from any sales you make and send you a check twice per month.

If you aren't accepting credit cards, check out these 2 companies for starters. They do have some restrictions about the maximum you can charge. They may not allow you to sell physical goods. What they specialize in is online services, information products and adult sites

Both offer good tech support. Ibill has a toll free 24 hour per day tech support and they are very helpful. I have heard good things about Clickbank's tech support as well. Give them both a look and make your own decision.

Tip #40

### What do your customers really want?

Here 's a great tip that can give you a much better idea of what your customers really want.

Create a form on your site where your visitors can give you feedback. Let them tell you anything they want from what they are looking for to what they think of you site. It is even possible to put a link near your order form asking them to 'click here only if they are not buying'. You could then offer a questionnaire that they can fill out in return for a

free ebook or something similar. You can ask them the reasons they did not purchase from you. You can then use this information to make a MUCH better sales letter, improve your product and just better be able to meet your customer's needs..

TIP #41:

### No hassle refunds

Offer a no questions asked refund or return policy.

Your first impression is probably that this kind of guarantee will actually increase your returns. Actually just the opposite is true. This helps create credibility in your product or service. The reality is that if someone wants to get a refund, they can, regardless of whether you offer this guarantee or not.

Your failure to offer a refund can result in a chargeback which can cause you to lose your merchant bank privileges. So this one is a no brainer. Offer the guarantee. Honor it. Don't get upset when you get a refund. Process it quickly and timely and move on.

TIP #42:

### Make your affiliate program stand out from the crowd

Virtually everyone who has ever marketed online has at some point in time, joined an affiliate or associate program.

The problem with trying to market associate or affiliate programs is that you and often thousands just like you are trying to market and sell the exact same thing.

But I'm certain I'm not telling you anything you don't already know.

How can you differentiate yourself from all the others trying to sell the same thing? It's really very simple yet something that I've seen very few people do.

It's a simple 2 step process. First, you absolutely MUST be marketing your affiliate or associate program from your own website. Do not under any circumstances try and market or advertise the self replicated affiliate page you were given when you signed up.

Now here's the trick to making your offer stand out. And again, I'm assuming you have taken the initiative to setup some type of web page to market your affiliate or associate program. All you have to do is offer something unique for anyone who buys the product or service your affiliate program offers. Think about it. Offer free banner creation, or, do you design web pages? If so, offer a free 3 page web site.

Do you get the idea? Whatever you are marketing, offer something as a bonus. The customer sees this as something few if any others selling the same thing are offering. The list could be endless as to what you offer. It can be as simple as free reports, or a great e-book. Maybe you've been given reprint and resell rights to several products. Instead of trying to sell them, offer them as a freebie if you think it will help get the sale for the affiliate or associate program you are marketing.

Use your own judgment and base what you give away on the commission you get from making a sale. You don't want to give away \$200 in services if you are only making a \$25 profit on your affiliate sale.

Try and make whatever you use as your free bonus offer something of real value. Don't just use the same old worn out reports that have been floating around the web for years.

The bottom line. If you are marketing an associate or affiliate program, and are not getting the sales you were expecting, it is never too late to try something that can jump start your sales.

Unless you can make your offer stand out, you are more than likely to be one of many not earning any money with the program you have joined. Think differently. You don't have to be one of thousands.

TIP #43:

#### **A simple little trick that can increase your sales 10-30%**

Think about this. What is the best time to sell something else to a customer who has already purchased from you? Of course, it's on your thank you page. The customer is already in a buying mood and likely still has their credit card in three hand.

Offer another product or service directly on your thank you page that compliments your original offer. Make it something that seems almost too good to pass up. You'll be surprised how many people will purchase immediately from your thank you page. You have nothing to lose with this one. Do it!

TIP #44:

#### **Your own words can be your testimonial**

Here's another tip that can increase sales of your affiliate programs.

Offer your own testimonial or article about the program. If your visitors see in your own words why this product or service can benefit them they are far more likely to make a purchase.

Your own words carry far more weight than a simple link to a site. Give the visitors a reason to be excited about your offer. A link is not very exciting and rarely gives anyone a reason to click just by itself.

TIP #45:

### Are you trashing valuable email?

I'll ask you a very simple question. Do you trash every email that comes to you from someone you don't know, or from an email address you are not familiar with? I'm willing to bet that many of you would answer yes, and I can't say that I blame you with all the garbage that arrives via email.

But are you aware that by doing this you could be throwing away potentially valuable email?

What am I talking about? Link popularity.

One of the primary factors in search engine rankings today, especially in Google is link popularity.

One of the things my business does each and every day is actively seek out reciprocal link partners for our clients. Not only do we seek out link potential link partners, we first place a link on our site or client's site to the site that we will contact. Notice I said BEFORE we contact them.

If you were to receive an email from me with a subject of 'request for a reciprocal link' would you read it or throw it away? If you throw it away do you realize you have just cost yourself a valuable link that can boost your search engine ranking significantly. 1 link alone might not make or break you, but if you throw one of these emails away, you likely have thrown many away. 20 links pointing to your site can often mean the difference in finding yourself on page 20 of a search engine results page or page 1 for many keywords.

Let's conduct a test. I'll report on the final results in the next issue of Marketing Gold.

I will reciprocally link one of my business sites that will be on page 1 of Google for it's main keyword within several days, directly to your site's main page. You must be a qualified complimentary site, in other words you must be a business oriented site that does not do what we do, and you must link back to our site first per our directions.

Just go to..

<http://pay-per-click-promotion.com/partner-with-us.html>

and follow the directions and we'll get the link up to your site. Joining link farms will no longer work with most of the major search engines. In fact Google will ban you if they see you making use of a link farm or link exchange program. Real links work. They cost you nothing. Yet most people never read the emails they receive from people who in many cases have already placed a link on their own sites to your site. Everyone is looking for free and low cost ways to advertise, well it doesn't get any cheaper than free, and reciprocal links are FREE.

By not replying to the link request usually gets your link removed from the other site, so don't think they are linking to you out of the goodness of their hearts. What we are dealing with is a win-win situation. You help me or my client, I'll help you, that's the way it works. You should not link to your competitors but every business has many complimentary areas of marketing that can be used as effective linking partners.

If you are not taking up others offers to reciprocally link to your site you are giving up one of the easiest and most effective methods of generating traffic from the major search engines. Many of you may have inadvertently thrown away 20, 30 or even 50 potential quality link requests.

