

Christopher Pitte's

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# Web Site Tips And Tactics

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# Copyright and Legal

## Legal Notice and Terms of Agreement

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If links do not work in this book when you click on them open your web browser and then try. It is a trick that I learned working with PDF files.

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# **Resell Rights Agreement and Instructions**

You own the resell rights to this ebook, this means that you can sell the ebook to as many people as you want and keep all the profits.

If you would like to sell this book [click here](#) for a ready made sales page and graphics.

You can also give this book away as a bonus or as an incentive!

The web site may be altered, but if you use the sales copy and web site graphics, you must leave the copyright information at the bottom.

Failure to abide by these terms will be in violation of the author's copyrights. Anyone found to be in violation, will be prosecuted to the fullest extent of the law.

If you have any questions please contact Christopher Pitte [here](#).

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## **Forward**

What you are about to read in the following pages is not some new undiscovered way of internet marketing found in some 16th century church in Lithuania. It is not going to tell you a "new" undiscovered trick to gaining a #1 position in the

search engines. And at the end you are not going to have to buy something.

Before we go on, I would like to tell you a little about myself if I may.

First and foremost, I am not some internet marketing "guru." The chances are that **I am just like you!** I, probably like yourself, have tried everything on the Web to make money or bring traffic to my site.

I have purchased all the ebooks and programs that are supposed to bring me riches. I have something like 300 ebooks on my hard drive at this time. I've bought the reports. I've branded ebooks. I've joined affiliate programs. I've done the MLM thing.

I tried banner ads and rotation services. "Been there, Done that" with the ten thousand search engine submit programs and sites. I have "blasted" to over one million web addresses. I tried the FFA pages. I made "doorway" pages and used hidden text(it was "latest and greatest" thing to do at the time!). I've signed up for the sites that can do everything for your web promotion (you have probably used the same sites).

The list of what I have done can go on and on. I am willing to bet that you have done the same things that I have done and that you probably have a list of your own!

The amount of hype on the internet now is mind numbing. It seems that

everyone is a master at marketing and becoming a millionaire on the Web. Everywhere I look there is someone with a "**new undiscovered secret!**" Is there really that many undiscovered secrets out there? I was thinking of calling *The Discovery Channel* to do some investigating into the world of internet secrets. I really was. Do you think that there is any more secrets left?

There is a secret to e-zines. There are secrets for marketing. For making ebooks. For writing articles. There are "**Secrets of the Gurus.**" It seems that everyone has a secret of some sort. It is worse than a girls restroom in high school! The biggest secret is **you're getting robbed blind!** Well maybe that isn't a secret to you anymore! Don't feel bad if you fell into the "secret trap." I have and so have a great deal of other people. Here is a neat little exercise for you to try: take a couple of your "secret reports" and compare them to a "non secret" report. Chances are that your "secret" report or ebook is just rehashed non secret material. I've tried this exercise and it is true.

Get this through your head now. . .

### **There Are No Secrets!**

I don't care who says that I am wrong. Chances are if they do they're going to show me "a new secret." Bring it on!

When it comes to marketing there are no new secrets. The same principles apply now as they did in the 70's or 80's or 90's. There are basic rules to follow

in advertising and I will explain them later.

As far as web promotion goes, once again. . .

### **There Are No Secrets!**

There are things that work and things that do not. Certain tactics bring better results than others. Some services are good, some are not.

My **Rant** is over. 😊

I wrote this report/ebook to show you exactly what has worked for me and what has not. I will show you all my "secrets" (kidding, I couldn't resist) . So without further delay, let's proceed!

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Before we proceed I want to mention that I am assuming that you have a Web site and know a little about HTML. This book can help you even if don't though. If you follow this information **before** you start you will be ahead of the game.

If you need to learn HTML below are several places to start. HTML is an easy language to learn. Like anything else, the more you study and do it the faster and better you will become.

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These four resources should keep you busy for a long while! Enjoy!

[HTML Goodies](#)

[webmonkey](#)

[NCSA](#)

[W3C](#)

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If you are not interested in learning HTML and still want to build a site take a look at [this](#). This is a complete package for making your Web site to build "pop ups." I highly recommend this if you do not want to spend time learning HTML.

This package also comes with resale rights to the actual products so you can start selling and making money when you are finished.



## Your Web Site

### The #1 Rule

The #1 rule for building a profitable Web site is **content**.

## Content Is King!



Memorize that phrase. The content will be up to you of course. You want to give your visitor/customer a reason for coming there, staying there and coming back for more.

Avoid the pitfalls of just supplying links to other sites with no good content. Even if you have an affiliate site you still need good content to get the visitors there and staying there. There are enough "sales only" sites on the Web. The best and most profitable offer **free valuable information** to their visitors. It is a fact.

Not only will **free valuable information** get you visitors, it will also get you **sales**. That's what you want isn't it? By simply giving the visitor **free valuable information** you will also gain their confidence and respect.

### **Free Content**

Keep your site updated with **free valuable information**. If your customers know or realize that you update your the **free valuable information** on your

site often they will keep coming back to check! No advertising needed for these visitors! 😊

There are thousands of places on the Web that offer free site content. Plus you should be writing your own content as well.

You can find thousands of articles [here](#). Ideamarketers.com has articles on dozens of topics that you can use on your Web site, newsletter or ezine. [Check them out](#).

### **Content and Keywords**

The content of your **free valuable information** web pages is going to be focused on your product or service **keywords**. What is a **keyword**? A **keyword** is a word or phrase that describes your product or service that a "Web Surfer" will type into a search engine search box. Search engines these days are starting to focus more on keyword rich content based Web sites, or "**theme sites**."

Coming up with your keywords takes creativity and a little time on your part. If your Web site is about *green tree frogs* you are going to target keywords for that. What are they? I will show you!

How? You ask. By going to [Overture.com](#) and use their keyword search tool. [Click here](#) to try it.

Here is what came back for *green tree frogs*.

Searches done in August 2002	
Count	Search Term
3953	green tree frog
200	australian frog green tree
196	green tree frog picture
169	american frog green tree
119	care frog green tree
39	eyed frog green red tree
34	as frog green pet tree
33	eat frog green tree
31	dainty frog green tree
29	frog green information tree

The search term results box above shows you how people are searching for *green tree frogs* and how many are searching using a particular term. The obvious choice for a **keyword phrase** would be **green tree frog** . But since it is so obvious it might have a little more competition. Doing a search on [HotBot.com](#) for **green tree frog** returns this:

**WEB RESULTS** (Showing Results 11 - 20 of 90,400 Matches )

[Google.com](#) returned with this many:

Results 1 - 10 of about 138,000

Now you know how much competition you will have.

The next step, which I will explain [later](#) is to optimize the use of the **keyword phrase** **green tree frog** to get you towards the top of those 90,400 Matches!

If that is a little too much competition for your do the same search with the other keywords or phrases or use some of the services belowto find more. You

might be able to find a popular **keyword phrase** that is used a lot by "surfers" but have a smaller return on matches.

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### **Keyword Spies**

Use these services below to spy on what people are searching for to come up with more ideas for **keywords**.

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You can also use [Wordtracker](#) to find the "TOP 500 Keywords." You can get a free trial and then it will cost you US\$6.53 for a day all the

way up to US\$217.71 for a year. This is a **very usefull** service.

[Keyword Grabber](#) works by retrieving search results for your search term from multiple search engines. These results are then ranked according to position and the search engine importance. The top sites from the combined results are then retrieved and the keywords extracted from the meta tag. A list of keywords is then built according to importance. [FrEe Trial](#).

[Search Keyword Generator](#) has full logging capabilities and can generate up to 12 trillion unique search criteria in the registered version. This works by selecting a random keyword or phrase from a main list and then perhaps adding a prefix or suffix. The chance of this and the word lists are fully customizable.

You can also visit [Selfpromotion.com](#) and use his "keyword susser tool."

In his own words:

The Susser will then query the [Overture.com Search Term Suggestions Tool](#) for each of the terms you entered, and provide you with a sorted report combining all the results. The more queries a search term got, the higher it will appear in the list.

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I can not stress the importance of **keywords** enough! The **keywords or phrases** that you choose and how you use them(I will show you) will determine how your pages rank in the search engines. If you are not in the top 10 to 20 you might as well not exist at all! It is a hard fact to swallow. Take your time choosing your **keywords or phrases**. It will definitely pay off for you.

#### Keyword selection tips.

- Think how your customer might search for your site.
- Make keywords into keyword phrases.
- Create different combinations for your keyword phrases.
- Review your competitors keywords.
- Don't use someone elses keywords.
- Try not to use single words.

Below is an excellent article by Sumantra Roy explaining Which keywords should you optimize your site for by using a spread sheet program. Very interesting.

**Which keywords should you optimize your site for?**

In this article, we focus on the correct way of finding out the keywords for which you should optimize your site for the search engines. This article will give you the formula for the Keyword Effectiveness Index (KEI) - a mathematical formula which I have developed to help you determine which keywords you should be optimizing your site for.

Step 1: Open your text editor or word processor and write down all the words and phrases that you might have searched for if you were looking for a company which offers products and services similar to yours. For example, suppose your company organizes packaged tours to Australia. Here's a list of phrases that I might have searched for if I were planning to make a trip to Australia:

tourism in Australia

travel to Australia

traveling in Australia

travel agencies in Australia

traveling agencies in Australia

Australian travel agencies

Of course, the keywords that came to your mind may have been

different. But that's not important - the important thing is to get an initial list of keywords.

You may be wondering why I have not used single word keywords.

Here's why:

Firstly, single word keywords tend to be hyper-competitive. A search for "tourism" or "traveling" in any search engine will probably generate hundreds of thousands of pages. While it is possible that you may get your page in the top 10 for such a single word keyword, it is quite unlikely.

Secondly, because of the sheer number of pages that single word searches can throw up, most search engine users have realized that they can get more relevant pages if they search for phrases rather than individual words. Statistical research has shown that most people are now searching for 2 or 3 word phrases rather than for single words.

Thirdly, single word keywords won't get you targeted traffic. When people search for "tourism", they are not necessarily looking for tourist destinations in Australia - they may be interested in any other country of the world. Even if you got your site into the top 10 for tourism, you gain nothing from such visitors. However, when someone searches for "tourism in Australia", he/she is your potential customer, and hence, it makes sense for you to try and get a top ranking for your site for that keyword.

Hence, whenever you are trying to generate keywords, try to be location specific. Try to think of keywords which apply to the geographic area that your product or service is designed to serve.

Step 2: Open any spreadsheet program that is installed in your hard drive. I assume you are using Microsoft Excel. If you are using some other spreadsheet program, just change the spreadsheet related procedures outlined here to fit your program.

Create 4 columns - one for the keyword, one for the popularity of the keyword, one for the number of sites that appear in AltaVista for that keyword and the last for something I call the Keyword Effectiveness Index (don't worry - I'll explain what KEI means later on). In order to ensure that you can follow what I am saying, I recommend that you add the following column headers to the first four columns of the first row of your spreadsheet:

Keyword

Popularity

No. of Competitors

KEI

In case you don't want to take the trouble of creating your own spreadsheet, download the [keywords.zip](#) file. The file contains a sample spreadsheet in Excel 97 format.

Step 3: A great way to obtain a list of keywords related to the ones you have developed in the first step is to use [WordTracker's keyword generation service](#). Click on the "Trial" option at the top of the site. In the page that appears, type in your name and email address and click on the "Start the trial >>" button. In the next page, click on "Click here to start the trial". In the next page, type in the first keyword that you developed in Step 1, i.e. "tourism in Australia", in the text box. Click on the "Proceed >>" button.

Step 4: In the next page, WordTracker will display a list of keywords related to the keyword that you had typed in. (Just scroll down the left pane to see the keywords). Now, click on the first keyword in the left pane which is applicable for your site. In the right pane, WordTracker will show a list of keywords which contain the keyword you had clicked on in the left pane.

Then in the table that you have created in your spreadsheet, copy each of the keywords in the right pane and paste them in the first column of the table. Also, copy the number of times those keywords have been used (i.e. the figure present in the Count column in WordTracker) and paste them in the second column. In order to ensure that you can follow me, make sure that you type the first keyword in the second row of your spreadsheet. Of course, you should only bother adding a keyword to your spreadsheet if it is applicable for your site.

Once you have added all the keywords in the right pane which are

applicable for your site, click on the next keyword in the left pane which is applicable for your site. Once again, WordTracker will display a list of keywords in the right pane which contain the keyword you had clicked on in the left pane. Again, copy the keywords in the right pane which are applicable for your site and paste them in the first column of your spreadsheet. Also, copy the figures present in the Count column and paste them in the second column beside the corresponding keywords.

Repeat this process for each of the keywords in the left pane.

Step 5: Once you have finished with all the keywords in the left pane, press your browser's Back button a number of times until WordTracker again displays the text box which asks you to type in a keyword. Type in the second keyword in your original list (i.e. "travel to Australia"), click on the "Proceed >>" button and repeat Step 4.

Do this for each of the keywords that you developed in Step 1.

Step 6: Go to [AltaVista](#). Search for the first keyword that is present in your spreadsheet using exact match search (i.e. you should wrap the keyword in quotes, i.e. you should type a quotation mark before typing the keyword and a quotation mark after typing it). AltaVista will return the number of sites which are relevant to that keyword. Add this number to the third column of the spreadsheet in the same row in which the keyword is present. Repeat this process for each of the keywords present in your spreadsheet.

Once you have done that, your first column will contain the keywords, your second column will show the popularity of the keywords and your third column will contain the number of sites you are competing against to get a high ranking for those keywords.

Now it's time to calculate the KEI!

Step 7: The Keyword Effectiveness Index is the square of the popularity of a keyword multiplied by 1000 and divided by the number of sites which appear in AltaVista for that keyword. It is designed to measure which keywords are worth optimizing your site for. Higher the KEI, better the keyword. How the formula for the KEI is arrived at is beyond the scope of this article. If you want to know, send a blank email to [kei@sendfree.com](mailto:kei@sendfree.com).

If you had used the spreadsheet file that I created for you (see Step 2), you won't need to enter the formula for calculating the KEI yourself. The KEI would be automatically calculated for you the moment you enter the values in columns 2 and 3. You can go straight to Step 8.

In case you didn't download the file, here's how you can calculate the KEI.

I am assuming that you have created the spreadsheet columns in the way I recommended in Step 3 and that you are using Microsoft Excel.

If you using some other spreadsheet program, you will need to adjust the formula to the requirements of your spreadsheet program. Click on cell D2. Type in the following exactly as it is shown:

`=IF(C2<>0,B2^2/C2*1000,B2^2*1000)`

Then click on the Copy button to copy the formula, select all the cells in column 4 which have keywords associated with them and press the Paste button to paste the formula. The KEI for each keyword will be displayed.

