

Citibooks' Tips and Ideas on...

Internet Marketing

Volume 1

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Top 10 RSS Do's and Don'ts

S. Housley

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RSS is not quite a household word, but technically astute individuals are adopting the use of RSS feeds at an alarming rate. If you are interested in jumping on the bandwagon, but not quite sure of where to start, consider following these simple RSS feed tips to maximize feed compatibility and make your feed stand out from the crowd.

RSS DO's

1. Titles and Descriptions.

Always include meaningful keywords in your RSS feed's Channel title and description. Many readers will view or search for topic specific RSS feeds using keywords or keyword phrases. If you have descriptive keywords in your RSS feed's title and description the feed is more likely to be located and subscribed to by interested parties.

2. GUID Format.

Always include a GUID with each feed item. The GUID is a globally unique identifier. Each post should use a different GUID. The GUID will in some cases assist RSS news readers and aggregation software in determining when new content has been added to the RSS feed or when existing content in an RSS feed has been modified. If you do not use GUID's, the software used to aggregate the feeds may have difficulty detecting changes to feed items or the software may not always recognize new content.

3. Publish Dates.

Always include a publish date on feed items. The publish date should be used even if the content is timeless. The Publish Date will help readers determine that status of the content contained in the feed item.

4. Polish Your Feed.

Consider including images within your RSS feed. While the added images will not necessarily improve ranking, they will add a polished look to your RSS feed and help brand your feed.

5. Feed Hosting.

Either host your own feed, or set it up to forward to a third party from your

website. This will allow you retain complete control over the RSS feed. You will not need to rely on the stability of another company. If you control the forwarding and at any point you are dissatisfied with the service provided by the third party, you can redirect the feed to another location.

RSS DON'Ts

1. Plagiarize.

Do not plagiarize content in your RSS feed, there is little more to be said. Written words are considered protected in most countries. Posting someone else's work and taking credit for their words is wrong and will damage your reputation as a credible source.

2. Splog.

Do not create splogs by automating feed creation. Splogs just clutter the search engines and directories and make it difficult to locate RSS feeds with meaningful content.

3. Violate Copyrights.

Do not violate copyrights by republishing an RSS feeds contents. If you quote content from another RSS feed, credit the source and provide and link to the original source of the content. As a rule of thumb, editorial content should exceed the length of the quoted material in the post.

4. Violate TOS.

Do not republish RSS feeds without confirming that feed syndication is allowed. The terms of use are not always apparent, so it is important that you check the terms of service on the publisher's feed subscription page prior to syndicating the contents of another publisher's RSS feed.

5. Provide Multiple Feed Formats.

Do not provide multiple feed formats for the same content. As far as the subscriber is concerned, the version of RSS that you are using is irrelevant. Multiple versions of the same feed simply cause confusion. Almost all RSS readers and news aggregators support all versions of RSS, simply choose a version and provide a single feed.

By adopting good feed practices, you can reap the benefits of having an RSS feed. Following these simple RSS do's and don'ts will get you started on the path to RSS success.

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Top Strategies to Get Quality Links to Your Website...Even if it's New

Ismael Tabije

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In the current scheme of things, a website that has links from other related websites merit high ranking in the major search engines for its main keywords. This is so because the search engines consider the external links as votes of confidence by the other websites.

It's relatively easy and a breeze to campaign for reciprocal links when you already have a website with a high google PR and alexa rating. (Google PR is a rank based on how many relevant websites link to yours and Alexa is a measure of rank with traffic volume as the basis for computation).

But what about when your site is just new with a PR0 and an alexa rating in the 7 digits? It is definitely more difficult to find people who will want to link back to you. But don't despair yet; there are excellent strategies that will make life easier for you even if your site is new. Here are some of the best today:

1. Allow people to create a website for free by allowing them to use some of your web space. Since it's free they won't mind if you require a link to your site or even an ad of your product to be placed in their site.
2. Write articles and offer them to other related web sites for free. Include a link to your site and plug-in a promotional of your products at the end of the article.
3. If you have an ezine, allow other people to publish it on their web site. Include a back link to your site.
4. Visit a web site related to yours and write a positive review of the site. Tell them they can publish it on their web site if they include a link to your web site.
5. Search for shareware, freeware and demo software. Allow people to download software at no charge from your web site, if they link to your web site. To push the benefit further, ask for their email address where you will send the free download information. This will build up your mailing list even more.