Not only should you respond positively to others requests for a reciprocal link, assuming their site fits with your site, you should be actively pursuing in finding link partners of your own, adding them to your own links directory, and then contacting them and asking for a reciprocal link. One of the keys is that you must actually visit the other site, don't send out some generic form letter, try and learn something about the site you are asking for a link, personalizing your email request goes a long way towards getting a positive response.

Link popularity is important today and will become even more important tomorrow.

If you ignore it, you are only hurting yourself, if you ignore others requests you are missing the chance at the easiest possible way to develop link popularity. Think about it, someone has already taken the time to visit your site and in most cases has elected to reciprocally link to you. Don't miss your chance.

TIP #46:

### **Sell to your list**

We've already discussed the importance of having your own mailing list but don't be afraid to sell to your list. People who voluntarily gave you their email addresses are far more likely to buy from you than those who did not.

You don't want to make every mailing you send to your mailing list an ad, you do need to send them some good quality content, but once a month, or maybe even twice a month,

don't be afraid to write a great letter offering them a particular product or service. Depending on the size of your mailing list, every one of these mailings can likely generate hundreds if not thousands in sales.

Don't make the mistake of sending the same sales pitch every time, you need fresh products and services for each mailing.

TIP #47:

### Announce your Ezine everywhere

Announce your ezine or newsletter to every possible source you can find. Just do a search at any major search engine for ezine or newsletter directories. Then go to these sites and submit your info to them. They will add you to their database and before you know it you will be getting subscribers who have never even visited your web site. More subscribers=more sales

Here are a few resources where you can announce your ezine to thousands

<http://www.liszt.com/submit.html>

<http://paml.net/submissions.html>

<http://www.ezine.today.com/freesubs/>

<http://www.published.com/add/>

<http://listtool.com/cgi/listTool/addList.cgi>

<http://www.list-city.com/>

<http://www.e-zinez.com/cgi-bin/hyperseek/hyperseek.cgi>

<http://www.published.com/index.html>

<http://ezine-universe.com/>

<http://paml.net/submissions.html>

<http://www.ezine.today.com/freesubs/>

<http://www.published.com/add/>

<http://listtool.com/cgi/listTool/addList.cgi>

TIP #48:

### An interactive web site is a web site that sells

Here's a great tip that can make your website more interactive and get people to return to your site over and over again.

Set up a poll on your web site. The subject matter can be anything you like, but I would advise you to keep it in the business/marketing arena. A poll doesn't always get people to your web site, but it can sure make a difference in how often they return. Many want to see the results of the vote, and many will return to vote in new polls you offer. You could

offer a new poll every week and then report the results of last week's poll. People will keep returning. The key is to keep updating the offers and content on your page so there is always something new to coincide with a new poll.

There is a great free tool you can get from <http://www.analogx.com/> that lets you set up just such a poll on your site.

TIP #49:

### Is this a free E-Book?

Here's a tip that gives you another way to attract visitors to your web site.

Create a free EBook. Free ebooks can be a great traffic builder as long as they have real content and real value. You don't need to write a novel, but an EBook is a type of viral marketing in that you can give permission for the EBook to be distributed freely from other web sites. The advantage to this is that the EBook will have your web site listed, most likely a couple of ads for your products or services. Everyone who decides to freely distribute this book is advertising for you. It just spread like a virus. It's a win win situation.

You can find free and inexpensive EBook software creation tools by searching on any of the major search engines. There are a lot to choose from.

Tip #50

### Reciprocal links? Just ask for them

Earlier we discussed the importance of links to your website, much like getting a testimonial, the easiest way to get links back to your site is by asking for them. If you find a site that looks complimentary to yours, email the webmaster of the site and politely ask them if they would be interested in reciprocal links. DO NOT send out mass email to a lot of sites at once using the same wording in every email. That is spam. A personal email to the owner of each site will usually not cause any problems.

Don't be surprised if only one out of 10 emails you send gets you a positive response, but that means if you send out 1000 emails over a period of time, it is likely you will get 100 links back to your site. Another great traffic builder.

TIP #51:

### A personal audio greeting for your customers

Put a personal welcome to your visitors on your page. Many sites are now using real audio greetings. The advantage is it is 100% optional if the person wishes to listen. But a nice personal greeting from you telling a little about your web site and what you can offer the potential customer can go a long way towards building your all important credibility. Hearing your voice makes you seem more real. It really works. Try it!

TIP #52:

### The power of an interview

Here's a great way to build instant credibility and traffic for your web site.

While this may take a little more effort than most of the tips offered here, it can be VERY effective. There are plenty of so called marketing guru's out there. Find a few whose work you respect and has proved helpful to you and arrange to conduct an interview with them.

You may have to work at getting them to agree with this but you'd be surprised to know that it can be done. You must be prepared with your questions and do this in a professional manner, but getting an interview with one of the top marketers can be a real boost to your credibility. The best people to approach are those whose courses or services you may have used. It is best to choose someone who has some name recognition.

TIP #53:

### What is the best information to sell?

It's a question I get asked often. People looking for ways to make money online, trying to decide what to sell. With all the info available, reports, E-Books, etc, many people are overlooking the most obvious.

Just providing information that has been floating around for years is not going to work. My one question I would ask you is, What do you know, What do you understand well? What things do you do well? I don't mean that sarcastically, but I believe that to sell something you really need to understand what it is you are selling. Just sticking a bunch of reports on a web site will not sell. Just advertising a bunch of affiliate programs may make you some extra money but will rarely make you enough money to quit your day job. Do you play golf? Are you a good bowler? Do you play guitar? Do you write poetry? Do you collect tropical fish? I could keep going on and on. These kinds of questions may sound stupid, but as an example, if you were good at any of these, you could provide daily or weekly tips. A newsletter. Articles, reviews etc. Slowly build your content with information you already have. I'm just using these as examples. Do you have a hobby of

model trains? Other hobbies that you know a lot about? Take what you know and get other people to want the information you already have.

THE EASIEST INFORMATION TO SELL IS THAT WHICH YOU ALREADY POSSESS.

THE EASIEST INFORMATION TO SELL IS THAT WHICH YOU ALREADY POSSESS

OK. I said it twice. But it is a very important concept yet one that is simple while at the same time usually overlooked.

Most people have something they are good at, certain topics that they can discuss with a good amount of knowledge or expertise. Why look elsewhere for something to sell. Sell the knowledge you have learned through the years. You may have to give away your knowledge for free at first, but once you get some regular visitors to your web site, and have built some rapport with your guests, it will be much easier to sell them something. It helps if what you are selling is related to the overall theme of the site. Don't lock yourself into thinking you have to sell money making reports or E-Books. Be creative. Those who succeed usually come up with a niche idea or product that is just a little different or fills a void. It's much easier to make money with something you know, understand and enjoy. The people making BIG money selling online marketing info have spent years learning their trade. They didn't just put up a web site and have money start rolling in. Many have degrees in business and advertising. There are people making money online with a LOT of different products and services. Only a small fraction are of the traditional MLM, associate program variety of businesses.