Step 8: Use your spreadsheet program's Sort feature to sort the rows in descending order of the KEI. In Excel 97, you would click on the Data menu, click on the Sort menu item, choose KEI from the drop-down combo box named "Sort by", click on the "Descending" option next to it, and then click on OK.

And guess what - that's it! You now know the keywords which you should optimize your site for. You can now start optimizing your site one by one for each keyword, starting with the keyword with the highest KEI. Exactly how many of the keywords you choose to optimize your site for largely depends on the amount of time that you can spare from your normal business activities. But whatever the number of keywords that you target, it obviously makes sense to go for the most effective keywords first.

Tying up the loose ends:

The number of related keywords that WordTracker displays in the trial version is limited. In order to get all the keywords which are related to the keywords you had developed in Step 1, you would need to subscribe to WordTracker's paid service.

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Article by Sumantra Roy. Sumantra is one of the most respected and recognized search engine positioning specialists on the Internet. For more articles on search engine placement, subscribe to his 1st Search Ranking Newsletter by sending a blank email to <mailto:1stSearchRanking.999.99@optinpro.com> or by going to <http://www.1stSearchRanking.com>



**Project**= Brainstorm for keywords.



**Project**= Use program above to find best keywords.



## **Your Web site is your place of business.**

### **Appearance and Navigation**

Like a "brick and mortar" establishment it should be kept neat, clean and easy to get around in. Have you ever been in a reputable store where all the merchandise was just scattered about and you couldn't even walk through the aisles? Probably not. The big players know the importance of their appearance

and the ability for you to get to their products. They also make it easy for you to check out with your merchandise.

Your Web site design should reflect these simple principles. Keep it neat looking and clean by getting rid of all the irrelevant "stuff" on your site. I cannot tell what is irrelevant on your site. You have to look and decide. Banners are a good place to start. If the banner is for your favorite affiliate program, get rid of it. Write a good article about your affiliate and use inline text links to get to your affiliate. Studies show that this works best anyway. I am not saying get rid of all your banners. I have some on my site. [Take a look](#). That was also an example of an "inline text link". The banners you see are relevant to my site and not just there for the sake of being there.

Quick tip for banners. If you are dead set on displaying banners on your site, save the banner image on **your** server. Every time your page loads it will have to grab the image off of the site it is on. If it is on your server it will cut down on page load times. Plus **you'll know** that the image will always be there. If the image hosting server is down there will be a missing graphic on your page!

Most if not all hard walled stores have a consistent look and feel to them. So should your Web store. Make the layout and color scheme consistent throughout your site. Don't have one page with a blue background and another lime green. Keep your navigation bars the same throughout the site also. Doing this makes it much easy on your visitor.

All "brick and mortar stores have an address. So should your Web store. I am not talking internet address. I am talking about a physical address. Displaying

your business address will give your customer a better sense of security knowing that you actually exist **somewhere**! I display mine on the bottom of my pages. [Take a look](#).

It is nothing fancy. Just a simple address.

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3658 West Butler, Chandler, AZ 85226

### **Clean Up That Code**

Look for showing code. Look for HTML code that shows up on your Web page. Most common showing code is the < and > . Scan each of your pages and search for showing code. I've seen others but "showing code is showing code!" Just look for it and fix it.

Most of the HTML editors out there have an "HTML Tidy" function. If you are using one of these programs be sure to use the "Tidy" function. It will find these errors and many, many more.

For more information on "Tidy" [click here](#) or [here](#). These two sites will give you plenty to read!

For a very powerful HTML editor you should should look at [HTML-Kit](#). It is what I use and wouldn't trade it for any other program. And I have those other programs(just taking up hard drive space)! Oh! Did I mention it is **free**? And that you can tailor it however you want? [Go see](#).

You can also validate your code [here](#) at the "W3C HTML Validation Service."

## **Text, Fonts and Backgrounds**

Stick with the basic fonts. Use the basic fonts such as "Times," "Courier," "New Times" and so on. If you use fancy fonts that you found on the Web somewhere chances are good that your visitor doesn't have them installed on their computer. And if they have to download them just to view your Web site correctly, they're out-of-there! They came to browse your content rich pages and buy something. Not to download and view "fancy fonts!"

Stay away from the over **use of colored text**. That is so annoying. Emphasizing with red text is one thing. To have every color in the *Crayola Crayons* box is another. Don't use **blue colored text**. Most people associate **blue colored text** with a [link](#).

Staying on the color theme, stay away from the fluorescent background or body color! Or backgrounds that are "busy."

Below is what I mean by a "busy" back ground!



Why would someone do that to there visitors?!

Stay away from using frames. If you don't know what they are chances are that you are not using them. That is good. If you are or are planning to don't. Not all of your visitors/customers browsers will support frames. So you lost them already!

If you are of the mind set that the professionals use frames then [click here](#). If you don't consider them professional then I don't know who is!

### **Spelling and Grammar**

The most important thing to check for on your Web site is spelling errors and grammatical, NO; no,s! See what I mean? I instantly lose confidence in a product on a site that is loaded with errors. I think if this guy can not even offer a quality Web site for his product what kind of quality does the product itself have?

If you place any material on your site from an outside party check it for errors also. This goes for sales pages and articles. Do not assume since the author or creator of these items is a "big shot" in the world of Web marketing that this person can spell! You would be surprised! **Check and double check everything for errors!**

When we get into writing ad copy we will relax a little on the grammar but there is no excuse for spelling errors. None what so ever.

Most HTML editors have spelling checkers and thesaurus. Use these programs

and **use a dictionary!** You can not improve yourself if someone or something else is doing all your work for you. Don't be lazy.

### **Skip The Cheezy Gimmicks**

Don't you just love those little star mouse trailer effects? Or pages that take two minutes to fade in or out? How about blinking text? Oh that is sure to sell your product!

Of course I am being sarcastic in the above paragraph. These little gimmicks **will not** impress your customers or put them in a mood to buy. Most will find them annoying! Very annoying. Annoying enough to hit the "back" button and there goes a potential paying customer! Some of these little gimmicks add to your page load times! Don't bother with them. Stick with your free content.

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**Project**= Clean up site.



**Project**= Clean up/validate HTML code.



**Project**= Reassess fonts and colored text.



**Project**= Make site consistent in look and feel.



**Project**= Place address on site.



**Project**= Check for spelling and grammatical errors.



**Project**= Remove cheezy gimmicks.



## Links and Navigation

### Ease of Navigation

Your site should also be easy to navigate. If your customer has to search for five minutes just to find a link to somewhere she wants to go, she's going to go right out of your site and right to your competitor!

There is no universal rule on navigation bars. The most popular is the left hand navigation bar. This is what I use at my [site](#). I have this navigation ability on every page. You can also put them across the top or bottom. Be sure to have a link to your "home page" **on every page**.

The basic rule is you want to keep your customer moving around quickly and easily. Don't let her stop and think. She might just stop and think about leaving your site and taking her money with her! 

### Link Tips

When using links to pages that are on someone else's Web site make them open in a new page. This goes for banners also! Your page will still be on their screen when you code your links this way. Below is example code.

```
<a href="http://www.digital-sales.com/" target="new">
```

The **target="new"** tells your visitors browser to open up in a new window. When they close that window **Presto** your page is still there! Simple yet effective.

If you are trading links with other sites (which I will cover more later), put a tracking code in the link code. When a visitor clicks your link with the "tracking code" it will show up in your "stats page." There will be more on tracking codes later but here is an example:

```
<a href="http://www.digital-sales.com ?ezine_ad1" >
```

The `?ezine_ad1` is the "tracking code." When someone clicks this link to come to my site I see this URL in my page analyzer:

```
<a href="http://www.digital-sales.com?ezine_ad1" >
```

After the "?" you can put anything you want to track your links. But the "?" has to be there first!

Do not have "dead end" pages. Supply links to other pages on your site so your visitor doesn't reach a dead end. People are "click happy" on the Web. Keep them "clicking" inside your site.

The main concern you need to have is **make sure all your links work!** This is a **must do** webmaster job. Not only does it irritate your customers and look poor, search engines follow links in your site when they index them! If it is a link to an affiliate, guess what you just lost that credit. If it is a link to a sales page, guess what you just lost that sale! All over a broken link!

**Here are a few sites and tools to check your links:**

[JimTools.com](http://JimTools.com).

[W3C© Link Checker](#)

[LinkCheck v4](#)

[LinkSurvey](#)

If you are serious about your keeping your Web site in "tip top" shape you should go ahead and purchase the tools that you need. Think of these tools as **an investment**.

The [Multi-Use Webmaster Productivity Tool](#) is a program that I use regularly for checking the links on my site. You can download a free trial and judge it for yourself by [Clicking here](#).

If you are using any Java scripts or even Cascading Style Sheets link to them instead of having all that code in the "head" of your Web page. Below are examples.

```
<script language="Javascript" src="dialogefortyr.js"
type="text/javascript"> </script>
```

This would go between the `<head>` & `</head>` tags. This replaces approximately 50 lines of code.

A link to a Cascading Style Sheet would look like so:

```
&lt;link rel="stylesheet" type="text/css" href="casstyle45.css" >
```

This would also go between the `<head>` & `</head>` tags. How many line of code this replaces depends on how many style commands that you have.

Another trick that you can use is masking the link address in the bottom status bar of web browsers. Simply insert this code in to the head of your HTML document:

```
<script type="text/Javascript"> <!-- function  
cloakst1(){ window.status="Digital-Sales.Com";} zint=setInterval(cloakst1,10)  
//--> </script>
```

The **Digital-Sales.Com** will show up in the status bar of a web browser effectively disguising a link! You can put anything between the quotes that you want to show up in the status bar.

Note: Tech savy people can still right click the page and veiw your source code to see your links.

This trick works good to disguise off site affiliate links that show up in the status bar.

### **Email Link**

Provide an email link so your visitors can email you. You would be surprised at the amount of vendors on the Web that have their email link buried or non-existent at all! Would you do business with someone you couldn't get a hold of? I don't think so.

Are you only using one email address for your site? If you are here is a simple bit of HTML code that will fill in the subject line for you on your email links.

```
<a href="mailto:webmaster@digital-sales.com ? subject=Please Help" >
```

The `?subject=` will place the `Please Help` into the "subject line" of emails coming to you. Try it out by [clicking here](#).

Why would you do this? Simple. If you are using or only have access to one email address you can "code" your messages coming to you. For instance for my customer service email I would use `<webmaster@digital-sales.com?subject=Customer Service Help>`. This would tell me that I have a customer service question. For a sales related email I would use `?subject=Sales` and so on.

You really should have multiple email addresses in addition to your autoresponders.

#### **Side Note:**

One thing to be aware of when posting your email address is "email link farmers!" These unscrupulous characters use programs that scan your web pages for email addresses. These programs look for the **mailto:** tag in your source code. The best way to hide your address is to use a cloaking program.

Here is what a normal web address looks like in HTML:





## Graphics and Music



### Images and Optimizing

Unless you need graphics to illustrate your product keep them to a minimum. Having a bunch of graphics on your page will make it load slower! A visitor/customer will only wait so long before they "click" to a different site. So you lost them already! If you need to use them then optimize them. When you optimize graphics you are reducing their file size. A smaller graphic will load faster.

### **Here are some image optimizing freebies.**

- [NetMechanics.com's GIFBot](#)
- [SpinWave](#)
- [WebGraphics Optimizer](#) (Free Trial)
- [JPEG Wizard](#)™
- [SuperGIF](#) By BoxTop Software Inc.
- 

If you are using a graphics or "image editing" program like *Paint Shop Pro* you

can **reduce the image color count. Not the image size.** The "reduce image size" function reduces the physical size in inches or pixels. If you do this you will have a physically smaller image with *the same file size!* The "reduce image color count" function reduces the images file size in bytes. Got it? Keep on decreasing the color count until it starts to look fuzzy or poor and go back one step. You can easily shave hundreds or thousands bytes of the size of your image.

When using an "image editing" program you also have the option of what you want to "save" your image as. "Save" your image as a "GIF", "JPEG" or "PNG." Not in your "image editing" programs style!

Animated graphics are nice to look at on the **Disney** site! If you have a graphics site or the similar go ahead and use animated graphics. If you are selling ebooks, services or even some hard goods **don't use them.** These are large files and again add to your page download time. People want excellent content or the product that they came for, not an online version of the *Looney Toons.*



**Project**= Optimize all graphics with the above tools and remove music if applicable.

---



Some graphics in this book were from [The Graphics Station.](#)

You are operating a Web site not a radio station! Leave the music to the MP3 and music sites. I feel no need to expand on this topic. A lot of your visitors will not even have speakers hooked up to their computers. These files can also be large and kill page download times.



## Common Mistakes

Below is a list of common mistakes made by webmasters running a sales or content site. Read and examine these points against your own site.

- Page takes forever to load.
- Site is messy or disorganized.
- Spelling and grammar errors.
- No contact information.
- Poor content.
- Poor navigation.
- Broken links.
- Large slow loading graphics or too many graphics.
- Multiple use of animated graphics.

- Busy, loud or distracting backgrounds.
- Multiple banners and buttons.
- Use of frames.
- Multiple colored text.
- Text difficult to read.
- Multiple use of different fonts.
- Large or unsupported fonts.
- Pop up messages.
- Poor organization.
- Different backgrounds on each page.
- Over powering music set to autoplay.
- Confusing jumbled mess.
- Too much advertising.
- Large Welcome banners.
- Under construction signs.
- Scrolling text in the status bar.
- Large scrolling text across the page.
- Poor use of mouse over effects.
- Mouse trailer effects.

If you will notice the in the list above that I have not mentioned anything about "meta tags" and the like. Want to know why?

That's what we are covering next! But before we do see below for your project details.

---



**Project**= Compare above list against your Web site. Fix what is necessary.



---

## **Meta Tags, Search Engines and Things That Go Bump In The Night**

Now let us take a walk into the mysterious and often confusing world of **search engines, meta tags** and **keywords**.

There are literally thousands of sites that offer search engine submissions, tips, secrets and magic formulas. Type "search engine" in [Hot Bot](#) and 9,795,900 listings show up. Type in "search engine submission" and you get 615,900 listings. Type in "search engine placement" and 291,800 matches come back.

**Meta tags** brings back 433,700 matches.

**Keywords** gets you 8,575,400 matches

With all this information out there how do you what is good and what is garbage?

I will show you what you need to know.

A good place to start is with your **keywords**. Not the **keywords** in your **meta tags** but the **keywords** in your **free valuable information** web pages. The trend of **search engines**, as I mentioned earlier is towards **keyword rich content based Web sites or "theme sites."** If you have created a **keyword rich content based Web site, or "theme site"** your battle is half over!