6. Invite other web sites to use your discussion board for their web site visitors. Just have them link directly to the discussion board.

7. When you purchase a product and you are happy with its benefits write a testimonial to the website owner. The testimonial should give ample details of the benefits you gained. Include a link to your site. Give them permission to publish it on their web site.

8. Create an affiliate program of your site. Then invite people to become your affiliate. Give generous commissions. People will love to put a link to your site with their affiliate code built in the link.
9. Create a polling and award site for other web sites. Give the winners a “trophy” in the form of a banner that contains an HTML link to your site. This will also improve your traffic as normally the “candidate websites” will encourage their friends to visit your site to vote for them.

10. Create a specialized directory in your website where people can add their web site for free if they link to your site. The directory shall only accept websites related to your site content.

11. Create a free e-book that you can offer to your site visitors. The ebook shall contain a liberal sprinkling of your site URL. Offer the e-book as free giveaway to other websites if they create a link to your site.

12. Exchange articles. Write an article relevant to your content that contains a link to your site. Search other websites related to yours that also feature their own articles and offer to exchange articles - you feature one of their articles in your site and they feature yours in their site.

13. Join or create a web ring, a group of web sites on a similar subject agreeing to link with each other. Key in the keywords "web rings" into your search engine to find the web ring appropriate for your need.
Creating links with other websites is a long and tedious process. Patience is a virtue if you want to succeed. But in the long run, when the free traffic to your website starts rolling in regularly and continuously and you earn from your due, the effort will prove to be well worth it.

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Ismael D. Tabije is the Publisher-Editor of www.BestManagementArticles.com, a unique niche-topic article directory that features exclusively business and management topics. For a large dose of internet marketing tips, ideas and strategies, see <http://marketing-tips-ideas.bestmanagementarticles.com>

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The Importance of a Private IP Address in Email Marketing

Neil Anuskiewicz

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You comply with CAN SPAM. Your list is confirmed opt-in. You have spent time writing a compelling message and an inspiring call to action. Your graphic designers have designed a stunning custom email.

You then send the email to your list but find that your emails were not delivered to any of your subscribers at a major Internet Service Provider. This is a disappointing outcome to say the least, and you decide to look into the matter further in order to avoid low email delivery rates in the future.

Why did this ISP block your emails? You learn that the ISP has blacklisted the IP address that you share with numerous other customers of your Email Service Provider (ESP). Another email marketing customer sharing your IP address sent out an email blast and got too many spam complaints. As a result the ISP blacklisted the IP from which the email blast came. The problem is that this IP address is yours also.

Your email delivery rates were lower than normal because of the mistakes made by someone else. This problem was caused by factors completely out of your control.

The Problem and The Solution

You may be surprised to learn that most ESP's have a very small pool of IP addresses that nearly all of their customers share. Their large customers, however, do get a private IP address. Small businesses and non-profits typically have to share an IP or pay extra for a private one.

You should strongly consider requesting a private IP address from your current ESP or even switching to an ESP that offers a private IP as a standard feature.

On the other hand, if your deliverability numbers are already consistently high, it probably means that your ESP is already offering private IP addresses or that they they are doing a good job of managing relationships with the major ISP's.

What is an IP Address and Why Should I Care?

Every machine connected to the Internet has a unique number called an IP address. A decent analogy

The big difference is that you do not share your phone number with a large group of people. You have a unique cell phone number through which you can reliably reach people you know. They know it is you calling, and not some prank caller who happens to share your phone number.

With a shared IP address, you share your IP address with other customers of the ISP. With some ESP's, each customer shares an IP address with thousands of other customers.

When you send out an email campaign, your emails are stamped as coming from a specific IP address-similar to how caller ID shows who is calling you. It is kind of like "caller ID" for emails but you are lumped together with everyone else who shares your IP address.

The result of this situation is that ESP's are fighting a constant battle to keep their pool of IP addresses in the good graces of the ISP's, corporate networks, etc. While high quality ESP's make sure their customers are CAN SPAM compliant, recipients still can and will file spam complaints (maybe they forgot they subscribed).