TIP #54:

**Saving money on pay per click search engines, What Goto (Overture) doesn't want you to know.**

I would be willing to bet that the majority of you have at one time or another have used Goto.com to generate traffic to your site.

They are by far the most popular pay per click search engine.

A substantial number of clients my Search Engine Optimization business gets are disgruntled Goto.com customers.

And it's not difficult to see why.

In many cases the bids at Goto.com are bordering on the insane. But the price of the bids themselves are just a small part of the problem and not the focus of this article.

The main problem is very few people have any idea what words or bids are actually turning into sales.

The statistics Goto provides are pretty useless when it comes to knowing which words are performing for you.

Let's look at this example to explain what I am referring to.

Let's say you sell an affiliate program of some type that earns you \$50 profit on each sale.

Let's say you have bid on 3 keywords at Goto. I know most of you probably bid on more than 3 words, but using 3 words makes it a lot easier to make the point.

Let's assume...

Word 1 costs you \$0.20 per click

Word 2 costs you \$0.53 per click

Word 3 costs you \$0.09 per click

Now let's look at some hypothetical traffic numbers for these words.

Word 1 results in 487 clicks in one month (cost:\$97.40)

Word 2 results in 297 clicks in one month (cost:\$157.41)

Word 3 results in 58 clicks in one month (cost:\$5.22)

Total monthly cost \$260.03

Let's say you converted a basic average of 1% of your visitors into sales. rounding off to whole numbers let's say you made 7 sales in that month.

OK, so far so good right? You made \$350 on an investment of \$260.03, a profit of \$89.97

Not great but better than a lot of folks do and you did make money.

But here's the question that very few people can answer. Which words actually resulted in the sales?

If you don't know the answer to that question I can assure you, you are throwing money away.

It is essential that you be able to track your words and know which clicks from which words turn into sales.

The question is how, but it's really a lot easier than you think. One of the easiest ways to accomplish this would be to use a system like Roibot

[http://www.roibot.com/w.cgi?R2391\\_MGROI](http://www.roibot.com/w.cgi?R2391_MGROI)

You can assign each of your keywords a unique Roibot tracking URL, (yes, Goto allows you to do this) which will not only keep a more accurate count of your actual traffic from Goto, you can incorporate a Roibot order form into your web site that will tell you exactly which clicks, and therefore which keywords resulted in sales.

Let's look at some more hypothetical numbers from the above example assuming you were using Roibot or a similar system to track your clicks and sales.

Let's say word 1 resulted in 5 of your sales. Word 2 resulted in 1 sale and word 3 also resulted in 1 sale.

By having this information available to you, you would know that on word 1 you earned \$250 in sales on a cost of \$97.40, a profit of \$152.60. You would know that word 2 resulted in sales of \$50 with a cost of \$157.41, a loss of \$107.41. you would also know that word # 3 resulted in sales of \$50 with a cost of \$5.22, a profit of \$44.78

With this information at your fingertips you would instantly know that word # 2 is a loser while words 1 and 3 are performing great for you. Word 2 is generating hits, but not enough sales to justify the cost. If you eliminate word 2 completely you would have increased your monthly profit from your Goto advertising to \$197.38 as opposed to \$89.97 if you were bidding on word 2.

I know you're probably saying that this is a fictitious example, but I can tell you with 100% certainty that a LOT of people are making this very mistake, and in many cases there are no profits at all. It is simply throwing money away.

Hits are not sales and unless you have a tracking system in place I can almost guarantee that you are spending far more money than you should be and earning a lot less on pay per click engines.

Sure, it takes some effort to set up a tracking system, especially if you bid on a lot of words, but the reality is the more words you bid on, the more you need a tracking system, unless of course you enjoy wasting money which I'm certain very few of you do.

Roibot (or similar systems) requires a very small investment yet I hear people telling me they can't afford it, yet these same folks are throwing money away in triple digit figures each and every month at pay per click engines by having no idea which words are performing poorly.

If you're going to dive into the pay per click search engines, just make sure you are as prepared as you can be because their interest is not served by saving you money. Think about it.

Learn more about Roibot:

[http://www.roibot.com/w.cgi?R2391\\_MGROI](http://www.roibot.com/w.cgi?R2391_MGROI)

TIP #55:

### One day sales

If you have a product you control, the power of having a one day sale can generate instant cash in your pocket. The key to the success of a one day sale is you must actually be discounting something and offering a tremendous value off of your normal pricing. Giving 2 for 1, buy one get one free, and letting your customers know that this special will apply only for a certain period of time. Experience has taught me that the minimum time is 24 hours and probably the maximum should be around 48 hours. Anything longer and it really loses the appeal of being something unique and special. If you plan on a 24 hour sale. Stick to it. You gain far more credibility by pulling the web page after 24 hours and replacing it with an, "I'm sorry, our sale ended at midnight, Check back often for news on future sales" message. In the long run, you will get more sales by sticking to your planned time frame than if you just leave the page up thinking you might get a few stragglers who might make a purchase. Chances are that those who are really interested will make the effort to get to your site within the time frame you have allocated for the sale.

One other very important aspect to this type of marketing is to use it sparingly. if you have a special one day sale, every week, it really becomes a non event. You are pretty much wasting your time. How often you make some kind of special offer depends on several factors including the nature of the product or service you are selling, and even more importantly, to whom are you marketing the product or service. If you are using a mailing list and the list is growing rapidly, you may want to consider having a special sale more frequently than if your mailing list was growing at a much slower pace.

If done correctly, the response on these types of promotions can be 6 or 7 times greater than your normal sales conversion rate.

It's also best to conduct these types of sales during periods that are normally slower in sales. I've generally used these types of promotions on weekends. Weekends just don't generate anywhere near the amount of traffic of a weekday. You don't want to discount on days when you can normally make sales at your regular prices.

TIP #56:

### Are you using autoresponders

Without a doubt, the biggest obstacle facing the online marketer is getting the attention of the potential customer. You spend time placing classified ads, reading 'how to' books all in a search for that elusive lead, or sale.

No doubt when someone contacts you requesting more information on the product or service you are selling, you do exactly what you are supposed to do. You send the potential customer the sales information they inquired about.