Let me explain why good **keywords** in your web page are important by explaining how search engines work.

### **Directories**

First the term "search engine" is thrown around a lot. It is used as a generic term for both "crawler" based search engines and "human powered" directories. The two types of search engines gather their information on web pages in radically different ways.

### **Human-Powered Search Engines**

These search engines are called "directories" and not really search engines at all. Actual human beings view your Web site and write a short description for it. No "spider" will come to your site, snoop around and take your Web site information back with it. No Siree. A **human** will come to your site personally and check it out! So you better be prepared!

The "Big 3" directories are:

**YAHOO!**

**looksmart**

**dmoz** open directory project

**YAHOO!** charges US\$299.00 non-refundable for their "Yahoo! Express" with **NO Guarantee** that you will be listed. [Click here](#) to see for yourself. For getting your site listed for free [click here](#).

The one major thing that I have to say about getting listed in

**YAHOO!** is. . .

**IT IS TOUGH!**

**looksmart** is somewhat similar to Overture.

They offer a "Paid Inclusion" program called **LookListings Small Business** that will cost you US\$49.00 for the listing set-up fee. Then a US\$0.15 per click through. The **LookListings Small Business** is for smaller sites. You list one URL.

For larger sites you can submit hundreds of URL's and the minimum monthly spending requirement is US\$2500.00. To use this option you have to fill out a form and a "representative" will contact you.

For further study on your own [click here](#) and you will taken to their sign up page.

 [open directory project](#) has its own list of rules but it is **free!** You pick a category that you think your site best fits into and "click to that section. When you arrive at that category page you click the "add URL" link. From there just follow the instructions. [Click here](#) for their "How to add a site to the Open Directory" page.

### Crawler Search Engines or Spiders



"**Crawler**" search engines are the most common type. These SEs come and "crawl" or "spider" your Web site for information and follows links throughout your site. That is what is meant when someone says that their site has been "spidered." After the initial "spidering" it will come back on a regular basis looking for changes.

The "**crawler**" SE has three major components. The first we have already discussed the "spider." The second part is the "**index**." This is where all of your Web site information is stored. When you make a change to your site the **index** gets updated with the new information. If you have been "**spidered**" it doesn't necessarily mean that you have been "**indexed!**"

The third part of the SEs is the part all of the hoopla is over- the "**SE software**." This is the mysterious entity that everyone wants to be in good graces with. People try to trick it, spam it and "kiss up to it." The "**SE software**" sorts through the millions and millions of Web pages that it has in its index and matches **keywords** typed in to the search box to. It spits back out what it thinks is the most **relevant pages** it has for a certain **keyword** in what it thinks is the order of most relevance.

#### Some Of Those Who Spider



- [Infoseek](#) (go.com) "Sidewinder"

Don't even think about repeating **keywords**! Text and body color the same "**You're Outa' There!**. If you're not using using **meta tags** "Sidewinder" uses the first couple hundred words of your body text.

- [Altavista](#) "Scooter"

Keywords towards top of page. Keywords in **meta description** and **meta keywords** as well as body. If meta keywords are not there then "Scooter" uses first 40-50 words of body text.

- [Lycos](#) "T-Rex"

Uses Open Directory Project (ODP). Only indexes pages submitted. Will give a higher priority for keywords that appear in

the page title, for keywords appearing closer to the top of the page, and higher priority for keywords appearing closer to each other in body text.

- [Excite](#) "Architext"

First paragraph of page use **keywords** and make short. Also serves as the WebCrawler spider

- [WebCrawler](#) "Excites Architext"

Same as [Excite](#).

- [Google](#) "Backrub or GoogleBot"

Likes links pointing to your site(link popularity). Like **keywords** in URL. Likes smaller pages.

Doesn't use **META tag**, **ALT tag**, or **comment tag** content to determine relevance. Likes unique **keywords**. **Likes link popularity**.

Like the names? 😊

The major SEs are all the same in their function but different in the way they rate your Web pages for a **keyword**.

There is also a create called a "**Hybrid**" search engine. Take [YAHOO!](#) for example. It is human powered but may display matches for an obscure

**keyword** from [Google](#).

### **Pay-Per-Click Search Engines**

As long as we are talking about SEs I might as well mention the **pay-per-clicks**. These you "bid" against other advertisers for your "clicks." Get the "**pay-per-clicks**" name now? This is an extremely efficient way to get targeted visitors. But not as efficient as the free major SEs. Anyway, depending on your budget this way may or may not be the way to go!

Here are the "**Pay-Per-Click**" players:

- [Overture.com](#)
- [7Search.com](#)
- [FindWhat.com](#)
- [looksmart.com](#)
- [looksmart.co.uk](#)
- [Kanoodle.com](#)
- [ah-ha.com](#)

### **Algorithms**

An **algorithm** is, simply put, a set of rules. The SE software follows these "rules" to determine how to rank your Web pages. The **algorithm** a particular

SE uses is a closely guarded secret. Even though **algorithms** are kept under lock and key they do follow a certain pattern of how they rank. Here is where the importance of your **keywords** comes in!

The **location** and **frequency** of your **keywords** on your Web page is one of the main rules used to rank your Web page.

The **location** of your **keywords** that we will address later are the **title tag**, **headings**, **link text**, **image "alt" tags**, and **body** of your Web pages. **Meta tags** are next!



**Project**=No project to do right now.



## Meta Tags

The truth of the matter is the **keyword meta tag** just doesn't have the power that it used in determining how SEs rank your Web page. There is really no BIG mystery to it. Sorry if I let the air out your bubble.

Web masters have used a lot of different tricks and tactics in regards to **meta tags** over the years. The SEs are pretty much all up to date on these tactics and have made adjustments in their **algorithms** to identify them. Most "old" tactics will get you busted for **spamming** the SEs now.

Should you still use them in your pages?

**YES.**

SEs still use them. They just don't rely heavily on them anymore.

The biggest mistake that most beginners do is list too many and irrelevant **keywords** in their **meta tags**. The SEs that use **meta tags** only read about 1024 characters including spaces. So if you have 3000 characters you just wasted time. The use of non-relevant keywords is also to be avoided like the plague! This is yet another way to get busted for **spamming!**

The **keywords meta tag** just provides a way for the SE to associate your **keywords** with your Web page. That's all. **Keywords** should not be words at all but strings of words or in other words-phrases. People usually search using multiple words or phrases. It would make sense then to put **phrases** in your **keywords meta tag**.

Here is an example of a **keywords meta tag**:

```
<meta name="keywords" content="keyword phrase, keyword phrase, keyword phrase, keyword phrase,">
```

Insert your top **keyword phrase** into this tag in **the order of importance**. List your main **keyword phrase** first then go on from there working down your list.

Another good practice is putting in misspelt words. People are always in a hurry or don't know how to type or spell very good. This is an opportunity for you to capitalize by having a misspelt word in your tag! I've received a ton of search hits this way!

The next **meta tag** that you should be concerned with is the **description meta tag**. It looks like so. . .

```
<META NAME="DESCRIPTION" CONTENT="ebooks at Digital-Sales.Com; Your  
Free Source For ebooks And Their Creation. Create your own or resell ours!">
```

You want to make this as compelling as possible. This tag will show up in the search results page. Give people a reason to click to your site. Be creative. **Also include a keyword or keyword phrase!** This is important.

One thing to keep in mind is that not all SEs support the **meta description tag**. They will instead use your first heading tag or the first lines of your first paragraph. A little trick you can use is to make all three of these different and compelling. If a person does different searches at different engines you could show up three different ways!

Another tag to include is the one below. It tells a spider to "index" your Web page and follow all the links.

```
<META NAME="ROBOTS" CONTENT="INDEX,FOLLOW">
```

After all that I hope you see **how important your keywords are!** Their effects are far reaching as far as your Web page is concerned. Choose them wisely and make wise use of them.



**Project**= Fill in keywords meta tag with keywords.



**Project**= Fill in keywords description tag.



**Project**= Add robots tag if needed or wanted.

To automatically make your **meta tags** check out [Instant Meta Maker](#). No HTML coding! Just click 'Generate Code' and Meta Maker does the rest for you. Quickly generate search engine friendly HTML code for your web pages. Plus you may resell it too!

Another software program that you can use is called [INSTANT Meta-Tag Creator](#). Build better search engine placements - With the software you will be able to place the correct and needed information on your website pages that the search engines need to properly place YOUR websites in the higher rankings. Check it out [here](#). Then go [here](#) to buy it! I am offering it at a 50% discount thru this book and my [Digital Sales Digest](#) subscribers!



---

## Other Tags

### Title Tag

< title> **Ebook** Creation And Sales! < /title>

**Ebook** is my **keyword**.

Example of why a SE uses the **title** tag for determining relevance:

Let's pretend that you went to your local library to search for a book on "snails." You walk up to the librarian and ask for help finding what you are looking for. It makes sense that the librarian would **first search** for books with "snail" in the **title**. SEs work the same way. The SE software assumes that if a particular **keyword** is in the **title tag** than that page must be relevant to that **keyword**.

"Then I will just load my **title tag** with **keywords**."

### **Not so fast!**

Just loading up your **title tag** with **keywords** is not the answer. Where you place your **keyword** and how many times you repeat the **keyword** makes a difference. Some SEs look for a **keyword** in the first 33% of the **title tag**. Some look for it in the first 50%. A certain SE might like the **keyword** repeated a couple times. Where a different SE might consider that same **title tag spam!**

The general rule is to include your **keyword** in the **title tag** close to the front.

### **Body and Link Text**

Search engines also look for **where** your keyword is on the page. If your **keyword** is towards the top then the SE assumes that your page is relevant for that **keyword**. It will look for your keyword at the beginning of paragraphs and **heading tags**. It will assume that if you have a heading for a page with your **keyword** in it than it is important.

Here is an example of a paragraph with **keywords** placed in it.

```
<p>Ebooks are electronic (hence the name), digital, virtual, internet books or Web books. A book put into digital format that you open up and read on your computer. You can download one, then store it on your hard drive or other media (read floppy disk, cd, ect,..) . . .</p>
```

This is the first paragraph on that page. It has a **keyword** listed first with some other keywords following it.

The heading for that page is:

```
</h1>Ebooks Explained</h1>
```

Once again **keyword** in the first position.

[Link text](#) that contain your **keyword** is also looked upon favorably by some SEs.

This is easy to do. Example:

[Ebook Store](#)

Simple enough. The code is below.

```
<a href="http://www.digital-sales.com/ebooks_to_buy.htm"> Ebook Store </a>
```

On my site [Digital-sales.com](#) I have my **keyword** for ebook in my link text. This is something that you should do too.

When using [text links](#) make the text **visible!** Don't use invisible text links! Also put your **keyword** at the start of the [text link](#). Also switch between UPPER and

Lower case spellings and use **keyword phrases**.

Example:

[Free ebooks](#)

[Ebook Store](#)

[ebook layout](#)

[Other ebook pages](#)

### **Image "Alt" Tags**

An **image "alt tag"** is used to display text when the mouse pointer is over it. Try going to any Web site and place the pointer on an image. If the webmaster did his job correctly a small text box should "pop up." To get that box to "pop up" you will code your image like so:

```
<image src= "/images/ebook.jpg" alt= "ebook">
```

The **alt= "ebook"** will make a small text box "pop up" with **ebook** in it.

### **Comment Tag**

One more place to insert your **keyword** is in the **comment tag**. This tag is invisible to your visitors but will be read by the SEs.

Example:

```
<!-- Your keywords here --->
```

Here is a little side note. HotBot likes both **img alt tags** and **comment tags**.



Does your head hurt yet?

Now that we have covered the **location of your keyword** lets look at the **frequency and weight of your keyword**.

---

 **Project**=Fill in title tag. Be sure to include keyword/phrase towards beginning.

 **Project**=Be sure keyword/phrase is towards beginning of an area or towards start HTML tag.

 **Project**=Put keyword/phrase in link text.

 **Project**=Put keyword/phrase in heading tags.

 **Project**=Fill in img alt tag with keyword/phrase.

 **Project**=Add comment tag(s) with keyword/phrase in them.



## **Keyword Frequency and Weight**

The **frequency** of your **keyword** is how many times your **keyword** appears on

your Web page. Once again you can not just load up your page with your **keyword**. If you do it too much the SE will consider it **spam** and "kick your page to the curb!" If you don't repeat it often enough it will not think that it is relevant for a search. Once again all SEs are different. What works for one SE is **spam** to another!

Once again the more frequency or the higher the concentration of your **keyword** on your Web Page the better. To a point. Over do it and you will be penalized for **spamming**!

The **weight** of your **keyword** also plays a role in how SEs rank your page. The **weight** of your **keyword** is how many time it is repeated in relation to the rest of the words on the page. Or the concentration of keywords on your Web page.

A new practice has emerged for creating higher **keyword concentrated** pages. This practice involves creating smaller Web pages, only a couple of paragraphs, and limiting the over all word count but repeating the **keyword**. One thing to be aware of is most SEs require a minimum word count on a Web page.

After all that the SEs also take **keyword prominence** into account when ranking your Web pages. **Keyword prominence** is how close to the **start of an area a keyword** is. This applies to paragraphs, text links and the body of the page as a whole.

In my above example for the **title tag**, the **keyword** ebook would have a 100% prominence because it was first.

A **keyword** in the middle of an area would have a prominence of 50%. One at

the beginning and one repeated at the end would also have a prominence of 50%(why this so I have no idea). A **keyword** at the end of an area only has a prominence of 0%.

Just moving **keywords** to the beginning of areas can have favorable results with the SEs.

Do you see just how important **keywords** are? Up to this point we have covered everything but the **meta tags**.

At the sites below you can check your keyword frequency and weight.

- [keywordcount.com](http://keywordcount.com)
- [designerwiz.com](http://designerwiz.com)
- [atviagra.com](http://atviagra.com)
- [webmaster-toolkit.com](http://webmaster-toolkit.com) (Excellent site!)

### **Killer Tactic**

Before we get into "**Submitting Is Not Enough**" there is a killer way to make sure your site is ranked well with the SEs. This entails purchasing **domain names** with your **keywords** in the name itself.

If you do not have a domain name yet this is where you should start first!

Having a domain name with your keyword in it or relates to what you sell or do adds credibility to you in the eyes of your visitors/customers.

Example:

<http://www.yourkeyword.com>

Don't worry if it is too long or looks weird. It will only look weird to humans. But look like **gold** to a search engine. This way you can tailor and fine tune each of these pages to an individual SE. After you do that you point them all at your main site!

Plus you can **cross-link** all these domains and get some "brownie points" for link popularity even though you own them all!

These are technically **doorway pages** to your site. It is just another entrance as opposed to a page created to fool the SEs.