If above a certain threshold of your recipients file spam complaints (it varies by the ISP or corporate network), the ISP or network administrator adds the IP address to a blacklist and block all email originating from that IP address.

It is worth mentioning again that the better ESP's have relationships with the ISP's and do a good job of keeping their IP addresses off the blacklists. If the IP address does get blacklisted, they are usually fairly effective at getting the IP address removed from the blacklist. This process is not always quick though.

Watch Email Deliverability Like a Hawk

The important point to remember is that deliverability is key to email marketing success so watch your email deliverability like a hawk. If your ESP is not performing for you then find out why and remedy the situation quickly. Try to make changes using your current ESP first. If nothing changes, then it might be time to consider a change.

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About the Author :

Neil Anuskiewicz is the Marketing Manager of [EZ Publishing](#). In addition to developing custom web applications, EZ Publishing is the creator of the [StreamSend Email Marketing](#) service. The firm also has an active [Email Marketing Reseller program](#).

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Attract More Orders

Jerry Durham

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And the different ways to get it. Here's some more ideas to try.

Use a "P.S." or "Sig File", (signature file) at the end of your ad copy. Repeat a strong benefit or a strong close like a FREE ebook, ecourse, report or article that will compliment your original ad copy.

Multiple streams of income are popular. Create a product, promote it, join affiliate programs, promote them, sell advertising space on your site or in your ezine, promote that, create a membership site, promote it, etc. Have a few products on your web site instead of a large amount of products. Rotate your products out, while keeping the good sellers in. Too many choices can overwhelm your visitors and they won't buy.

Take your customers to a "Thank You" web page after they order that includes other products you sell.

Your web site should be a valuable resource for folks. Have original content, links to other interesting web sites, ebooks and software downloads, ecourses, etc. Your content will be more attractive to your visitors if it's up-to-date or original. You could also offer people the option to reprint the content in their e-zine or web site.

A free online directory full of interesting ebooks, e-zines, web sites etc. would be a valuable resource to visit over and over.

Multiply your marketing and advertising efforts on the Internet with "Viral Marketing" - There ain't no cure for this disease! Even a "simple" form where you or someone else wrote a report with your ad included in it and allowed others to give it away.

Offer free online services or utilities from your web site. They could be search engine submitting, copy writing proofreading etc. The service or utility should be helpful to your target audience.

Give free consulting to people who visit your web site. You could offer your

knowledge via e-mail or by telephone. People will consider this a huge value because consulting fees can be very expensive.

Reciprocal linking is very popular for all parties. Give them a freebie in exchange for them linking to your web site. It could be content, software, etc. Sites that provide useful information or services may be good links for your visitors. The more useful links on your site, and they may make it their start page. This'll increase your ranking in some search engines. (My experience has been folks just want the exposure and are willing to link for free.)

Develop your own opt in email list by giving your visitors a reason to give you their e-mail address. Allow them to sign up for free stuff and content that promotes the products you're selling. It's important to give something extra with the free subscription.

Banner ads don't have to look like ads. Some folks ignore banner ads. Make them look like content and have them click to read the rest.

Chat rooms, forums or message systems are great ways to interact with your online customers on a regular basis. Folks want to interact with other people that have the same interests as they do.

Your web site links should be checked regularly. After people click on one link, and it doesn't work, they usually won't risk wasting their time clicking on another one.

Full page solo ads to your opt in list could result in increased sales.

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About the Author :

Click here to see ThankYouAds.com - <http://tinyurl.com/5kack>.

Jerry durham has been in business as "OPPORTUNTIY TO SUCCEED" since the fall of 2003. We offer newsletters and ideas you need to start, manage & grow your online business with strategies, downloads, & articles written by professionals.

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An Internet Marketing Strategy that Works

Joy Gendusa

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These days an internet marketing strategy plays a vital part of small business marketing strategies (or any size business marketing strategies for that matter). Website marketing is an important part of just about any business, small or large.

You can't put up a beautiful (or any) website and hope that people will just arrive. You have to let them know, **IN EVERY POSSIBLE WAY**, that your website is there. This **HAS** to be part of any Internet Marketing Strategy you develop. This is actually a basic marketing principle. Customers are not going to look for you, you have to look for them.