Now here's the problem. If you are not using an autoresponder to handle your sales inquires you are likely losing 50% or more of your sales. This may sound like a high percentage but I'm being conservative. Most visitors to a web site, or first inquiries from potential customers via email, DO NOT result in a sale. The average percentage of visitors who purchase something on websites is about 1-2%, and that is considered good. If you are not using an autoresponder, chances are your percentages are far less.

An autoresponder will result in your sales information being sent to the potential customer within minutes of their request, 24 hours day, 7 days a week. They can read it online, or print it for later use. A sales letter is much easier to print than an entire web page.

When someone is 'surfing' the web, going from site to site, if they don't receive your info quickly, they will likely forget about it within a matter of minutes as they visit more and more web sites. Getting your message to the potential customer quickly is VERY important.

Now it is quite possible and actually very likely that your sales letter will get trashed, or only looked at in a casual manner and then discarded. This doesn't mean the person wasn't interested, but that something else likely got their attention. Even if they read your sales letter carefully, chances are they will not make an immediate decision as to whether to purchase your product or service.

In most cases, your initial sales letter will NOT be enough to make the sale.

If that one sales letter is the only sales letter you send to this potential customer, they most likely become a lost customer.

Here's is where the true value of an autoresponder begins.

A good autoresponder allows you to send automated follow-up sales letters to this same customer. Let's say that you have your autoresponder set up to send your first reply after 2 days. You have already constructed these follow-up sales letters, so the first follow-up sales letter will be sent out automatically. You can set up your autoresponder to send a second follow-up letter 3 days later and so on. This is all automated. Most marketing studies have shown that 7 follow-ups can often turn what was to become a lost customer into a sale. Now, not everyone will become a customer regardless of how many sales letters you send out so set a reasonable limit. I recommend 7. If you haven't made the sale and haven't heard back from the potential customer, you are likely not going to get a sale and you're e-mail then becomes annoying and may be considered spam.

Many web hosting packages offer built in autoresponders, usually an unlimited number. Very few provide automated follow-up responses. And the follow-up is by far the most important part.

There are several places you can get free autoresponders. Some are better than others. But keep in mind that you generally get what you pay for. The 2 best autoresponders I have found are from [aweber](#) and [Bamboo Biz Online](#). Both of these companies offer truly excellent autoresponders at very affordable rates. They are very different however in what they can offer. Aweber is a single autoresponder system that allows multiple followups for one unique account. But it has by far the fastest response time. Click the link above and test them out. You will receive the autoresponder as fast as your email system can process it. Bamboo Biz, (formerly Postmaster Online) offers 50 unique autoresponders. From your one account, you can set up an amazing 50 totally unique autoresponders with each having up to 50 followups. This gives you incredible power. The response time of Bamboo Biz is not quite as fast as Aweber but more than adequate, but they offer far more autoresponders. I use both of them and they both are terrific depending on your individual needs.

To wrap this up. If you aren't using an autoresponder you are losing a large percentage of your potential sales.

TIP #57

### Master your headline

What is the first thing any potential customer sees when looking at your ad? That's right. YOUR HEADLINE. If your headline is a dud, forget it. It doesn't matter what you are selling, or how hot your product or service. Most people just aren't going to bother with your ad. It's a sure fire way to get little or no response on your ad. Now I realize that not everyone is a good writer, but that doesn't have to stop you from writing decent ad headlines that CAN sell. One of the most effective types of headlines is the 'How To' headline. In the 'How To' headline you're going to tell the potential customer how they can receive a certain benefit, solve a problem, or receive a benefit from your product. As an example, If you are selling a weight loss book, you may want your ad to say something like "5 ways to lose 10 LBS in 7 days".

You have identified a problem and your ad gives an indication that you can show the potential customer how they can lose weight with your method. You have told them you can show them 5 different methods, told them they can lose 10 LBS and do it in 7 days, and do it easily, all in your headline. Compare that to an ad that just says, 'Lose weight with our new book'. Which ad is more effective? If you are selling a debt reduction book, you can use a headline that says something like "These 5 simple steps can help make you

debt free in 6 months or less!" Again you have identified a problem and offered the customer a way to get rid of their debts. A "How To" headline tells the person how "THEY" can solve a problem. When you write a headline that guarantees money or something else, you are telling them that "YOU" will see to it they receive \$500 in 7 days.

You can use "How To" headlines to show how someone can receive a certain benefit, how they can achieve a certain result, how they can solve a certain problem. These are the type of headlines that work and can be written by almost anyone. It just takes a little time and effort to identify exactly what problem, benefit, or result your product can deliver for the potential customer. Once you have that figured out, just use the "How To" approach and you will find your ads will start drawing better responses.

TIP #58:

### What is your most valuable business asset?

This can be answered in one word. YOU. You are your own most valuable asset. What do I mean by this. There are some things no business has control over. You can't control how many people will read your ads, see your ads, inquire about your products or buy your products. You can't control how many affiliates you can sign up, their level of skill, their level of dedication. These are all variables.

The one thing YOU CAN CONTROL is how you respond to each and every potential customer, each and every affiliate or member of your downline, whatever the case may be. The speed at which you respond to their inquiries and questions, the amount of effort you are willing to put forth to help them succeed will directly be reflected in the overall success of your business. You'll be amazed that just by treating your customers and affiliates the same way you would want to be treated, can by itself increase your sales, increase your repeat sales, increase the chances that a customer or affiliate will speak highly of you and recommend you or your services to someone else. How many times have you been frustrated after emailing a company, large or small, and not getting a response for days, if ever. It gets quite frustrating doesn't it? It is absolutely essential that you use the same courtesy towards people with your online business as you would if you were operating a store front business.

How many of you would let a customer walk into your store, ask for help, and then ignore them? If someone E-mails you with a request or question, they are asking for help. Answer them as quick as is possible and you will reap the benefits. Be honest, don't over exaggerate and make false claims that have absolutely no basis in fact. Being a good marketer is one thing. Openly misleading people is quite another. YOU really are your businesses most valuable asset. Follow this one simple concept and half the battle has been won!

TIP #59:

### Looking for products to sell?

Why not create your own how to videos? Videos are a big seller online. The videos don't have to be about marketing. They can be about anything you know and understand. The best and easiest info products to sell are those where you are selling something you understand. everyone has some specific skills that are marketable, most people just don't think in terms of selling what they know, but your knowledge is the easiest thing to sell.

TIP #60

### Understanding Meta Tags

BASIC:

By now almost everyone has heard of Meta tags. Unfortunately there is a lot of misunderstanding as to what exactly Meta tags do and what they don't do.