Looking up domain names is easy. Below is a list of places that you can do so. I have also included a couple of sites that list expired or about to expire domain names. Who knows maybe the name you're dead set on is about to become available!

- [Selfpromotion.com](http://Selfpromotion.com)
- [Expiredregistry.com](http://Expiredregistry.com)
- [Register.com](http://Register.com)

- [checkdomain.com](http://checkdomain.com)
- [igoldrush.com](http://igoldrush.com)

Having trouble thinking of a domain name?

Not only are these sites useful they're fun to play around with. 😊

- [nameboy.com](http://nameboy.com)
- [Domainator](http://Domainator)
- ['Web Address Creator'](http://Web Address Creator)
- [Whoix? Domain Name Wizard](http://Whoix? Domain Name Wizard)



## **Before Submitting**

Before you submit your pages you will want to be sure that they **are ready to be submitted.**

- Check spelling and grammar.
- Do images load? Does your site still look good and make sense if visitors have their browsers set to display pages without graphics?
- Image alt tags filled in?
- All internal links work?
- All external links work?
- Meta tags filled in with correct keywords?
- Link to home page on all pages?
- Email address there? Easy to find?
- Email link work?
- Any HTML code showing?
- Check spelling and grammar. Yes again!
- 

---

Go grab a cup of coffee or something else with a lot of sugar and caffeine in it! I'll give you a few minutes before we start on the **Web Site Submission** section.

---

You could also use [Web Position Gold](#). It will do this for you and a ton of other

"stuff" too! More on [Web Position Gold](#) will be below.

Now that the **meta tags** are out of the way let's take a look into submitting your site.



## Web Site Submission

You have your pages all polished up now. All the spelling and grammatical errors are taken care of. All the images load. And your page is filled with your keywords. Now you have to submit your index page to the SEs and Directories.

There are several routes that you now can take. You can submit your pages by hand, using a blasting service or promotion software such as [Web Position Gold](#).

Using a professional service is another excellent choice for those who are not tech savvy or who want to know it is getting done right. Go check out [Sumantra Roy](#) at [1stSearchRanking.com](#). This is an excellent service. Their non pay per click search engine positioning services are designed to help web site owners get their own web sites top rankings in the major search engines on the Internet.

Submitting by hand is a good but time consuming way. If you submit by hand you can be assured of accuracy. You only want to submit to the major SEs anyway because they supply 95% of your traffic. Below is a list of the major SEs to submit to.

For the directories that I mentioned above you will have to submit by hand. Also see [below](#) for "ADD URL" to the largest SEs and directories.

Using a "blaster service" is not the route that I would recommend to take. Many Web Masters feel the same way. You can not be assured of accuracy and some SEs don't like it.

If you want to use a service go to [SelfPromotion.com](http://SelfPromotion.com). A fine gentleman named Robert Woodhead owns and operates this site. You can use his services for free and then pay him US\$20 a year. I used this site with great results before I purchased [Web Position Gold](http://Web Position Gold).

Using submission software is the way that I do it and I use [Web Position Gold](http://Web Position Gold) . There are other programs out there too. I just like [Web Position Gold](http://Web Position Gold) . I know I sound like a salesman but it is definitely worth the money. It knows how to submit to the SEs the way that they like! It also tells me if a particular engine didn't get submitted to and whether I am submitting too many pages.

#### **Submission No No's**

Stay away from the "mass submit" sites only because if you make a mistake it could take a while to fix! Plus they "blast" your site out to thousands of SEs when the major eight to ten SEs/directories will supply 95% of your traffic.

As I mentioned earlier, don't just fill your pages with keywords. Too many and you will get nailed for **spamming!** 

Avoid **cloaking**. For those who do not know, **cloaking** is sending one page to a SE and delivering another. It is relatively hard to do! Just don't try it. It is yet

another way to get busted for **spamming!**



Best way to describe **cloaking** is "bait and switch." Show one page then give another.

Stay away from "fellas" or programs that make **bridge pages**. A **bridge page** is created to simply fool the SEs. This is also another name for **cloaking**. And often called a **doorway page**. These three words are thrown around a lot to mean the same thing. With one exception though. A **doorway page** is a useful tactic and not a trick. More on this below.

Submitting too many pages on one day is another way to get cold shoulder from a SE. Stick with submitting one page a day. I had an experience where I was ranked fourth on page one of [HotBot](#) for my keyword. One day I decided to ignore [Web Position Golds](#) recommendation for submitting too many pages at a time. After I submitted I checked my rankings and **I was gone!** OOPS!

---

Back to [Web Position Gold](#). As you know this is what I (and thousands of others) use! You have probably seen advertisements for **Web Position Gold** all over the Web and haven't paid much attention to them. Well start! Submitting your pages the correct but automatic way is the simpler function it does! Remember our previous "chat" about **keywords** and **meta tags**?

[Web Position Gold](#) can handle all your keyword and meta tag factors for you! You type in your **targeted keywords** and it creates the **meta tags** for you! It

also tells you how to position **keywords** on your Web page for the best rankings for a particular SE. [Web Position Gold](#) tells you which SEs like to see what on your page. You can also compare your Web page against a higher ranking one and tune yours to match the higher positioned page! It basically does it all for you! Go check out the trial version of [Web Position Gold](#). You won't be sorry. **All the guess work is taking out of creating your Web pages.**

A couple of other things **Web Position Gold** does for you is monitor your Web page rankings and submitting rules! It will tell you if your Web page climbed up in rankings. Or warn you if you have slipped down in rankings. All automatic! The submitting function will tell you if you are submitting to many pages at one time to a particular SE.

**Simply put- This software is great and can nothing but benefit you as a Web Master!**

[Click Here For A Free Trial!](#)

---

If you want to submit by hand below are the URLs for the major SEs, Directories and Pay-Per-Click SEs. Have fun. 😊

#### **Search Engines**

- [HotBot.com](#)

- [Lycos.com](http://Lycos.com) (US\$18.00 Paid Inclusion)
- [Excite.com\(ah-ha.com\)](http://Excite.com(ah-ha.com)) (US\$49.95-US\$399.95 Guaranteed 72 Hour Inclusion)
- [AltaVista.com](http://AltaVista.com) (Free and \$39.00 Paid Inclusion)
- [Ask.com/Teoma](http://Ask.com/Teoma) (US\$30.00 Paid Inclusion)
- [Alltheweb.com/Fast](http://Alltheweb.com/Fast) (Free And Uses Lycos.com)
- [Alexa.com](http://Alexa.com) (Meta SE. Free)
- [Google.com](http://Google.com) (Free. Used By Yahoo!)
- [whatUseek.com](http://whatUseek.com) (Free and US\$24.95 to US\$49.95 Submit Options)
- [NationalDirectory.com](http://NationalDirectory.com) (Free. Crawls Entire Site)

### **Directories (large and small)**

- [Yahoo.com](http://Yahoo.com) (Start here For Directions. US\$299.00)
- [Looksmart.com](http://Looksmart.com) (Start Here. Pricing Varies)
- [Open Directory](http://Open Directory) (Start Here. Free)
- [Goguides.com](http://Goguides.com) (Just Like Above, Start Here. Free)
- [Zeal.com](http://Zeal.com) (Uses Looksmart.com)
- [Xoron.com](http://Xoron.com) (Free)

### **Pay-Per-Click Search Engines**

- [Overture.com](http://Overture.com)

- [7Search.com](http://7Search.com)
  - [FindWhat.com](http://FindWhat.com)
  - [looksmart.com](http://looksmart.com)
  - [looksmart.co.uk](http://looksmart.co.uk)
  - [Kanoodle.com](http://Kanoodle.com)
  - [ah-ha.com](http://ah-ha.com)
  -
- 

**You could also submit to [Inktomi](#).** The [Inktomi](#) network provides over 82 Million search queries per day, reaching more than 80% of the internet population. The Inktomi network covers search engines such as: About, MSN, HotBot, iWON, Overture (GOTO), LookSmart, Terra Lycos, Yahoo and many others. It's a good service because they guaranty that you get added in 48 hours to one week. This is a lot better than waiting weeks or even **months** to get added. Cost is around US\$39.00.

A key feature with [Inktomi](#) is they "crawl your site every 48 hours. If you are tweaking your pages you can see how you've done in a couple days. Opposed two a couple of weeks or months!

---

A few words on **Pay-Per-Click** SEs. First off the plate is you need to know that

most, if not all, of these SEs will require you to spend a monthly minimum of money. Overture is US\$25.00 for example. Also if you have popular terms and you run out of cash they will make deposit enough money into your account to cover for three days worth of clicks. If that is US\$50.00 then you will have to deposit US\$50.00 in your account.

When it comes to bidding on search terms do not be concerned with being in the #1 position for your keyword. Sometimes the difference in the amount of the bid price between the #1 position and the #5 position is 20-50 cents. But the click thru comparison shows no difference! Try to stay in the top 20 positions.

If you have popular keywords be prepared to spend some money!

Pick your keywords wisely. If you are selling "glass chipmunk paper weights" don't use "chipmunk" as a keyword that you bid on. You will get click thrus for everybody just looking for "chipmunks." Here again use phrases to target your clicks. You only want to pay for visitors that are interested in your product or service.

Go back and review the search terms that you wrote down earlier and use the search term tools on these engines. Look for search terms that get a descent amount of searches but the cost-per-click is low. Keep in mind also that if there are not enough searches for a particular phrase or keyword Overture.com won't even let you list it.

These SEs also let you write your own title that will be displayed on the search results page. Write a compelling but targeted title to limit the number of

nonessential click thrus.

Code your Web page URLs using the method I described above. An example would be as follows:

```
<a href="http://www.digital-sales.com/sitemakers.htm ?overture >
```

This way you can see what your **ROI** is. Your **ROI** is your "return on investment. Are your bids paying off?



**Project**= Submit to major SEs by your method of choice.



**Project**= Submit to major directories by your method of choice.



**Project**= Set up accounts with Pay-Per-Click Ses if you are going this route.



## After Submission

After you have submitted to the SEs by hand, [Web Position Gold](#) or other service do not expect to show up the next day! Average time to show up is anywhere from one to eight weeks. That is a pretty wide average I know. I also didn't make it up.

If you used a pay for inclusion service such as [Inktomi](#) you can expect to show

up in one to seven days.

Notice that I have been saying **show up** in a SE. That just means that it has indexed your page for your keyword. Whether you show up for your **keywords is a different story! Sorry 'bout that.**

If it has been awhile and you still haven't shown up on any of the SEs. Go back and review your site for errors and check if any part of the list below applies to you.

Start working on the [next section](#) to get some links pointing towards your site.

Common reasons for not being indexed.

- **No page to index.**

This may seem like a silly question but, is your web page on your Web hosts server? Can you type in your URL and get your page to come up?

- **Broken or no link to home page.**

If a page does not or can not link back to your home page the SE could drop that page all together.

- **Frames**

Did you put your keywords inside of the "no frames" tag? If not

do so or submit a "doorway page" to the SEs that doesn't use frames.

- **No link popularity**

Are other people linking to your site? Google like this and so do a couple of others. I explain more [below](#) on link popularity.

- **Using free hosting services**

Are you submitting pages that reside on a free hosting server? Most SEs will not index these pages any longer. Use free host providers as a way to get more links pointed at your site.

- **Over submitting pages**

Could it be that you sent a barrage of pages to the SEs one day?

- **Spamming**

Are any of the key areas over loaded with keywords? Enough that the SEs might think that you are spamming them? Review your pages.

- **Redirects**

Are redirecting a page? Or cloaking?

- **Server down**

Could your server been down? I know you do not have any control over this. But if it is a common occurrence change hosts!

These are all common errors or reasons why you wouldn't get indexed. Go over them and see if any apply to you.

---

By the way. . .If you want to see if a particular SE has indexed your site, see below.

- [Altavista](#) url:yoursite.com
- [Excite](#) yoursite.com (then click List by Web Site link.)
- [Hotbot](#) domain:yoursite.com
- [Infoseek](#) url:yoursite.com
- [Lycos](#) Use the form on the submit URL page.
- [Northern Light](#) url:yoursite.com
- [WebCrawler](#) yoursite.com
- [What U Seek](#) yoursite.com



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## Submitting Is Not Enough

Submitting your Web pages to the SEs is **not** the only thing you should be doing to get noticed. No Siree!

### Link Popularity

First let's discuss your Web pages **link popularity**. We will discuss this first because it also ties into how some SEs rank your Web page. Some SEs like your site better if there are a lot of other domains/sites pointing at it. The more the better. This is the case with [Google](#). They even tell you so!

Two link methods are **banners or text link**.

There are a whole bunch of things you can do here! I will list each one and give you a description on what to do.

### Reciprocal Linking Strategy



The preferred way is to ask other Web Masters to swap links. This method is called **Reciprocal Linking Strategy**. You can do this manually or by using a kind of Web Master "get together service." Sort of like a "dating service," if you will. You sign up with these services and pick a category of which type of site you want to exchange links with. Then you can browse these categories, visit the sites you think are compatible and put a request in for a "link swap." You will also receive notifications by email when some one wants to link to you. I

found this to be a very efficient service.

For selecting **reciprocal linking partners** keep these points in mind.

- **Quality.**

Don't exchange links with another site that has poor or distasteful content. It will only hurt you in the long run. Sure you get another link but it may(will) cost you your reputation!

- **Be More Visible.**

If you are not in the top ten for your **targeted keywords**, try to swap links with those who are! These you should try first.

Write the Web Master a letter or even call explaining the details of how you would like the reciprocation to work. Where you want your link displayed and where you will display his for example.

- **Compatibility.**

The other site should be compatible with your site. **Not in competition with your site!** An example would be some on who "exotic ants" and you sell "ant farms." No competition. He refers people to you who have the "exotic ants" and want an "ant farm." You refer people to him who just bought an "ant farm" and now want "exotic ants." Got it?

- **Traffic.**

The reason we want to trade links in the first place is **more traffic**. Try to find sites with a large volume of visitors. Some may not be interested if your volume is low but it won't kill ya' to ask!

---

Check out [GoTop.com](http://GoTop.com) or [LinkPartners.com](http://LinkPartners.com) or [Txtswap](http://Txtswap) for "linking services. They are both free. (Actually [GoTop.com](http://GoTop.com) is a directory and they offer this service). List your site and find some link partners.

#### **Web Site Awards**

Believe it or not, **awards** pages are a good way to to get a source of free advertising and link popularity. After you have created your site and made it perfect, start submitting for **awards**. They place your link on their site for free and you display their **award** on your site. This is a way to get traffic. Albeit a small amount but traffic none the less.

To win an **award** your site needs to be in "tip top" shape. This means spelling, grammar, broken links etc,. Sites are awarded on a number of catagories. I have list some of the most common ones below.