Promotion your website on-line and building traffic is the subject of thousands of websites, e-zines, books, courses and seminars. Using the web to promote your site, however, assumes that your customers are surfers. But there is a large percentage of our population that is not as savy with the internet as we would like them to be.

So, what about the large percentages of the population who are not? They will only find out about you through traditional marketing and public relations media. This is particularly true if you serve a fairly local market. Fortunately these are the easiest and cheapest prospects for you to reach off-line.

Key Off-Line Internet Marketing Strategies

Here are some of the ways to make your website known (this list was taken directly from the Traffic Building Volume of Ken Evoy's brilliant book, *Make Your Site Sell!* 2002:

- TV, print and other advertising
- Stationary and business cards
- Catalogs, fliers, billboards, blimps, etc.
- Direct Mail (prominently on every document)

- Telemarketing (make it part of the script)
- News Releases to targeted media.

The main principle, to which you can add all your imagination, is **INTERNET MARKETING STRATEGY INCLUDES ANY AND ALL MEANS OF GETTING YOUR WEBSITE KNOWN AND VISITED BY TARGETED PROSPECTS.**

Unless you have a high budget, the TV, radio, classified ad route is not recommended but if you do run ads, be sure to mention your website everywhere. Make it part of your Internet Marketing Strategy.

Another guiding principle is that your off-line internet marketing activities should make it easy for your prospect to go straight to your website. One of the best ways to market your website off-line is direct mail postcards.

If your prospect sees your website on a billboard as she's driving home, she probably won't look you up when she gets to the office the next day.

This is not the only medium that has problems like this. Newspapers are bulky, radio has to spell it out and like before most people are driving at the time. On the other hand, if your prospect is sitting at her computer and a postcard comes in the mail announcing your website, she can just turn around and type in your URL and she's at your website.

Now if someone is in the office reading a trade journal and comes across an article about you in the magazine, it's not difficult for him to copy your URL into his browser and pay your site a visit.

I don't mean to say that those other avenues won't drive traffic to your site, but it will take numerous impressions and repetition to get them to remember your address.

On the other hand, direct mail postcards are generally received at the home or office where a computer is present, and if received somewhere else they are small enough to keep with you until you can get to a computer. This way, your prospective customer will be able to take the postcard right over to their desktop computer, type in your address and go right to your site. Brilliant.

I have seen the greatest success in off-line website promotion with direct mail, and specifically direct mail postcards.

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About the Author :

Joy Gendusa founded PostcardMania (www.PostcardMania.com) in 1998, her only assets a computer and a phone. By 2005 the company did over \$12 million in sales, employed over 100 people and made Inc. Magazine's prestigious Inc 500 List as one of the 500 fastest growing companies in the nation. She attributes her explosive growth to her ability to choose incredible staff and her innate marketing savvy.

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Everybody Sells The Same Thing

Donovan Baldwin

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Years ago, I took over as a manager of a restaurant in a major city. As expected, we had a good sized lunch rush every day, but the place never seemed to be filled.

The previous manager, although well-intentioned, had been gruff with customers and staff alike. Most of the staff were teenagers, and sometimes I didn't blame him. Look, I was a teenager myself, and can remember not always being the best employee. Not because I was bad, but just because I was a teenager. You remember? Right?

Anyway, I worked with the departing manager fo about a month and then I was in charge.

One of the first things I did, even before the old manager left, was to make sure I called everyone, including my 16-year-old employees, "sir" and "ma'am. I also made certain they got plenty of praise for a job well done, and gentle but firm guidance (always in private) when they erred.

It wasn't long before, "YO! Dude! Bring me some ketchup!" was replaced by "Excuse me, sir (or ma'am)! Could you please bring me some ketchup?"

Over the next few weeks, the lunch crowd slowly began to grow, as did the dinner crowd, and I wasn't absolutely certain why. I DID know that my young ladies and gentlemen were making the customers feel more comfortable in our establishment, and the employees themselves were taking on more responsibility for taking care of the customers and getting the job done and seemed to be enjoying themselves in the process.

Of course, we had our regulars, and one day I noticed a pair of gentlemen I had never seen before. What struck me was that they were watching the employees and myself with eagle eyes. As I moved around the room, chatting briefly with diners and making sure they were taken care of, one of the men called me to his table.