Far too many people are convinced that all they need to do to get a top search engine ranking is to fill their meta keyword tag with a lot of relevant keywords and like magic, they will get a top ranking. This is far from the reality. First of all, every search engine treats Meta Tags differently, they recognize different tags, the influence they have on your page ranking varies greatly from one search engine to another. Just filling your meta keyword tag with what you believe are your primary keywords without understanding the relationship of the meta tags to the rest of the page can actually result in your site getting a LOWER ranking than if you never used meta tags to begin with. That's right, on many of the major search engines, Meta tags have very little influence. There are NO search engines that decide your ranking based solely on your Meta Tags and most don't give any weight to your Meta Keyword tag. I'LL SAY THAT AGAIN. Most don't give any weight to your Meta Keyword tag. So stop thinking they are the answer. They are one small part of optimizing your page. Having said that, let's look at some general information on Meta Tags, what they are, what they do and how to use them. remember, this information is not geared to any specific search engine but rather an overview of what these tags do.

Meta tags do provide a useful way to control your listing in some search engines. On pages that lack text, such as an opening splash screen, Meta tags can be helpful. Frames pages can also benefit from Meta tags. However, simply including a Meta tag is not a guarantee that your page will achieve a high ranking in the various search engines. They do have their purpose, but treat them as an aide and not the ultimate answer for achieving high search engine rankings.

The most important Meta tags used for search engine submission are the 'description' and 'keywords' tags. The 'description' tag returns a description of the page for some search

engines. Not all search engines will use your Meta description tag, some will take the first lines of text from your page and use that as the summary you see in the search engines. The 'keywords' tag provides the search engine various keywords that will be used to index your page. It is only a guide. Putting a keyword in your Meta keywords tag doesn't mean that your page will rank high or even rank at all for those words.

What happens to your page if there are no Meta tags present in some search engines?

Let's assume you created a page with a title of 'Joe's Home Page' and your first few lines of text on the page says 'Welcome to Joe's Party!'

Some search engines will return a listing that says 'Joe's Home Page', as the title and a description of 'Welcome to Joe's Party'

Maybe this page has content related to selling supplies for birthday parties. Nothing that the search engine found gives any indication of what your page content deals with.

Let's use the Meta tags to let the search engine know more about the specifics of your page.

The Meta tags go inside the header tags, so that everything looks like this:  
<HEAD><TITLE>Joe's Home Page</TITLE><META name="description" content="Party supplies, everything you need to know to plan a successful party!."><META name="keywords" content="party, parties, birthday, planning, clowns"></HEAD> In search engines that support the 'descriptions' tag, the search engine will return a listing something like, "Joe's Home Page, as the title and a description of 'Party supplies, everything you need to know to plan a successful party!'

Do you see that the search listing matches what you entered on the description tag? That's exactly what the 'description' tag is supposed to do.

Now looking at the above, you can see that the title is still a problem, it does not describe in any way what your business does. More on that shortly.

You're probably asking, what about the keywords tag? It 'helps' your page to be shown in the search engine if anyone types in any of your keywords as part of their search criteria. If someone enters the word party into a search engine, the search engine 'may' match your one of your keywords in your tag. But don't bet the farm on it.

Here's why. This keyword **MUST** appear at other places on your page. If the keyword is not present in the actual text of the page, not present in the title of the page, the search engines will often deem this an irrelevant keyword and drop the ranking of your page. If the keyword doesn't appear somewhere on your page, don't place it in your keyword meta tag.

The 'robots' tag is another Meta tag that is being used more and more although not all search engines support it. This tag lets you specify that a certain page should not be indexed by a search engine spider. This is the format for using the 'robots' tag. <META NAME="robots" CONTENT="NOINDEX">

Some other useful Meta tags

```
<META NAME="copyright" CONTENT="xxxxxxx">
```

```
<META NAME="rating" CONTENT="general">
```

```
<META NAME="Author" CONTENT="xxxxxxx">
```

```
<META NAME="Content-Language" CONTENT="xxxxxxx">
```

At the very least, make certain you add Meta description and Meta keyword tags to your web pages. They will definitely help you with some search engines. But be careful how you use them. Make certain what you place in these tags relates to your page and actually appears in your pages content.

### Advanced Meta Tag Topics

Let's get into a more in depth discussion of Meta Tags, as there is still a lot of misunderstanding of how they work and what they actually do. There is still a big misconception among many that the key to search engine positioning is stuffing as many keywords into your meta tag as is possible. Nothing could be further from the truth.

Here's fact that you can take to the bank. You can achieve a page 1 #1 ranking in almost ANY major search engine WITHOUT using ANY meta tags whatsoever. It has been done, and is done on a daily basis.

Now that's not to say you can't make good use of the meta tags if you know how best to use them.

For the purpose of this discussion, I'm only going to focus on the meta keyword and description tag as they are the only 2 tags worth mentioning. The use of any other tags is largely a waste of time

Let's first look at how the specific engines treat Meta tags.

Alta Vista: AV indexes both the meta keyword and description tag, There is no special preference given to words in either tag. They are treated no differently than any other text on the page other than the fact it comes early in the document which can be important. AV uses your meta description tag for the description that is returned to searchers. Neither tag is mandatory to achieve a high ranking since they are treated like any other text.

Lycos: Lycos DOES NOT use or index any meta tag information. Lycos simply ignores your meta tags.

Google: Much like Lycos, Google DOES NOT use or index any meta tag information. Google simply ignores your meta tags

Excite: Excite uses the meta description tag to rerun the description for searches, but it DOES NOT index the tag, so it is of no use in positioning. The meta keyword tag is ignored.

Inktomi: Inktomi supplies results for several engines including Hotbot and MSN search. For Inktomi, Meta keywords can have some impact, Most importantly, make sure that you include all of your important relevant keywords in your meta keywords description just once.

So as you can see, and I'm sure some of you are a little surprised, the use of Meta keyword tag is not all that important. The meta description tag is more important in that it is used by several search engines for your summary.

Strategy: I do recommend you use both the keyword and description tag if you are optimizing one page for all search engines as those engines that don't use the tags will just ignore them.

Now, let's talk about some concepts. Alta Vista recommends the use of synonyms in your meta tag. Let's say your main keyword is 'cars' and that is what is in your TITLE tag. For alta vista their recommended approach would be to create your meta tags so they look something like this <Meta name="keywords" content="automobiles, autos, ford, chevrolet, chrysler"> etc.. You see, I am using words that are all very related to the main term cars, without using the term cars in the keyword tag itself. This helps develop the all important theme that is so important in Alta Vista today. Quite simply, if your page topic is all over the place, you won't rank in Alta Vista.