- Site Design
- Original or Excellent Content

- Load Time
- Features
- Ease Of Use
- Use of Advanced Features(Like Java Scripts or CSS)

You can check out the **awards** that I have won [here!](#)

**Here are some sites to apply for awards:**

- [1000 Web Awards](#)
- [CashFever.com](#)
- [American Association of Webmasters](#)
- [Zircanet.com](#)

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### **Article Writing**

Another one that you wouldn't think of as effective is submitting articles to sites for people to use. Here's the scoop. You write short articles for people to use as **site content**. At the end of that article is your "footer." The footer contains your copyright and site link. One your link is on the **article site**. Two your link will be on the site of the person who uses your article. Not only is it linking to you it is advertising for you!

Submit your articles here at [Ideamarketers.com](http://Ideamarketers.com) to start with and then find others.

If you need help writing articles visit my [articles page](#).

### **Banners**

**Banner** rotation advertising is another way of free advertising and creating link popularity. This is when you let a service rotate banner ads on your site and your banner is rotated with other ones on other peoples sites. How many times your banner is rotated is dependent on how **click thrus** other ads have on your site. But then you are loading up your site with other banners and not being able to fully control what is shown on your site. Plus I actually had *my own* banner rotated on *my site*!

Here is a list of **banner exchange/rotation** services if you are dead set on using banners:

- [Free Banner Exchange Mega List](#)
- [#1 Free Internet Marketing Resources](#)
- [Banners Go MLM](#)
- [EIS Banner Exchange](#)

Need a banner? Check out the free services below to create one.

- [addesigner.com](http://addesigner.com)
- [cooltext.com](http://cooltext.com)

There are many more than this. These are just some that I have used in the past. Type in "banner exchange" in your favorite SE and you'll get millions of them.

I don't want to totally turn you off to **banners**. If your budget is limited then these services are a way to go.

Some notes on **banners**.

- Don't offer a chance at **Winning \$5,000,000** if you don't mean it or have it! Stay away from the lies and deceptive advertising for your ads. You will do better in the long run. Plus you can get into **leagal trouble** if you deceptively advertise.
- Don't use those "fake forms." You have probably seen the ones I mean. They look like an interactive form but they are not. You go to "check" a "check box" and BAM! your at another site with about a hundred "pop up" ads "popping up!"



- Use good **ad copy** principles on your **banner ads**. I will explain more on **ad copy** later. Simplest way to think about it is give your prospect an honest reason for "clicking thru" to your site. Use your **ad copy** on your banner(s) to zone in on a **targeted audience**! "Click thrus" coming from just any one is not as financially beneficial as a "click thru" from a target prospect.

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### **Forums**

Get involved in **forums**. Find a couple of boards that center around your site theme and participate in these discussions. Do not blatantly advertise on these boards or you will get **flamed**! Post your comment or question and leave your link at the bottom. You also get advertising benefits out of this too! And it adds to your credibility if you know what you are talking about. This is another 2 for 1 deal!

Some forum links to get you started.

- [internet.com Forums](#)
- [Forum One Communications](#)
- [Yahoo! Message Boards](#)
-

## FFA Pages

**FFA pages** were once "all the rage." Now they turn over so fast your link doesn't stay up there very long. However if a SE just happens to be spidering that site you get credit for the link! YIPEE! It is a long shot but it can't hurt. **Just be sure to use a free email address service!** Or one that is not important to you. *Because you will hundreds of emails a day!* I won't list any **FFA** submission services because they are "a-dime-a-dozen!" Just do a search for them, you'll find plenty.

## Usenet

Like **forums**, **Usenet** groups are also another place that you can add your link. Some site "archive" these pages too and there is another link to you!

Here is a link for Usenet:

[Usenet References](#)

Find sites that let you post a link! They are everywhere. Keep them in mind when you are "surfing." When you come across one be sure and add your link!

## Free Hosting Services

And one final way is create pages on **free hosting sites**. Don't submit these pages to the SEs. They don't really rank them well. But do have a link to your main site on these pages. It is just like the **cross-linking** that I mentioned earlier. Except you are not pointing the **URL** at your site your are just placing a link on them to your site.

These methods should keep you busy for awhile. So I will end the discussion on linking.

Above I mentioned **forums**, **articles** and **Usenet** groups for getting **link popularity**. Now I want to mention how they are also **free advertising!**

I like to write. I also enjoy writing short articles for other people to use in their e-zines or as content for their Web pages. I have several articles I wrote at [IdeaMarketers](#). Why would I let people use these for free? Simple. They use my article on their site or in their e-zine and my footer with my link is at the bottom of my article. People read the article, hit the bottom to see who wrote it and "click thru" to my site! If that Web Master let's some one else use it(I let them do that as long as my footer is left in place) then I have another link and more advertising on someone elses site. And so on.

I receive a good deal of traffic from these articles. From the article posted at [IdeaMarketers](#) and from the articles posted on some one elses site. How do I know? It goes back to coding you URLs. I have a code placed at the end of my URL for my site in my footer. When a particular link from a particular article is "clicked" it shows up in my "traffic analyzer."

---

#### **Recap on URL coding.**

```
< a href="http://www.digital-sales.com ?ezine_ad1 >
```

The `?ezine_ad1` is the "tracking code." When clicks this link to come to my site I see this URL in my page analyzer:

```
< a href="http://www.digital-sales.com?ezine_ad1">
```

After the "?" you can put anything you want to track your links. But the "?" has to be there first!

---

As I mentioned earlier **forums** and **Usenet** groups are another way to improve link popularity. But they are also **free sources** of advertising. Say that you are an expert on "exotic ants." (How do you become that?) You scour the Web for forums on "ants" or "exotic ants" or "insects." You then post answers to questions that **you know you can answer correctly** and leave your link at the bottom. You see this all the time. Notice that I put **you know you can answer correctly** in bold. This is to stress the point that you want to look knowledgeable and credible. Not like an idiot who just wants to get his link up! And **don't blatantly advertise!!** Leave a link to your site not a 100 word ad for one of your products (unless it is OK)! This will surely get you **flamed!** This is subtle advertising.



**Project**= Start using the above methods for getting some links pointed to your site and some free advertising.



**Project**= Start to think about articles that you could write and submit.



**Project**= Start writing articles.



---

## **Ad Copy**

The Most Important Aspect of any business is selling the product or service.  
Let's face it, without sales a business will soon be a bankruptcy statistic!

All sales begin with some form of advertising. To build sales, the advertising must be seen or heard by potential buyers and cause them to react to the advertising in some way. The credit for the success(or the failure for that matter) of nearly all advertising campaigns, belongs to the strength of the ad itself.

Generally, the "ad writer" wants the prospect to do one of the following:

1. Visit the store/website to see and judge the product for him or herself, or immediately purchase the product on the spot!
2. Send for more information.

The bottom line of any ad is quite simple:

**To make the reader buy the product or service!**

Any ad that causes the reader to only pause in his or her thinking, to just admire the product, or to simply believe what's written about the product. . .

### Is Not Doing It's Job Completely!

An "ad writer" must know *exactly* what he wants his/her reader to do, and any ad that does not elicit the desired results is an absolute waste of time and money!

In order to elicit the desired result from a prospect, *all* ads are written according to a "master formula" which is:

#### A.I.D.A

- Attract the *Attention* of your prospect.
- *Interest* your prospect in the product.
- Create *Desire* in your prospect for your product.
- Demand *Action* from the prospect.

Write this on "Post-It" notes and put them everywhere you look. Or write it backwards on your forehead so you can read it when you look in the mirror!

Never forget this basic rule of advertising copywriting.

If the ad is not read, it will not stimulate sales; if it is not seen, it can not be read, and if it does not command or grab the attention of the reader, it will not be seen.

Most successful advertising copy writers know these fundamentals backwards and forwards. Whether you know them already or you're just now being exposed to them, your knowledge and practice of these fundamentals will determine the extent as an advertising copywriter.

One of the best ways to learn how to write good classified ads is to study the masters!

Do not limit yourself to just "online" masters. Look in your local papers or mail order advertising also. I found that mail order ads are excellent examples from which to learn from.

Take a couple of hours one day and search for what you think are excellent ads. Find several ads which draw your attention and cut them out or print them.

Now look at these ads and ask yourself the following questions:

- How has the ad writer attracted my attention?
- What is it about the ad that keeps my attention?
- Has this ad stimulated me enough to want to learn more about the product?
- What action must I take?

Has the writer covered all these points? Do you want to buy the product?

Rate these ads from one to ten. One equals the worst. Ten is the best. Does your number ten follow **A.I.D.A.**? Bet you it does. Study these ads some more.

Then begin to conscientiously look at and study ads everyday. Look for the ones

that stand out and grab your attention.

Take time each day and write down ads that you feel are number tens. Doing this will give you a "feel" for the fundamentals and style that is necessary for writing ads.

Now what I want you to do is look at the ads you think are the worst. Next write a note next to each one about why you think it is a bad ad.

Does it grab your attention? No? Write down why.

Does it create interest for the product? No? Write down why.

Now rewrite the ads and fill in the missing elements.

Do not think this is a trivial exercise. It is not! You learn best by doing. This exercise will also help you think when you have to improve the ads. Also in rewriting the ads you can start to interject your own style and personality.

Don't make the mistake of copying other ad writers verbatim. You have to learn to develop your own style in writing. Also if you just copy somebody else's ad one, you don't even know if it was effective. Two, not only is he using that ad but so could other people and that will diminish its uniqueness and effectiveness. Three, it's wrong!

Back to writing.

After you have rewritten those ads and you are satisfied with what you have

written let's try to condense them. You will be scratching out words that you do not need without detracting from the ad itself.

Example:

Save on you household food bill!Reduced prices on every shelf in the store!Stock up now while supplies are full!Come in today, to Chris' Family Owned Store!

Could be rewritten as such:

Save on Food! Everything Rock Bottom Priced!Supplies Limited!  
Hurry!Chris' Market!

It takes some practice, but you can do it. Follow the little assignments I stated above and understand A.I.D.A. Practice till it becomes second nature to write a "killer ad!" This is the *ONLY* way to effectively learn how to write good ads.

### **Example Ads**

Fed up trying to write your own autoresponder messages? Here's how to get an entire collection of winning autoresponder messages to model, copy and swipe (plus you'll get the rights to sell this new resource and you keep all the profit!) Vist <http://www.digital-sales.com>

Press Release-O-Matic is the absolutely foolproof way to create attention getting press releases for any product. In less than a minute, you can create professional looking press releases, formatted

exactly the way editors want to see them. [Click here](#) to find out more!

"The Ultimate eBusiness" is a complete Turnkey eBusiness, carefully thought out and created to get your eBusiness up and running, and ready to make money, in less than an hour. Want a money making eBusiness that is ready to go? [Click Here!](#)

The above ads show a good example of following A.I.D.A.

Before we start on any writing I want you to go grab a couple of tools. No not in the garage! They won't be there. Do you have them? 🛠️

What are they?

- **Dictionary.** Oh yes a dictionary. This is the most overlooked tools of a writer. You must remember a dictionary also tells you what the word means not just how to spell the word.
- **Thesaurus.** A thesaurus is not just a tool to look up fancy words. It can help to use a different word meaning the same thing. Or making a long and complicated word shorter.

If you don't have them go buy them! These are some tools of the trade that you will need. Would you expect a carpenter to build a magnificent house without a hammer or level? You should think not. You too need to build your ad copy using the right tools!

Now that you have the proper tools let's look at some tips to keep in mind when

you are writing.



Writing tips to keep in mind:

- **Write to your reader.**

Use the words "You" or "Your" as much as possible. Avoid using "I," "Me," or "We." They really don't care about you. They want to know what's in it for them.

- **Use simple words.**

Most people read at a ninth grade level. Using large complex words will only frustrate your readers and not impress them. A good rule is to write so a sixth or seventh grader could understand.

- **Don't get technical.**

Always write in "lay mans" terms. Unless you are targeting a technical group of people your words will only confuse your reader.

- **Write like you talk.**

Remember earlier that I said we would loosen up on the use of grammar. This is it. We are not writing an essay that will be graded on grammar use (however it will be graded on spelling by your reader). Be friendly and try get the reader to like you.

- **Use short sections.**

The longer your copy gets the harder it will be to read. Use white space. Bust up large paragraphs.

- **Use short sentences.**

Same as above.

- **Be organized.**

Best and most appealing benefits towards the beginning. Then descend down. This will keep the readers interest on "high."

- **Get to the point.**

Don't pussy foot around with useless word fill and unnecessary words.

- **Be specific.**

Fill your copy with facts of your product or service. Don't be

vague or weak in your descriptions.

Let's move onto the parts of your ad copy. We will work from top to bottom.

Starting with. . .

---

 **Project**= Write and post A.I.D.A. everywhere. Start to memorize it. 😊

 **Project**= Get your dictionary and thesaurus.

 **Project**= Start looking for good and bad ads.

 **Project**= Study the masters.

 **Project**= Rewrite bad ads using above tips.

 **Project**= Start writing articles.

---

### **The Headline**

(Attention)

The headline for you ad is the #1 factor in getting your ad noticed. You not only want your **headline** to get noticed you want it to get noticed by your target audience! You want **headlines** that will especially appeal to the type of person that would be interested in your product or service.

Writing an attention grabbing **headline** is a valuable skill that you as a Web

marketer will need to master (and master it you will after this section). Once you master this skill you will be able to attract more customers and make more sales! 😊

This is your first impression to make a customer interested in what you have to say. Your first chance to compel her to read the body of your ad.

Most people will only just read your **headline** so we also want to sell with it too.

Let us look at some examples of headline types. Below are listed types of **headlines** with an example for each.

#### Questions

**Would You Like To Be A Millionaire?**

**Do You Have Thinning Hair?**

**Is Debt On Your Mind?**

In the above examples I have posed a question to the reader. Questions in headlines seem to attract the attention of more readers. Once she has read the question she can't help but read the rest of the ad to find out the answer.

Also notice that "you" and "your" are in each one? This is another good practice. So good of a practice that of the top 100 headlines "you" or "your" was used in almost half of them!

#### How To

**How To Be The Envy Of Your Friends!**

## **How To Make Money Selling Swamp Rats!**

### **How To Be A Millionaire!**

This is a very common and successful headline type. It immediately attracts the attention of the reader who wants to know "how to."

"Be The Envy Of Your Friends" is another type of "reader appeal" that you can incorporate into your headline. This type of headline deals with basic psychology: everyone wants to be great and admired. This type of headline draws the reader to find out more about he can be great.

#### **Different**

### **Do You Have A Potbelly?**

### **Generations X'ers Look Here!**

Use a different word not usually found in an advertisement. The idea is to shock the reader out of his reverie and cause him to take notice of your ad. This is where creativity comes into play and causes you to see a trend in words so to say and do something different.