This is what he told me...

He and his friend worked in a nearby office building and had once been regular lunch customers, but had quit coming in several months before I came to work there. The reason they had stopped dining at our establishment was simply that they did not like the way the previous manager had treated the employees, and they had also felt the trickle-down affect in the negative way the employees interacted with customers and other employees.

Recently, people in their building had begun talking about how pleasant it had become to eat in our restaurant since the "new manager" had taken over. They had decided to check it out for themselves. Even though they enjoyed the food and the restaurant was nearby, they had been choosing to go elsewhere because of their discomfort in the previous atmosphere. They told me that they were extremely pleased with their experience and really liked the way I treated the employees and the employees treated each other and the customers. They definitely would be returning regularly.

THE MENU AND FOOD PREPARATION HAD NOT CHANGED.

THE FACILITIES WERE THE SAME.

THE EMPLOYEES WERE THE SAME.

BUT...

THE ATTITUDE AND ATMOSPHERE HAD CHANGED.

With the right attitude and with lots of respect for peers and customers alike, your business can grow even if you sell the same product or service as thousands of other internet or brick-and-mortar businesses.

So! Why not sell service? There's sometimes quite a lack of competition there.

Postscript: Between the time I drafted this article and typed it up, I received an email from a webmaster who complained that while I had a nice website, it was just like several others he had seen, and he doubted I would have any success with it.

Oh well, he's welcome to his opinion, I suppose. I just didn't have the heart to tell him that last month I deposited over \$10,000.00 in commissions from a website that everybody else was using.

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About the Author :

Donovan Baldwin is a Dallas area writer and internet marketing professional. He is a University of West Florida alumnus, is retired from the Army after 21 years of service, has worked as an accountant, optical lab manager, restaurant manager, and instructor. He has been a Mensa member for several years, and an active internet marketer since 2000. He now makes his living online. Visit his blog at <http://www.donovanbaldwin.blogspot.com/>.

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The Magic Words to Writing Successfully on the Internet

William Johnston

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Writing effectively on the internet is the most effective way to achieve maximum profit from your website. You can use effective writing in articles and ads so that you can get traffic in your site. You can write good content on your site and in your ezine to get more subscribers. Most importantly, you can write an effective sales letter to persuade visitors to purchase your product or service.

Choice of words is extremely important. Certain words, when combined and used in the right context, can draw the reader to your writing and keep them reading what you have to say. Here are the words which will pull readers in:

Free, guaranteed, money, revealed, secrets, discovery, easy, breakthrough, magic, cash, love, hidden, proven, uncovered, profit, ultimate, power, you, now, value, solution, etc...

Be sure to use these words frequently in your writing and apply them to what you are trying to sell. Especially, use these words in your headline. The headline is what will draw your readers in first of all and so it needs to catch their eye. Make sure your product sounds like the miracle they've been waiting for. For example:

'Discover the new secret which will guarantee you a breakthrough solution to making ultimate profits online!'

On the other hand, don't make your product sound unrealistic. Too many of these words will remind readers of spam and they will think that your product is too good to be true.

Some words should be avoided. These are words which will give readers a negative impression. Your writing always needs to be positive, and so try not to use words such as these:

Cost, no, difficult, responsibility, wrong, worry, death, fail, negative, not, never, less, etc?

These words are sure to give the reader a poor impression of your product.

As a general rule, when trying to advertise something, always be positive. A positive review, with positive words, will create a positive mood for the reader which will encourage them to read further and think deeply about what they're reading. Also, the chances are, they will enjoy what they are reading.

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Why Having A Strong Internet Marketing Strategy Can Change Your Business

Lori Osterberg

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For some business owners, the definition of an Internet marketing strategy is merely having a website.

While that may have worked ten years ago, trying to compete with 8 billion other web pages today will simply be ineffective. Without defining your key strategies, your site will have no power to bring in any leads, and ultimately no additional revenue.

Creating a strong Internet marketing strategy can be accomplished by working on four tasks.

1. Defining your target market. Just like in your traditional marketing, your online marketing clientele must be identified.