Let's look at ways to use meta tags for other search engines. Here's an actual meta tag from a page I recently did for a client.

```
<META NAME="keywords" content="public records, search, usa, research, canada, united states, washington, oregon, california, montana, idaho, utah, nevada, arizona, public records, wyoming, colorado, new mexico, north dakota, south dakota, nebraska, kasnsas, records, oklahoma, texas, minnesota, iowa, missouri, arkansas, louisiana, mississippi, tennessee, kentucky, illinois, wisconsin, florida, georgia, south carolina, north carolina, virginia, west virginia, maryland, indiana, michigan, ohio, pennsylvania, delaware, new york, new jersey, connecticut, rhode island, massachusets, new york, vermont, new hampshire, maine,">
```

If the main term for the site is public records, adding single words that may be added to the primary search phrase near the beginning of the page allows the search engines to return results for more than your primary phrase. You wouldn't want to place

text like that which is in the meta tag above on your page, it would be meaningless and just a bunch of words, but by placing words in the meta tag that have a direct search relationship to your primary phrase, greatly increases the chances of returning a match. If someone were to search for public records arizona, public records being the main phrase, an engine that uses meta keyword tags will see arizona near the top of the page and index it accordingly. This is how you optimize a page for more than 1 keyword. You don't want to use the phrase public records within every possible combination, this would just be spamming and throw your keyword density so far off that you would have no chance of getting any kind of decent ranking.

This is just part of optimizing web page, but very misunderstood part. Keep in mind like I said in the beginning, for the most part, search engines that index the meta tags treat them no differently than any other text on your page.

TIP #61:

#### Add items to your order form

If you sell one item on your main page, you can increase your profits by placing 3 or 4 additional items on your order form. When someone goes to place their order and they see 3 or 4 additional items as add ons to your regular product or service, a good percentage of them will buy more than their initial order. The great thing about this is that it requires no ads, no selling. It just works on it's own.

Just make certain the additional items you are selling are of quality and are related to your main product.

TIP #62:

#### The secret to double the response to your autoresponder messages

Here's a tip that can greatly increase the response to your autoresponders. The best way to increase the hits to your autoresponder is to make your first response a 'free report' Tons of people are interested in receiving free reports, most aren't interested in your sales letter. The key is to actually create a great information packed report. If you promise a report, don't deliver a sales letter. Since you are far more likely to get a lot of responses to your free report offer than you would a sales letter, you have a lot more prospects to send your follow up responses to. Use your follow up responses to get your sales letter to your prospects.

TIP #63:

### Your own unique 404 page

I'm sure you've typed a URL into your browser only to receive a 404 error, page not found message. Most ISP's allow you to create your own 404 page. It is simply an HTML page, nothing complicated about it. Instead of using the default error message, create your own unique page that gives the visitor several options, you can even make a sales offer from that page. This way, even if someone types an incorrect URL, they will still be getting your sales message. It may not result in a lot of extra sales, but it takes about 5 minutes of time to accomplish and costs ZERO

TIP #64:

### Translate your Web site into languages other than English

One of the best ways to tap into markets that are often wide open is to have your web site translated into a language other than English. Consider, French, German, or Spanish, all very popular languages used online. This allows your site to be listed on non English speaking search engines, and these search engines and markets are often far less saturated than their English speaking counterparts. If you have a product with global appeal, keep in mind that there's a huge number of non English speaking net users out there. Don't ignore them.

TIP #65:

### Viral marketing

Viral Marketing. It's a term some of you may have heard being tossed around lately or discussed on some of the better marketing forums. What is it. Quite simply it's nothing more than creating a marketing campaign that literally multiplies itself over and over again virtually on it's own without any input from you.

While not a new concept, it does seem to be getting a lot more attention in recent months. What would you say if you could create a single web page, that gets 1 visitor which can multiply into thousands of visitors if not hundreds of thousands of visitors per day in a very very short period of time.

Rather than try and explain it in words, I'm going to give you a great example of viral Marketing at it's best. One that is nothing short of brilliant.

Ok. Enough of the preliminaries. Point your browser to <http://my.smartbotpro.net/eyetest/#test> Do exactly what it tells you to do on the page. Kind of interesting yet simple don't you think? It's the kind of thing you want to tell your friends about isn't it? It's the kind of page that is so interesting yet simple, that people automatically want to tell others about it. You have 2 options. You can click the link to tell as many of your friends about the site, which you can be certain many will do, thereby producing an avalanche of traffic to this page, or, you can just X out of the page. Try closing the page and you'll see that you are redirected to another page. Try and close that one and you are redirected to another page. This happens 3 times and each one is filled with multiple offers. The fact that most people found the original page fun and interesting means they won't be too upset over seeing these couple of pages. He even has a pop up box that tells you when the last page has loaded. There are only 3. So you will be out of the site in a matter of seconds, but you know what? Most people will look at the ads. It's instinctive. How many of people seeing those ads will take advantage of them? 1 or 2% Probably, but how much profit do you think you can make from 1 or 2% of a million visitors? An AWFUL lot, that's how much. And the fact is it keeps multiplying itself over and over as more and more people tell others about the site. The traffic will just keep building for quite a long time.

That 1 person who came to the site on a Monday can easily multiply to over a million visitors a day in a matter of a week or two. Also consider that this page is the exact type of page that gets talked about in marketing courses, and in many media outlets. Sometimes the most brilliant ideas are the most amazingly simple. The cost of a viral marketing campaign is almost nothing, and is nothing if you do the original work yourself. Everyone else will do the advertising for you. It's that simple.

TIP #66:

### Bad links or broken links?

How often have you been to a web page that has links that take you to pages that don't exist. Maybe images that never load because they are not coded correctly? This can be the kiss of death to a business web site. It instantly ruins your credibility. I've even seen web sites of so called web site designers where half the images won't even load. Make sure you verify all your links and look at every page of your site before you upload it.

TIP #67:

### Follow up after the purchase

Always send a follow-up email to anyone who makes a purchase from you the day after they made the purchase. You can thank them for their purchase and make certain they received everything they were supposed to receive. Ask them if they had any problems.

Just let them know you care. This one little tip can greatly reduce refunds and returns.

TIP #68:

### Proofreading

Here's a tip that is just plain common sense. Proofread your web site. While everyone is going to make spelling errors occasionally, and there will be the occasional word that slips through your spell checkers, don't upload your site without spell checking every page. Nothing is worse than page after page filled with multiple spelling errors. I'm not talking about one word out of 50 pages, I'm talking about a consistent pattern of errors page after page. We all make mistakes, carelessness should not be one of them.