#### **Group Association**

### **Want To Be In The In Crowd?**

### **Want To Be Like The Rich And Famous?**

Group association headlines is yet another type. This headline style appeals the need of everyone to belong to a group; complete with status and prestige.

**The Guaranty**

**Younger Looking Skin Guaranteed!**

**How To Become A Millionaire! Guaranteed!**

**Lose 10 Pounds In 5 Days! Guaranteed!**

The word **Guaranteed** instills a sense of security in the reader. This one is another widely used type.

**Discount**

**Buy 3 Get 1 Free!**

**All Merchandise 50% Off!**

**4 Cds For The Price Of One!**

The **discount headline** appeals to most everyone since everyone likes to save money or get a great deal.

**Reason Why**

**10 Reasons Why You Should Buy My Ebook!**

**3 Reasons You Could Have Headaches!**

The **reason why** style is pretty straight forward. You are also targeting people who want to know why.

### Limited Time Offer

**For A limited Time We Are Offering 50% Off!**

Noticed I also added **discount** style in this example. The **limited time offer** is another widely used headline type. You see this style everyday. In car sales ads especially.

Use these headline types and you are sure to get noticed. Tailor them to your own situation of course. Add to them to stress a point.

Use the word "you" as often as you possibly can. Your ad should be directed towards one person and give him a sense that *you are* talking directly to him.

Being creative is sure to get you noticed. If you are placing ads in another e-zine look to see what other people are using for headlines and do something different. Stand out from the masses and you will get noticed.

Now we have grabbed the attention of your reader! Good Job! But we're not done yet. Let's keep her interested and create some desire in her! We will accomplish this in the ad body. But before we go on your I have a few projects for you.



**Project**= Put on your



thinking cap!.



**Project**= Begin to "brainstorm" ideas for headlines of your own and write them down.

---

### **Keep Her Interest And Desire At A Peak**

(Interest & Desire)

As I stated at the end of the previous section you have grabbed your readers attention. The only way to keep him now is to keep him interested in your product or service. At the same time you want to create desire in her to purchase your product now! How are we going to do that? I thought that you would never ask!

Let's get a few things out of the way first. Number one, she doesn't care how long it took you to develop your product or how long you spent learning about your trade or craft. Not at this point. What does she care about then?

**How she is going to benefit from your product or service. What needs or wants can you gratify for her?**

She wants to know how rich your product can make her! Or how thin your product can make her. Or successful. Or happy. Or how much free time she will have.

Your reader wants to know a direct benefit to her life through the use of your product or service. Plain and simple.

Appeal to her desire to make her life better in some way shape or form by pointing out the benefits of your product. You can use hype here as long as it is true and believable. Don't offer a miracle cure for depression if your product cures acne!

I will now show the basic parts of making killer body copy for ad. Copy that will have people tripping over themselves to purchase your product!

We will expand upon the list of tips that I mentioned [above](#) and I will introduce you to the format of the body copy.

Ready?

When writing ad copy you should write just like you talk. How many times have you heard someone use the word "xenophobia" or "auscultation?" If you wouldn't use the word in normal conversation don't use it in your ad copy.

Write like you're are talking to a buddy.

Even though millions of people will be reading your ad(hopefully) you have to remember that every person is going to read it individually. Use "you" and "your" as frequently as you can.

Keep sentences and paragraphs short and simple. 5 lines at the most.

OK?

Even use one word sentences. They stand out to make a point.

To draw attention to details use bullets. Use numbers, check marks, letters, etc. to emphasize the benefits of your product or service.

- |    |   |    |
|----|---|----|
| 1) |  | a. |
| 2) |  | B. |
| 3) |  | C. |

Format your page similar to the way this book is formatted. The body isn't too wide. It is easier to read this way.

Another style that I use in this book is sub-headings. This breaks up the monotony of wall to wall words. Use this technique in your ad copy to.

While we're on the subject of making your ad easier to read stay away from the following in your ad.

- Stay away from underlined text. It looks like a link.
- ALL CAPITAL LETTERS ALSO MAKES IT HARD TO READ.
- *Italics are a no-no too.*
- 

Avoid dark backgrounds and light colored text!

I hoped the visuals helped. This way you can see why they are no-no's.

If you want to emphasize a particular word **use bold text**.

Our you can highlight a particular section to bring the readers focus to it.

Stay with in the above guidelines and keep the copy interesting to keep your reader reading it!

How long you should make your copy is debatable. If it is long it better be riveting to keep the readers interest at a peak. Longer copy also works better for high ticket items.

Being long enough to convey your point and make your full sales pitch is ideal. No longer. No shorter.

Below is a list of proven(by psychologists) that motivate people to buy.

- Advice
- Alternative
- Benefits
- Comfortable
- Discover
- Easy
- Fast
- Healthy
- How To
- Introducing
- Love
- Magic
- Money
- Now
- Right
- Safe
- Sale
- Save
- Security
- Secret
- Solution

- Free
- Fun
- Gain
- Guaranteed
- Happy
- Natural
- Penetrate
- Proud
- Proven
- Precious
- suddenly
- Value
- You



Below is a list of words that you should avoid using in your ad copy. These are evil words in advertising.

- Bad
  - Buy
  - Cost
  - Contract
  - Deal
  - Death
  - Decision
  - Difficult
  - Fail
  - Failure
  - Hard
  - Liability
  - Loss
  - Obligation
  - Responsibility
  - Sell
  - Taxes
  - Wrong
  - Worry
- 
- 

Below is a list of **action words** that you should also include in your ad copy!

- Create
- Unleash
- Act Now
- Hurry
- Run
- Go
- Take control
- Take Action
- Expand
- Overcome
- Simplify
- Exploded
- Achieve
- Increase
- Transform
- Expand
- Order Now
- Immediately

Use the above good words in your ad copy as much as possible. And of course stay away from the evil words!

Briefly recap the benefits of of your product. Do not rewrite your sales copy!

Here is an example from [Press Release-O-Matic](#)

Forget about struggling to create a readable press release . . . Press Release-O-Matic does it for you, and it does it right, without errors.

With Press Release-O-Matic, you can **create your own professional press releases immediately**. No need to struggle trying to get it right.

With Press Release-O-Matic you can:

- Instantly and effortlessly create **great looking** press releases for printing.
- Instantly and effortlessly create press releases in HTML format for placement on your web site.
- Instantly and effortlessly learn how to **improve any press release**.
- Instantly and effortlessly modify your press release until you get it 'just right' - no need to start over.
- Instantly and effortlessly create a interest generating '**cover letter**' for your press release.

Press Release-O-Matic does all this **and more**.

Of course, one of the **MOST VALUABLE** aspects of Press Release-O-Matic is the **resale license**.

When you order today, you receive the **resell rights**, along with the web page and graphics so you can sell Press Release-O-Matic on your own site.

Make just one sale, and you've paid for your investment!

If you did your job right your reader should be really interested in your product and he believes that your product can satisfy a desire of hers. Let's hit her with the **offer!**



**Project**= Pick your best headline for your ad.



**Project**= Begin to write your sales ad up to the point where you will tell the reader your offer.



**Project**= Review the techniques that I have shown you and study ads that you have found for ideas.

---

### **The Offer**

(Action)

This point could make you or break you if you pussy foot around. She is read to buy now so don't confuse her or babble on. Right now you want to:

## **Show the reader how to acquire this fabulous product!**

Tell the reader everything that she will get and tell her how to buy it.

Here is a simple example from [Ezine Resource Guide](#)



Order Now - Only **\$9.97**

[Click Here For Secure Order Form](#)

Ad a sense of urgency to this by adding in a date to buy by. The same ad would look as follows.



**Order By October 18, 102**

**And Get It For Only \$9.97**

[Click Here For Secure Order Form](#)

Or use the date as an expiration date for your offer.

**Offer Expires**

**October 18, 102**

**[Click Here to Order Now!](#)**

(Secure Processing via [ClickBank.com](#))



### **The Guaranty**

Also a guaranty will be included.

### **What? You don't have a guaranty?**

You will now! **No one wants to make a mistake. Especially when they purchase something!**

Make them lose that fear by giving a **unconditional guaranty** if you can!

Say:

Before you continue, I wanted to be sure to let you know you're not risking a cent by ordering the Pure Profit Software package.

Instead of:

Use it for a full 30 days without risk and return it if you are not satisfied!

Why not the second one? Why put the notion of returning your product in the customers head?!

Amazing as it seems you see these offers in advertising a lot. But stay away from this type by using the first anyway.

You could also add a guaranty image. This way is especially effective because it stands out on it's own. See below.



**GUARANTEE:**

If ***Vend-O-Matic*** is not everything that we say it is and you are not completely satisfied with it, then we will refund every penny of your money with no questions asked.

That's more than a guarantee, that's a promise.

**Order Now - Only \$34.95**



[Click Here For Secure Order Form](#)

**IMMEDIATE DOWNLOAD!**

Order now and download immediately!

We've given her killer ad copy, listed our benefits and gave her a guaranty. Then why is she still on the fence?

## The Bonus

Let's throw in a **bonus!** Something to throw her over the edge and make your entire offer **irresistible!**

What kind of bonus?

That's up to you.

If you are selling digital products such as the one that you are reading, you can add a couple of more. Free ebooks are everywhere on the Web. If you are selling a hard good such as an MP3 player offer some free memory cards(I used to use this method) or offer them at a discount price. It is really up to you. The more the better.

Here is an excellent tip if you are giving away free ebooks. A lot of ebook authors let you "rebrand" their ebook with your links. Or they have affiliate programs where you give away their books that have your affiliate "code" in them. If someone purchases something from this ebook that you give away free you get compensated for it! Not a bad deal huh?

I even give away a bonus if someone subscribes to my e-zine, "Digital Sales Digest" or for my "Instant Cashflow Secrets" email course. Check them out below.

## The "Digital Sales Digest" Sign Up Form

<b>E-Mail</b>	
<b>First Name</b>	
<b>How did you find us?</b>	

Please help me in my marketing analysis and be as close as possible to where you found us. Thank you!

Digital Sales does not, has not and will not share your personal information with any third parties. If you sign up for my news letter you get MY news letter and MY news letter only! You will not receive offers from any body else but me.

The "Digital Sales Digest" is an informal news letter written to help you excel in your eBook as well as online adventures!

Also in the "DSD" will be articles on entrepreneurship. After all that is what we really are entrepreneurs.

I like to keep third party advertising to an absolute minimum! I know most people want informative articles and not just a bunch of out side advertisers. So the ads I do let in from others will have to benefit or interest me reader base. Plain and simple.

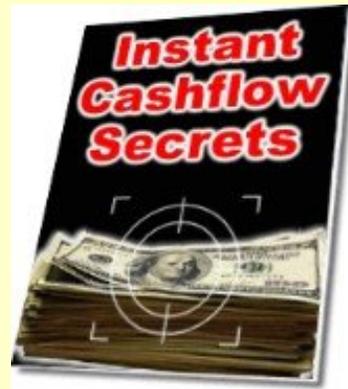
And with your sign up you will get [Ken Evoy's](#) Getting started in affiliate marketing guide.

Visit our site by [clicking here](#).

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3658 West Butler Chandler AZ, 85226

[Contact](#)



Instant Cashflow Secrets eCourse - Give Me Just 5 Days and I'll Show You How To Solve All Of Your Product Creation Problems Fast and Forever!

[Click Here To Sign Up](#)

Sign up for the "Digital Sales Digest" news letter by: [Clicking Here](#). Keep yourself up to date with the world of eBooks, writing and entrepreneurship!

When you sign up you get a Free copy of Ken Evoy's Getting Started manual. Written to get you started in the world of affiliate marketing!

## [Privacy Policies](#)

If you need some free ebooks [click here](#) or [here](#). I try to keep my free ebooks new. There is too many of the same ebooks given away for free so they become useless as bonuses!

---



**Project**= Add your offer to the sales letter that you have started.



**Project**= Add your bonus or bonuses if you are are going to offer them.



**Project**= Grab some [free ebooks](#) from my site if you need them!.

---

Should you be finalizing your sales letter now?

No.

We need to add another part to it before we go on.

Want to know what it is?

It is one the most read part of any sales letter. I belive it could be the most read part next to the headline!

**The P.S.**

The ever popular **P.S.**.

If this part is done correctly it **will** increase your response and sales rate.

In the **P.S.** you can add another, yes another bonus to literally throw them off the fence of uncertainty!

Stress a limited time offer to instill a sense of urgency.