Start with your current clientele. Every business has one type of client that serves them best. Think about that person, and take a few minutes to define their likes and interests. How are you reaching them in your traditional marketing?

2. Discovering where they exist online.

Once you have a clear definition of who your target is, realize that those same people exist all around the world. What works for you in your local environment will transfer easily into the online world.

Look around for similar resources online.

If you target new moms, and use a local parenting magazine to generate leads, look into the online parenting sites. Many of them have online classified sections, or will allow you to place banner ads in their newsletters or on the site itself.

If you're a local service provider, and have a client base within 30 miles of your office, concentrate on finding resources that are targeting people in your

local area. Many of today's search and research tools will help you discover resources that apply to geographical locations.

3. Writing website copy to reach out to them.

People typically write copy for their website in the same manner as a brochure. Yet a website is so much more.

Your website is your sales team. It's standing in for you 24 hours a day, 7 days a week. What you say to your prospects in person should be conveyed into your website.

Your website copy is what motivates your visitors to want to take the next step. Whether your next step is to sign up for a free report, or purchase a product or service, your goal is to lead your visitor by the hand, and make them want to move to the next step.

The better you can direct your visitors, the more successful your site will be.

4. Working with your website weekly.

The most important step to every Internet marketing strategy is to work on it again and again. If you use direct mailings in your business, do you mail just once and hope for the best? You wouldn't be in business very long if you marketed in that fashion.

Your website is a very similar marketing tool. If you create it once and leave it, you'll never reach a successful level. But if you work with it weekly, you'll see some amazing things happen quickly.

Websites are meant to have new pages added; new content created; and become resources for other businesses and consumers. And the only way to do this is to have a plan that you stick with every week. Whether its adding a new section, or linking to other sites, working your site just a few hours a week can have tremendous results over the life of your business.

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About the Author :

Lori Osterberg is a successful author, trainer, presenter and consultant. She helps small businesses develop successful online marketing strategies, and offers many online services, including web design and optimization. Receive her FREE ezine at <http://www.VisionOfSuccess.com>

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Forget Conventional Marketing Embrace the Web

Lee Traupel

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Tactical marketing processes are once again undergoing fundamental shifts from traditional to web-based processes. Many traditional marketing firms/agencies are still touting the tried and true to their clients; i.e. Tradeshow attendance, Print, Traditional PR, TV and Radio. However, these conventional marketing processes work best for broad market awareness and/or branding, especially for a Fortune 1K company with significant resources to spend on demographic analysis, test marketing and more test marketing. It's much more difficult for a smaller company (startup to \$50M per annum) to leverage the economies of scale that are typically available for a larger company for the media buy and operational efficiencies.

It's obvious that lifestyle and business processes are shifting towards a much greater dependence on digital media - people are traveling less due to cost issues and the ever-increasing speed of business is underscoring the usage of the Internet for information and research. If you're a small to medium sized business the chances are that you've probably cut your marketing budget significantly - by eliminating or scaling back tradeshow attendance, trade magazine advertising and/or direct mail in favor of response driven marketing on the web that can be deployed faster and more cost-effectively than traditional marketing methods.

Capturing leads from a web site generated by opt-in e-mail, newsletter inserts, text link advertising and/or other forms of pay per click marketing is still the absolute best way to generate leads that are quantifiable as soon as they are generated. You have the ability to easily track where the lead came from and via what interactive advertising process; assuming this has been setup for you by your interactive ad agency or with the online publisher. And, there are typically no lead times like more traditional marketing processes - we've created and deployed campaigns (creative, media buy, testing, ROI analysis, etc.) for our clients in 3-5 working days in some cases.

There are some pitfalls to web-based lead generation and follow through that you need to be aware of as you deploy an interactive campaign. Here are five of the most important "gotchas" that you need to think about as you build an interactive lead generation program around your web site:

1) Don't make it difficult for people to contact your company - make sure your web site really communicates with your prospects - by “communicating” I mean by providing telephone contacts, e-mail address and/or a lead capture form that is short. Note: this form has to be supported by a published Privacy Policy (“we won't divulge your info to a third party under any circumstances”) and it absolutely must be short; i.e. don't request any more than baseline information, name, phone, e-mail and address, augmented with a comment box.