You know what? I'm sure you'll still find some typos in this ebook. I know I have not found them all and I get enough emails to verify that fact!

TIP #69:

### So you want to make a million dollars?

Consider this when deciding how to price your product or services. So you want to make a million dollars? Do you know that it is MUCH easier to sell 2000 \$500 products than it is to sell 50,000 \$20 products. Both will earn you 1 million in sales. Guess which one will do it first.

Tip #70

### Watch your background images

Be very careful about your background images. It is always best to use a background that allows you to use black text on a white or very near white background. Do not use a black background for a business site. The simpler the better.

TIP #71:

### Web Fonts

Always use Times New Roman, Verdana or Arial font. Don't try and use other fonts. The reasons are simple. These 3 fonts are very easy on the eyes and the use of other fonts could mean your page looks very different on other systems than you intended for the simple reason that not everyone has the same fonts on their computer.

TIP #72:

**I made \$50,000 last month! Yea right.**

Or maybe I should say how to destroy your credibility. if you are going to make claims of great earnings on your web site or sales letter, be prepared to prove it with actual images of your check, bank statements, or sales report. There are far too many people making totally bogus claims about their earnings. Unless you are prepared to prove it, avoid exaggerated claims such as these. It doesn't do you any good at all.

TIP #73:

**Counter or no counter**

Every page of your website should have a counter installed on it. But I mean an invisible counter. Regular counters are considered unprofessional and a) if the count is very high no one believes it anyway and b) if the count is low, says your don't get any visitors. There are hundreds of counter services available and almost all offer a way to install invisible counters on your page. Tracking your visitors is an absolute must.

My recommendation? Web Stat <http://www.web-stat.com/> I use them exclusively in my businesses. They are reliable, offer great service, and are very inexpensive for a full featured account. \$5 or less per month.

TIP #74:

**Privacy Policy**

Every site that collects information or asks for an email address or sells anything should have a privacy statement. You don't need a lawyer to write one. Just find a site that has one and work off the language they use but adapting it to your specific site. This is another way to gain credibility. People don't like giving out information so make them feel more comfortable with you if they do.

TIP #75:

**Trial Downloads**

In an earlier tip I mentioned how you can use Free ebooks to generate traffic, well here's an extension of that tip. If you have created a great ebook that you want to sell, offer the first chapter as a free download to get your customers interested. If your ebook really has great information, people will want to buy immediately. if you are afraid that by reading your first chapter, it will turn customers away, I would reconsider what you have written.

TIP #76:

### Contests to boost subscribers

Use this method when advertising in ezines or other off site methods. In other words, do not use this method on your web site. What you can do is hold a contest that anyone who signs up for your newsletter will be entered into a contest for a freebie. make the prize something worthwhile. A free copy of your course, free admission to your members only area etc. What you give away as the prize can more than be made up by having a lot of new subscribers on your mailing list that yo can sell to. if you use this technique on your web site it will have a negative affect on sales. So only use it for off site advertising.

TIP #77:

### Who are you?

Every business website should have the business name, address and contact information at the bottom of EVERY page. It's just common sense. Don't hide behind the anonymity of the web.

TIP #78:

### Your TITLE tag

**THE TITLE TAG:IS PERHAPS THE SINGLE MOST IMPORTANT TAG ON YOUR PAGE**

<TITLE> Don't use your company name, unless you are CNN or Pepsi or some other company with massive name recognition, no one is going to be searching for you using your company name. You need to incorporate as many of your important keywords into the title as you can. The title is what appears at the very top of the browser. You know, the colored strip across the very top of the screen. That is where your title tag is visible. In most cases, the title tag is what the search engine looks for first.

It is not important that your title convey any special meaning to the person visiting your site. Your title should be written with the search engines in mind. It is important to place

your keywords into this tag. If you are selling a money making opportunity, you would want your title to use terms like.. earn money, fast cash, cashflow, home worker, online income. I think you get the idea. But I don't advocate using the word money as a keyword for reasons I will discuss later. Use words that describe your site. Words or phrases that real people would actually use to try and find you. The length of the title tag can vary. If you have several important keywords and they are used on your page, it is OK to use a lot of them in your title, but a good guideline is to try and keep your title tag to somewhere between 7 to 15 words. And a word of warning. Don't even think about putting money,money,money etc as your title tag. The search engines are getting smarter and they will classify this as spam, and then, Poof, your page has been dropped completely.

A special note to those using some earlier versions of Microsoft Front Page. Front Page has a knack of placing your title tag AFTER the meta tags. This is not acceptable. if you are using MS Front Page you will need to manually edit this information.

TIP #79:

## Yahoo

Let's discuss a few tips to getting listed in the web's most popular directory, Yahoo.

Yahoo is a directory maintained by humans. Yahoo does make some use of spiders and robots in their results, but not as a primary means of returning results so we will only focus on Yahoo as a directory. Note: Directories are maintained by humans, spidering search engines are mostly automated

Let's make one thing clear. getting listed on Yahoo has NOTHING to do with your meta tags, your title, how optimized your page is. What determines if you get listed on Yahoo? A real person reviews your application and decides if your site has something to offer the users of Yahoo. Personal home pages will not get listed. To get listed on Yahoo requires you filling out their 4 or 5 page form. The most important thing is to select the proper category. It is best if you can find 2 appropriate categories. They ask you this on your submission form. The title of your site should be your official business site. If your business is called Falcon enterprises and your business involves teaching people how to make money online, don't make your title something like, 'earn big money online today'.. Do this and I have one word for you REJECTED. It helps to have a domain or official business name that relates to what it is your business offers.

Your description is equally important. you are given 25 words to make your case. But if you try and make your description an ad, I have that same word for you. REJECTED. Try and use as many descriptive words that apply to your site but make sure the description accurately describes your site. if it doesn't. REJECTED.

Here's another fact that shocks a lot of newcomers to search engine marketing. The odds of getting listed on Yahoo are not high. It is more likely you will submit your site once a month for a year and still not get listed. It's not always a matter of your site being rejected, in many cases your site never gets reviewed. They get so many submissions that their staff can only handle so many. So what is the secret to getting listed on Yahoo? Well there is one way that can get you listed in 7 days or less. Yahoo's business express submission. The cost for this service is a non refundable \$199. Believe it or not this fee is only to get your site reviewed. It does not guarantee you placement in their directory. But, if you have a well done site that is business related, you can almost be assured you will get listed in 7 days or less. Yahoo can drive a LOT of traffic to your website, so if you are running a business website it should be worth the money. Another note of caution. If you are marketing an affiliate page. forget it. You are not going to be listed in Yahoo's directory. Yahoo is still the most widely used engine on the net and is a must for any serious business. You can try the free submission but be prepared for months of not being listed. Getting listed via their business express service can pay for itself in no time.