Example:

**P.S. If you respond by **October 18, 102** I will throw in another bonus,**

**The Complete E-Business Resource Guide**

**Complete with it's own bonuses. You get resale rights to the**

**The Complete E-Business Resource Guide and the bonuses!**

**This is over a \$200.00 Value**

**[Order Now](#)**

**This is for a limited time! Hurry!**

**Not only did I throw in a time needed to buy to get the bonus, I threw in another bonus with bonuses and a value of those bonuses! Then I added another urgency factor by stating this is for a limited time!**

**Ok. Now let's tie all the parts together by adding your P.S.. But before you go on to your projects let's look at a couple of more tactics that you can and should use in your ad copy.**

### **Testimonials**

**Has someone already purchased your product? How about asking them for a testimonial of how good it is?**

**a testimonial is one of the strongest sales tools available to you. How strong? Consider info-mercials for a moment. For the better half of these "shows" it is people telling how good the product is!**

**When someone else says your product is good that is ten times more powerful than you saying it! Use them.**

**If it is a new product get friends to review it or give out a few copies to visitors in exchange for their testimonial. The testimonial that you get will far out weigh the freebie.**

### **Perceived Value**

**Did you notice above that I told how much the bonus was worth? Add that value to your products value and market the whole package for that sum.**

**This package is Worth Over \$400.00 With The Bonus!**

**And It Is Yours For Only \$39.95!**

**The perception is that you are selling \$400.00 worth of product for only \$39.95!**

**Before we go on to your project I would like you to read an article by *Joe Vitale*.**

**A monkey could use this material to write a riveting sales letter, ad, or email message.**

**The only condition is the monkey needs to be able to read.**

**I'll prove it to you.**

**Right now I have no idea how to write this article for Larry on " How to Easily Use This Material to Get Gloriously Rich."**

**So, in this case, I'm the monkey.**

**Now follow my path....**

**I grab this material and flip through it -- which is what I'm doing right now -- and I spot a phrase...**

**"You don't realize it, but in the next few minutes you're going to learn..."**

**I add to that phrase something my monkey mind gives me, "...how to get people to do your bidding by using this amazing collection of hypnotic materials."**

**I now have this: "You don't realize it, but in the next few minutes you're going to learn how to get people to do your bidding by using this amazing collection**

**of hypnotic materials."**

**There, I just wrote a good line. Any monkey could do it, as long as said monkey can type.**

**If you're like me, you'll probably want another example.**

**Stop! Did you notice that "If you're like me..." is one of Larry's hypnotic lines?**

**It is. It's in this book. My monkey mind found it and used it.**

**And "Stop!" is from his book, too. I saw it and tossed it into the above paragraph. Made you look, didn't it?**

**Here's a fact for you: Any man, woman, child or monkey can flip through these pages and find words, phrases, and complete sentences to help them lead and control the minds of their readers.**

**Hey! Did you catch what I did? The phrase "Here's a fact for you..." is also from Larry's collection. It's a way to assume logic without having any. It works.**

**And did you notice that "Hey!" grabbed your mind?**

**It, too, is from this collection. It's a powerful yet simple tool for practically yelling out your reader's name in a crowded room. It GRABS attention.**

**Are you beginning to see how you can use this material?**

**Think about making use of this collection of hypnotic material and you'll begin to feel real power.**

**And did you notice that "Think about making use of..." is yet another golden nugget from Larry's book?**

**Yes, a monkey with typing and reading skills just might be able to write a good letter with this amazing collection of tried and true hypnotic words and phrases.**

**But more importantly, since YOU are smarter than any monkey, by the time you finish reading this material you will be able to take these words and phrases and weave them into hypnotic letters and ads that get people to act on your commands and suggestions.**

**Stop! Note "by the time you finish reading..." is ALSO from Larry's priceless bag of tricks!**

**Can you see why I'm so excited!**

**As you study every word of this book you will become amazed at how easy it will be for you to start writing your own hypnotic material.**

**(I can't resist. "As you study every word of this book you will become..." is also swiped from Larry's collection. This is becoming way too easy.)**

**But let me confess something:**

**(Yes. "Let me confess..." is a hypnotic phrase.)**

**When Larry wrote to me and said he compiled this material, I was angry.**

**("I was angry..." is from this collection, too.)**

**I wanted to be the author of these gems. I even offered to help add more gems to the package if Larry would let me be co-author. He agreed, but I could barely think of anything to add! Larry already did the work---and did it very well!**

**The further you read into this collection, the more you will realize why professional copywriters always have "swipe files." They use them for inspiration. In this case, Larry has done ALL the leg work for you.**

**("The further you read into this..." is from his swipe file.)**

**Remember when you were in high school, and you cheated to get a passing grade? Admit it. You did, at least once. Well, this collection is your cheat-  
cheat.**

**("Remember when you were in high school..." is swiped from this book, too.**

**Do you see how easy it is to write with this collection at hand? It's so easy I feel silly accepting money for writing material like this for clients. But not THAT silly.)**

**Have you noticed yet that I began with no idea of how to write this article and**

**now, with the help of Larry's collection, have written a very interesting and maybe even hypnotic piece?**

**("Have you noticed yet that..." is from this fantastic swipe file, too.)**

**So here you are. You're holding dynamite. Do you light it and throw it in a field to watch the dirt blow up, or do you light it and throw it where you know lay hidden gold?**

**FACT: The choice is yours. Use this material wisely.**

**("FACT" is swiped, too.)**

**Go forth and profit.**

**Joe Vitale is recognized by many to be one of the greatest living copywriters.**

**His latest project, the [\*Hypnotic Writer's Swipe File\*](#) is a collection of over 1,550 copywriting gems that took him years to compile. This is his personal swipe file that he uses to create world famous sales letters responsible for generating millions and millions of dollars of revenue.**

**[Click here to learn more.](#)**

**Hoped you liked it. Now on to your project!**

---



**Project=Add your P.S. to your ad copy.**



**Project=Check for spelling errors.**



**Project=Review entire ad copy for any adjustments that you can make.**



**Project=Ask friend or relative to review ad and give opinions.**



**Project=Consider opinions of others. Make adjustments if necessary.**



**Project=Put ad away for 24 to 48 hours!**



**Project=Come back and review ad. Make adjustments as necessary.**



**Now What?**

**That is it for the ad copy. But wait what do we do with our new killer sales letter?**

**Good question.**

**Answer. There are several things that we can do with that copy.**

**One**

**We could turn that sales copy into a mini site if you would like.**

**What's a mini site?**

**A site devoted to just your product. You will take your new killer ad copy add some HTML**

**and give it a domain name with your keyword in it then Presto instant mini site.**

**If you have already built a web site this will be easy.**

**Form more information on mini sites [click here](#) and download "Killer Mini Sites!" It will tell you everything you need to know.**

**Also download the [web site zip](#) and you can resell it if you like!**



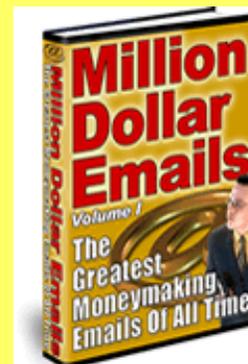
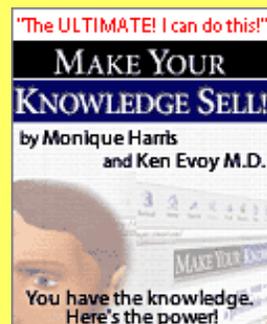
## **Two**

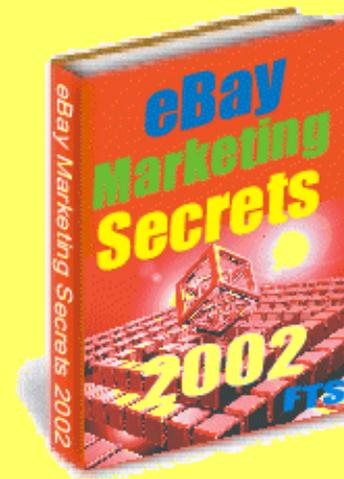
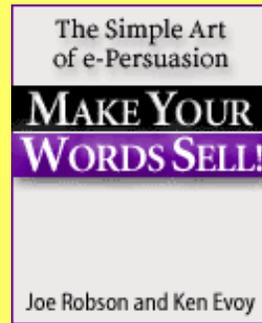
**Upload the ad copy to your server and use it on your site. This is what most people will do.**

**Make sure the page is filled with your targetted keywords.**

**If it is an ebook make a cover graphic for it and place the image on your Web site. A cover ads a sense of realism to any digital product.**

**Take a look at the covers below.**





**Try to imagine some one responding to an awesome email marketing letter. She is all primed and ready to buy. She clicks the link and sees nothing but a page full of words. She can not identify the eBook with the words on the page. This is where your eBook cover image comes in. She can see it. She can identify with it. She's going to buy it!**

**If you are selling hard goods add a picture of your item.**

**One point to remember is pictures don't sell the product, words do!**

**If you need some cover software check out [eCover Generator](#).**

**Look at what Angela Smith at MasterSyndicator.com**

**<http://www.mastersyndicator.com>, said right after she first used eCover**

**Generator for the first time, "All I can say is, "Where has eCover Generator**

**been these past three days?" I nearly killed myself working on our new eBook**

**cover graphics using a very popular graphics program. All the changes, repositioning graphics, worrying about layers, etc.**

### **Three**

**We can prune down or thin it out and make it an email sales letter!**

**Theoretically you could send the whole thing. But lets make it a teaser copy to click to your site!**

**To see what I mean [click here](#) and compare it against what I used as an email sales letter(A very effective sales letter! I recieved a 5% response on this!).**

**\*\*\* SPECIAL PRODUCT OFFER\*\*\***

**Yes, I know every one has a "special product offer." And that special offer is for a product that has been on the market for over a YEAR! That doesn't sound so special does it?**

**"Special" would be NEW products with the customary resale rights and an EXCELLENT PROFIT MARGIN!!**

**"Special" would be products that are as usefull as they are profitable!**

**"Special" would be nine individual products that come in the package that you can easily resell individually for \$40.00 each!**

**"Special" would be using someone else's Web space for your downloads!**

**"Special" would be a complete package: Ebook, Graphics and Sales page!**

**What is this special product?**

**Pure Profit Software package.**

**Here is the breakdown of what is included in this awesome money making package:**

**\* Affiliate Defender**

**--Cloak your affiliate links**

**\* Instant Site Maker**

**--Create direct response style Web sites in just minutes!**

**\* Instant eMail Scramble**

**--Prevent your email address from being captured and greatly reduce SPAM!**

**\* Instant Affiliate Link Masker**

**--Another great option for cloaking your affiliate links, and stopping thieves**

**from stealing your commissions!**

**\* Instant Meta Maker**

**--Increase search engine traffic the easy way!**

**\* Instant Bookmark**

**--Enable visitors to bookmark your site with the click of a button!**

**\* PayPal Money-Making Safelist Script**

**--Create your own safelist site/service**

**\* JavaScript Magic**

**--Add special features to your web-site with this comprehensive script resource!**

**\* Pop-Up Generator --Increase profitability - add pop-ups to your Web site in just minutes!**

**\*\*\*The Cost\*\*\***

**That is nine time saving, money making tools! Nine tools that you can sell individually if you choose or sell as a package.**

**NINE NEW TOOLS. That is a big key to be successful:**

**Offer New Items!**

**Ok, now on to the price.....\$37.00.**

**<http://www.digital-sales.com/puresoft/index.html?ezine>**

**That is a very small price for such a large package! You only need to sell one product to make your money back!**

**Here is the kicker. I am only offering this special product package to my newsletter subscribers and only for a limited time. Check out my site if you like, <http://www.digital-sales.com> . This package is not there. I offer the individual products but not all nine as a special package deal.**

**Get a jump on your competition with these nine NEW time saving, money making tools by ordering NOW!**

**<http://www.digital-sales.com/puresoft/index.html?ezine>**

\*\*\*\*\*

**As a gift for your time click below to get a FREE copy of Ken Evoy's Make Your Price Sell! This another awesome product from the creator of Make Your Site Sell!**

**<http://www.digital-sales.com/myss/MYPS!.zip>**

**straight text in *Note Pad*. But you can see that I have hit all the major points that are on the Web page.**

**Also notice that I have used a lot of the techniques that I have described earlier! I practice what I preach!**

**If you purchase the above package from me feel free to use this ad for yourself!**



**Now that you have your Web site tuned up, submitted to the search engines and wrote some killer ad copy let's start on some advertising.**

**Earlier we touched on some tactics that you should be employing already.**

**I want to now discuss another tactic for advertising. E-zine ads.**



## **Ezine Advertising**

**Ezine advertising has got to be one the cheapest forms of advertising there is. Well just after free! Prices range from two dollars to over \$100.00. But even at over \$100 you are reaching your target audience(atleast you should be).**

**Three types of e-zine advertising are:**

**1) Classified Ads and Top Sponsor Ads.**

**This tactic will not produce astounding results But it is cheap. You will usually have five to six lines of 50-60 characters each. You have to say a lot in a very short time.**

**Here a killer headline is a must. You are competing for the readers attention along with other ads. Before submitting an ad to an e-zine subscribe to it first and notice the styles of the other advertisers. Then do something different. Make yourself get noticed!**

**And don't forget a call to action and a way to do it.**

**Act Now!**

**<http://www.digital-sales.com>**

**A simple call to action and I want the reader to go to my site.**

**2) solo Ads. This is the way to go. These ads are usually unlimited in length(up to the e-zine owner) and go out all by themselves. You have the readers complete attention!**

**Here you will use your ad copy according to the rules of **A.I.D.A.**. You basically have free reign to drive everything home!**

For an example see my [ad above](#).

**3) Writing Articles. A great tactic to use. I explained earlier about writing articles on your subject of expertise. You will send these to editors looking for free content to use in their e-zines.**

**This tactic is very effective but you are really promoting your knowledge and credibility. Most editors don't like blatant advertising in an article but you can leave your by-line or footer.**

```
*****  
Copyright Christopher Pitte & Digital-Sales.Com world wide.  
Christopher Pitte is owner and webmaster of  
http://www.digital-sales.com?ad23 and is a  
recognized internet marketing professional. Get his newsletter  
now! mailto:digitalsalesdigest@r-r.com  
*****
```

**A simple yet effective by-line. I state who I am and I present myself as a veteran of internet marketing. I also have a call to action and offer my product, my news letter [Digital Sales Digest](#). Keep your five lines and under.**

**You can even advertise for free in a lot of ezines! However I personally have not had the same response rate for these as I do "pay for" ads. What usually happens when you advertise for free is you have to subscribe to their e-zine first. Knowing this**

**people usually use a "junk" email address. Sure the ezine may have 10,000 subscribers but if most of the email addresses are the "junk" ones that people used to get free ads how effective can it be?**

**When submitting any ads to any e-zines free or otherwise always keep in mind your target audience! Don't advertise in e-zines that are about "pantyhose" if you sell "septic tank cleaner!" Know your audience. Focus your advertising towards that audience.**

**Since my business is about ebooks I target people who want to sell ebooks, work at home, create ebooks and the like. It makes no sense for me to place ads in ezines targeted towards "exotic ants." I know my audience and target them. This however doesn't mean that I wouldn't try a close related topic such as "web site promotion." I test the waters when I want to expand my target audiences with cheaper ads before I go with a more expensive service.**

**Before writing your ad decide what it is that you want the reader to do after reading it. Usually you want the reader to do one of two things.**

- 1) Get more information by sending an email to you or your autoresponder. This is a perfect job for an autoresponder.**
- 2) Get more information by visiting your Web site.**

**Before submitting your article proof read it!**

**Below are some places that you can submit your ads to and submit more e-zine to(if**

you already have one).