2) Your marketing objectives have to be supported by your sales team - the sales team has to be incentivized to respond to inbound e-mails and requests for information via a contact form in a timely manner, within 24 hours or sooner. If you have a geographically dispersed sales team then make this clear on the web site by providing specific contact points for states, regions and countries.

3) Make sure you IT person/department attends your marketing planning meetings with your sales team - your web site will need some type of a lead capture setup that redistributes leads based on function and/or geographical responsibility. Your IT staff has to create a database solution that captures, stores and distributes leads - this does not need to be done in-house, products like Act (the market leader in contact management software) are now web-enabled, you can capture leads via a web server and share leads with others via a browser and very inexpensively.

4) We don't advocate popup advertising for most of our client's advertising campaigns. But, we have “crossed over to the other side” and we do (highly) recommend using popups on our clients' web sites to present opportunities that in turn capture leads. Studies have shown effective popup lead captures increase lead generation by 40-85% depending on the market segment. Popups can be set so they only launch on a frequency basis per session (visit to a web site) or a number of times for a specific visitor - they don't have to setup so they are intrusive and annoying.

5) Last but not least (drum roll) - make the customer's usability experience the most important aspect of your web site. Create a user interface (“experience”) that is pleasant for your visitors; i.e. use standard universal (top of page and local page left) menus, utilize 2-3 sentence paragraphs with lots of white space, don't overload your pages with graphics that slow down load times and make sure your contact points (phone, e-mail) are readily available from every page.

So, to summarize; advertising is shifting from traditional to web-based or

interactive if you will - so, to get on board this tsunami build a web site that communicates with your prospects/customers, provide contact points via telephone and e-mail via the site, involve your IT and Sales staff with the lead capture process so they are all stakeholders and utilize popups to accelerate your lead capturing.

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About the Author :

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An Income Opportunity Proven To Make Money Online

Leonard Bartholomew

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Clearly one of the most proven income generating opportunities for promoting your web site or small internet business is to publish articles online. This is a very simple way to contribute informative content and best of all it is free to use. You do not need to have a lot of experience or be a professional writer, to be able to place articles on your web site. Having articles that are directly related to the theme of the web site, will in turn give you an edge on the competition. By writing an article yourself and submitting it to the directory that you are using to get your articles, you then are feeding the community with great content for everyone to share.

There are literally thousands of these directories of articles on the Internet, being a member of multiple web societies will yield more and more reference materials that you can benefit from. When writing an article that you intend on placing on one of the many directories, it is very important to keep the required formatting in mind, there are some directories that wish for you to use no formatting, this is not a bad thing as in the end it will save you time not having to set the formatting up. Just make sure it is all done in a text document, and all will be fine.

Sometimes the directory will require a keyword or keywords to go along with the article, and may or may not ask for a brief description of the article in a separate box. Along with all this information, it is a great idea for you to have a resource box at the bottom of the article. This is an excellent way for you to give information about you, and the web site or sites you may have. This is an excellent method of self-promotion. The key here is to generate as much traffic to your web site as you can, by efficiently using web content and articles that appeal to people. This is very effective when you find great articles that pertain to your site as a whole.

Here is a helpful hint - Content is king, but the choice of keywords is also an important aspect of your article publication initiatives. Simply place keywords that you use in the keywords metatag of your web site in your title and in the body of the article. You will be giving your web site a boost in the search engine rankings when your article is accepted by the directories and they link back to your web site! You can find the search engine ranking of the article

directory easily by installing the Google toolbar on your web browser. You will notice that the article directories have some of the highest rankings of all web sites worldwide! This is due to all the quality submissions and links they get from online publishers.

There is a very good chance that if someone reads an entire article that you have written, that they will be willing to read more of your work. This can easily draw them to your site out of curiosity, and could generate a new sale. This new sale could then be referred to someone else looking for the same product or service, and again draw a new customer. Word of mouth on the Internet is a very powerful tool indeed. So in closing, it is clear that these services known as article directories do have a proven solid purpose in the way of generating more traffic to your intended target and increasing the search engine ranking of that target. That target is your web site, an income opportunity proven to make you money online!

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About the Author :

Leonard Bartholomew, B.S. Computer Science. Find tips, tricks and tools on how to build your own [proven income opportunity](#).

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