Tip #80

### Formatting your ezine

If you publish an ezine or newsletter, it is very important to use proper formatting. Your right margins should be set at character 55 or 65, depending on your preference. Both are accepted standards for formatting of email and newsletters. Failure to properly format your newsletter will result in some lines running off the page on some email programs. proper formatting ensures the newsletter looks the same to everyone.

TIP #81:

### Lucky 7's

When choosing a pricing point for your product, studies have shown that prices ending with a number 7 sell more. In other words price at \$27.95, \$47.95, \$87.95 etc.. Don't believe me? Just go to any of the major marketing sites online and see how they price. The number 7 has been proven to be the most appealing number.

TIP #82:

### Secure servers

Always make certain you are using a secure server for any credit card transactions. I've seen too many sites accepting credit cards on a non secure page, and while this doesn't necessarily mean there will be a problem, it is perception that counts. Convincing people

that it is safe to purchase online is still an ongoing battle. Don't make it any harder than it has to be.

TIP #83:

### The power of the PS

Many times people look directly at a sig file to identify the sender of a piece of email or article. Always use a PS in your sales letters that restates your main offer in as few words as is possible.

TIP #84:

### Make them turn the pages:

When constructing your sales letter, try and make it carry over to multiple pages. Create the impression of added value by ending each page with a question or a phrase that makes the visitor have to go to your next page. Something as simple as, "CLICK HERE to see the 7 exciting bonuses that come with every package" You get the idea. Each page adds to the perceived value of the product. Leave them wanting more at the end of every page.

TIP #85:

### News ticker

Place a free news ticker on your web site. You can display news that is topical to your web site. Check out <http://www.7am.com/ticker/> and get a free news ticker today.

TIP #86:

### Put it in writing

Would you believe something as simple as your handwritten signature on your site can make a big difference in how you are perceived. Scan your signature, edit it into a web graphic and use it on your page in the guarantee. When someone sees your guarantee combined with your signature it increases your credibility by leaps and bounds.

TIP #87:

### To the point

Use short, to the point sentences in your sales letter. Keep your words simple. Remember, you are not teaching an English or vocabulary class. The simpler and easier to read, the better.

TIP #88:

### Tick Tick Tock

You must capture your visitors attention within the first 3 sentences of your site's sales letter. You have about 5-10 seconds to do this. if you don't have their attention right away, they are gone. The quality of your sales letter and hooking the customer right away is VERY important. Don't use the first 3 sentences to talk about your specific product or pricing. That is the kiss of death. Use the first 3 sentences to identify a problem and tell them how you can solve it and make their life wonderful IF they keep reading. The first 3 sentences MUST be the bait and they must be irresistible.

TIP #89:

### Break it up

Use frequent paragraph breaks in your sales letter.

Long paragraphs tend to get lost on the page. It is much easier to read text on a screen when it is divided into nice easy to read paragraphs.

See how easy this can be.

Tip #90

### Bullets

- Use bullets to create the sense importance in your sales letter. A bullet enables you to get your point across and separate it from the less important text.

Bulleted text is more likely to get read so if you have any points that you feel are particularly, bullet them.

TIP #91:

### Make it personal

When writing your sales letter, write it in a manner that makes it seem as if you are talking directly to the person reading it. Don't say, 'I've helped thousands of others accomplish this or that', say, 'I will help YOU accomplish this or that'.

Most people aren't particularly interested in the fact you have helped others, they want to know how you can or will help them. Be direct.

TIP #92:

### Are you're classified ads all wrong

Never try and make a sale from a classified ad. There is no way to present your sales letter in a 250 character or less classified ad. The secret to classified ads is to use them as a lead generator. If you try and sell something directly from your ad, your response is not likely to be what you expected.

TIP #93:

### Use progressive pricing.

if you decide to sell the first product you create at \$17.95, sell your second product for \$27.95 or \$37.95. If your first product had real value, people will think your work is worth something. You increase it's perceived value by charging more for the next product. Never ever charge less.

TIP #94:

### Human Click

You can create even more interactivity on your web site by using a great new service called "Human Click" now called "Live Person". It is a form of a chat room that you can use to answer in real time your customers questions directly from your web site. This has proven to be a huge success. It is another way to give your customers to communicate directly with your or someone that can answer any questions they have. It is a great way to clinch a sale.

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

TIP #95:

### 10% deliver 90% of the results

if you start your own affiliate program, be aware that 10% of your affiliates will generate over 90% of the results. 90% of all your affiliates will likely never make a single sale.

TIP #96:

### Put your articles online

If you write articles for ezines as we mentioned in an earlier tip, place these articles on your web site. Make sure your articles are filled with important keywords. Submit them to the search engines and use them as another means of getting traffic from the major search engines.

TIP #97:

### Search engine limits

When submitting your site to the search engines, NEVER submit more pages per day than they allow. Make certain you are familiar with each search engine's submission policies. If you don't follow their rules, it is very easy to get banned.

TIP #98:

### Using misspelled keywords to your advantage.

Often you can use a misspelled keyword in a meta tag to your advantage. As is the case with web sites, many people spell words incorrectly when using the search engines. Look at your keywords and ask yourself if there are any common misspellings that can work to your advantage.

TIP #99:

### Personalize your email

If you are publishing an ezine or newsletter, use software that allows you to personalize the email. You create a sense of a one on one relationship when you address the email as Hi Joe, rather than nothing or something such as dear subscribers. personalization works.

Tip #100

## The big headline

Your headline is far more important than the ad itself. if your headline doesn't grab the attention of the person reading it, your ad will never even be seen. Your headline **MUST** give the person a reason to want to look at your ad. Poor headlines are perhaps the most common reason for poor response rates in advertising.

TIP #101:

## The value of a lifetime customer.

The true value of a customer cannot be measured by simply one purchase. Once you make a sale to a customer you have to keep them and resell to them. It has been proven that once someone buys from you, they are far more likely to buy from you again. The smart business knows that the value of that \$40 first sale may be \$10 times that over a lifetime.

Knowing the value of a lifetime customer can determine your advertising budget and many other marketing strategies. If you only look at a customer as a one time sale, you could be losing 300% or more of your potential revenue.

Thank you for making it all the way through The World's First Free \$200 Marketing Course. We hope you have found some useful information here. I can guarantee that if you implement just a few of the things I have mentioned in these tips, you can and will increase your traffic and sales.