- [E-zine Promotion Tool Box](#) This is a free ebook for you to use!
- ["50 E-zine Publishers Interviewed" E-book](#) This is a free ebook for you to use!
- [My Wizard Ads](#)
- [ForFreedom](#)
- [S3Ads](#)



## Your Own Ezine

**This definitely is a must.Why?**

- 1) It keeps you in contact with your future buyers. It normally takes five to seven contacts to win a person over for a sales. When people subscribe they are adding to your database of targeted customers!**
- 2) You can make extra money by selling ad space to people. Say you have six spaces dedicated to outside ads at \$25.00 each. Six times \$25.00 equals \$150.00. You could offer more spaces or charge more. But stay in the going rates. Possibly charge less to attract more customers. You can start selling ads when your subscriber base hits the 1000 people mark.**

**Writing an e-zine is not at all difficult. You need to decide on what the main theme will be, a name and how often it will be published. That's all.**

**Formatting your e-zine is a snap too. I personally use mostly text emails. Sometimes I will send out an HTML formatted e-mail. It is best that you start with the text format first. It is easier and all people can read it!**

**A simple example is below.**

**E-zine Title Issue# Date Year**

-----

**Top Sponsor Ad**

-----

**Contents:**

-----

- **Article**
- **Resources**
- **In the News**
- **Poll**
- **Book Review**
- **Classified Advertising**
- **Last weeks poll results**

-----

**Place your article here**

-----  
**Resources**

-----  
**Place your resources here**

-----  
**Classifieds**

-----  
**Place your ads here**

-----  
**Bottom Sponsor Ad**

-----  
**Subscription Information:**

**Subscribe info**

**unsubscribe info**

**contact list owner**

**Closing Comments,**

**Your Name**

**Copyrights & disclaimers**

**i.e., Copyright © 1999 by your business, All rights reserved.v**

**This publication is for informational purposes only.**

**ad using a text editor. A simple way to keep your line lengths to 65 characters is put a template line across the top. Like so:**

**123456789012345678901234567890123456789012345678901234567890123456789012345**

**Be sure to erase this line before you send it out!**

**Use a hard return after each line. This means hit the "enter" key at the end of each line. If you don't your text could look like this:**

**Use a hard return after  
each line. This means hit the "enter" key at the end of each  
line. If you don't  
your text could look like this!**

**For a great e-zine formatting tool download for FREE [The E-zine Assistant](#). It formats for you and organizes for you! It is put out by Aesop.**

**See? That isn't so hard! 😊**

**Who am I going to send to? And where did they come from? And how do I send it?**

**Excellent questions. And guess what, I have the answers!**

**To get your subscribers to send your newsletter too they need a way to sign up! Duh!**

**The way for them to sign up can be a simple text link or a form.**

**A form:**

### **The "Digital Sales Digest" Sign Up Form**

<b>E-Mail</b>	
<b>First Name</b>	
<b>How did you find us?</b>	

**Please help me in my marketing analysis and be as close as possible to where you found us. Thank you!**

**Digital Sales does not, has not and will not share your personal information with any third parties. If you sign up for my news letter you get MY news letter and MY news letter only! You will not receive offers from any body else but me.**

**The "Digital Sales Digest" is an informal news letter written to help you excel in your eBook as well as online adventures!**

**Also in the "DSD" will be articles on entrepreneurship. After all that is what we really are entrepreneurs.**

**I like to keep third party advertising to an absolute minimum! I know most people want informative articles and not just a bunch of out side advertisers. So the ads I do let in from others will have to benefit or interest me reader base. Plain and simple.**

**And with your sign up you will get [Ken Evoy's](#) Getting started in affiliate marketing guide.**

**Visit our site by [clicking here](#).**

**Copyright © Digital Sales And Digital-Sales.com 2002**

**3658 West Butler Chandler AZ, 85226**

**[Contact](#)**

**A text link:**

**The "Digital Sales Digest" is an informal news letter written to help you excel in your eBook as well as online adventures!**

**And with your sign up you will get [Ken Evoy's](#) Getting started in affiliate marketing guide.**

**Sign up by [Clicking Here!](#)**

**The above text link is very basic but I think that you get the idea.**

**Now where these links link to is a different story. For a very small list you can use a mail program to send them out. For larger lists you should get your own autoresponder or use a list server. My preferred method of choice is my own autoresponder.**

**Below are lists to list servers if you choose this route.**

- [ListProc Mailing List Management](#)
- [LISTSERV](#)
- [Majordomo](#)

**Here is a small list of e-mail programs.**

- [Microsoft Outlook](#)
- [Eudora Lite](#)
- [e-mailMAX LITE Version](#)
- [Group Mail Pro](#)

- [MailMaster](#)

**Here are some of the better autotresponders.**

- [Optin Lightning](#)
- [Royal-Responder.Com](#)
- [getresponse.com](#)
- [sellwide.net](#)
- [Response Monsters](#)

**To learn more about autoresponders check out [Sequential Magic](#). In [Sequential Magic](#) , you'll discover how to maximise the huge profit potential from sequential autoresponders... You get the chance to go full throttle with our easy to implement autoresponder marketing system and unleash the huge money making potential that this form of marketing provides.**

**Also check out [Ezine Resource Guide](#). With the Ezine Resource Guide you'll have INSTANT ACCESS to 218 useful resources to aid you in publishing and profiting from your own email newsletter.**

**Both of these ebooks are by Jimmy D. Brown so you know that they are top notch!**

**Another excellent ebook is called ['The Great Ezine Experiment'](#). This is another excellent ebook to own and sell! Check it out [here](#). But don't buy it there! Go [here for a 50% discount](#). I offer this discount ONLY out of this book and to my [Digital Sales Digest](#) subscribers!**

**Below is an article by Mark Joyner on how to get subscribers for your newsletter!**

### **My 3 "Must Use" Secrets for Big Fat Subscriber Lists**

**by Mark Joyner, CEO, Aesop.com**

#### **1. Give the Subscriber a Reason to Subscribe**

**Several psychological studies have demonstrated that giving someone a reason to comply to your request will greatly increase their chances of compliance. And the reason doesn't even have to be good! Amazingly, just using the word "because" will increase your response.**

#### **2. Really "Sell" the Content of Your Newsletter**

**People don't know whether your newsletter contains pure junk or gold. You could have**

**the greatest, most informative newsletter in the world - if you don't tell them, they will never know.**

**Now, here's the key. You don't want to tell them yourself "my newsletter is the best". No one will believe you. The best way to let people know how great you are is to have someone else tell them for you!**

**You should get a testimonial or two about the content of your newsletter and use this to "sell" the content of your newsletter.**

### **3. Provide an Incentive to Subscribe**

**How many people offer a free newsletter? No one can know for sure, but I'll tell you that the answer is: "too many"!**

**What is unique about what you offer? If you tie your subscription into being able to access something unique, I promise your subscriber rate will go through the roof.**

**Can you offer a free service? Can you offer a free download? A free (and unique!) report?**

**Access to some exclusive information?**

**Generate curiosity in your potential subscriber. People are inherently curious and it is painful when curiosity is not satisfied. Set it up so subscribing to your newsletter is the only thing they can do to satisfy that curiosity.**

**Now, let's put this all together. Here is an example of a "call to subscribe" you can use that puts all three principles together. Put this above your subscription form for one week**

**and I predict your visitor-to-subscriber rate will at least triple:**

"~Newsletter Name~ is fantastic. "It's one of the very few newsletters I actually read every time."

- Mark Joyner of ROIbot

Subscribe right now; because, for a limited time you will be given instant access to the powerful report: "My 3 'Must Use' Secrets for Big Fat Subscriber Lists.

"

And you'll get more great tips like this in each and every issue.

**This should be enough to get you started. Sit down right now and brainstorm. Think of at least 5 ways you can apply these principles to your newsletter subscription process. Pick the best ones and apply them today.**

**Article by Mark Joyner of ROIbot**

**- Kris Stringham of EzineHits says that Mark's techniques "represent the future of Internet Marketing". We agree! Mark's most recent exploit is a unique advertisement tracking service called [ROIbot](#).**

**Now, before I go, I want to give you a list of good places to "blast out" a small ad. Do not**

**expect a huge return from these but expect a marginal one. Maybe in the 1% range.br**

- [Ad-Blaster](#)
- [101-website-traffic.com](#)
- [blast4traffic.com](#)
- [The Ultimate Edge](#)



## **A Word On Affiliate Marketing**

**If you are new to the world of affiliate marketing let me explain exactly what it is. For those who already know go ahead and skip this part if you are in that big of a hurry!**

**The simplest way to describe affiliate marketing is you are selling someone elses stuff.**

**More to the point an affiliate program is an agreement between you and a vendor to bring in potential customers or clients, generat sales leads and/or sell a vendors product and/or service. All this for some form of payment to you.**

**The vendor supplies the product or service, you supply the above mentioned. Simple huh?**

**That is the basics.**

**Instead of me rambling on and on I thought I would turn it over to the master of affiliate**

**marketing himself and offer you free ebook downloads to further study!**

**Below is an article by Ken Evoy of [Make Your Site Sell](#) fame on affiliate marketing and where to start.**

**Our #1 Suggestion For 2002**

**What does affiliate success boil down to? Let's start... at the beginning!**

**The number #1 challenge for all affiliates...**

**Build a Web site...**

**that builds targeted traffic...**

**and that causes visitors to click through...**

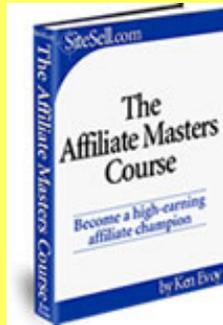
**with a warm, open-to-buy attitude...**

**to merchant sites that you represent.**

**How?**

**There is an endless labyrinth of possible software and information/ advice offered on the Net. I'm not sure which is worse... the overpriced products that underdeliver, or all the free info available, most of which does not work so it costs you something more valuable even than money... your time.**

**Wouldn't it be great if the single best approach, explained in detail, was also free?! Here it is...**



**The Affiliate Masters Course.**

**This 10-DAY course focuses 100% on helping you, the affiliate, succeed. It leads you, step by digestible step, day by day, through a flawless process...**

**from developing a Site Concept**

**to brainstorming hundreds of profitable related keywords**

**to building a themed site**

**to generating motivated, targeted traffic that wants to click on your recommendations, links to the related products sold by merchants you represent.**

---

**The most amazing part of this course?**

**It's free!**

**Actually, the "price" is only the second most amazing part. The best thing about the Masters Course is the clear, high-quality, step-by-step, day-by-day content that lays out a**

**process that really works.**

**Up until now, it has been available only via e-mail. But now it is available in glorious PDF, too!**

**[To take the e-mail course](#)  
[simply click on this link](#)  
[and send a blank e-mail to me!](#)**

**-OR-**

**Finally, the course is available in a beautiful e-book format! Totally updated, and a joy to print and read. To download The Affiliate Masters Course e-book...**

**[Click here to Download the Affiliate Masters Course e-book.](#)**

**670 Kb - Windows and MacOS**

**You are about to download a zipped file ("Aff-Masters.zip"). Save it to your desktop. After you have downloaded, unzip it.**

- **[Windows users need WinZip -- free trial](#)**
- **[Mac users need Stuffit Expander \(v5.5 or greater\) -- free software](#)**

**This will unzip a folder called "Affiliate Masters Course" on your desktop (if you do not change the default location). The folder contains two files....**

**1) ReadMeFirst.txt**

**Please do read this file first -- it will get you to a flying start!**

**2) Affiliate Masters Course.pdf**

**This is it! The course in e-book format!**

**The Affiliate Masters Course shows anyone how to become a high-earning affiliate champion. Yes, anyone... from newbie to those already enjoying success. It shows you everything, nothing held back. All the info you need to help you execute every step is included in one single course. Actually...**

**It's better than any other affiliate course or book available anywhere, at any price. No exceptions... but it does raise a question...**

**Why would SiteSell.com, the originators of this course, give it all away? Because they're hoping that you'll buy their truly excellent product, [Site Build It! \(SBI!\)](#). You do not have to, of course. (As a matter of fact... aside from delivering the course itself, SiteSell will never contact you again!)**

**All the info you need to execute a powerful, successful strategy is contained in the [Masters Course](#). Nothing is held back -- I was amazed at the great ideas and the perfect process, laid out in an organized and do-able manner.**

**And while I do totally endorse [SBI!](#) as The Perfect Affiliate Business-Builder, you may well find that the course itself is really all you need -- [SBI!](#) simply delivers the tools to make it even easier and faster to get the job done.**

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**To sum it up, The Affiliate Masters Course strategy for success is simple...**

**1) Create content that attracts targeted traffic.**

**2) Then convert that traffic into dollars by causing visitors to click-through to the sites of the merchants that you represent.**

**3) Develop multiple streams of income through quality merchants (ours, of course, plus other non-competing ones that fit your theme).**

**Yes, we've finally found the single best solution, the total affiliate solution. You'll graduate as an accomplished affiliate Net marketer, a super-affiliate in the making.**

**Take The Affiliate Masters Course today.**

**I will not make a more important suggestion during 2002.**

**Now that you have read that read the article I wrote in my ezine [Digital Sales Digest](#) on affiliate marketing.**

**In this episode of the Digital Sales Digest I would like to introduce you to "residual income" through affiliate programs. Chances are that if you are reading this e-zine you are interested in making money on the web. Well instead of just making money from one source lets discover ways to make money from a variety of sources.**

**What is "residual income"?**

**Residual income (also called passive, or recurring income) is income that continues to be generated after the initial effort has been expended. Compare this to what most people focus on earning: linear income, which is 'one-shot' compensation or payment in the form of a fee, wage, commission or salary.**

**In other words you do it once and reap the rewards over and over! Personally I like this way!**

**Think about your 40 hour work week. You work 40 hours, you get paid for 40 hours and 40 hours only! What a drag! Now imagine you worked 40 hours and got paid for, let's say 1000 hours! Not a bad deal, huh? Well that is what a residual source of income can do for you!**

**I can hear you asking "How do I get some of this residual income?"**

**Well there are a variety of ways you can choose from. The ones I use are mostly through "affiliate programs".By now you should all know what an affiliate program is.**

**What is an affiliate program?**

**Simple. The idea behind an affiliate, or associate program is to recruit other webmasters to help you sell your wares by paying them for each visitor or sale they bring you.**

**In other words you, you sell some one else's stuff and they pay you a percentage of the sale amount.**

**Now sit back and think of how you can incorporate an affiliate in your web site. While doing that keep these points in mind:**

**\* When choosing an affiliate program make sure it compliments your web site. Don't advertise for pantyhose if your site is about the three toed sloth! Don't make your visitors wonder why you would do that.**

**\* Also don't choose a program that directly competes against yours! You would think that this one is pretty self evident Also look at the future possibility of a program BECOMING competition.**

**On my site <http://www.digital-sales.com> all affiliate programs that I am involved in are some how tied to ebooks or marketing. They are all some how tied to the over all theme of my site. They provide an additional resources for my viewers. However they do not directly compete against me. And in my long range vision of where I want my site to go they do not compete against me either.**

**And they are all excellent products. This is another key point to keep in mind: Represent a quality product! Your reputation and then your sales will suffer if you recommend a low quality product. Suffer BAD.**

**I have seen a lot of affiliate programs out there that offer huge one time commissions but the product was junk! I knew that that if I put a product on my site that was garbage but made quick easy money I would suffer in the long run!**

**Plus I will admit that I have been duped in the past by taking a recommendation from**

**unsavory website owners! And I was not happy! I do not want people to feel that way when they deal with me. So I only represent quality products. It makes me happy, you happy, my affiliate happy and reinforces the idea that I am here to help you.**

**Having said all the above I want you to take a look at Mr. Ken Evoys affiliate program. It is called 'The 5 Pillar Program'. The products are industry leaders and basically sell themselves. If you do not know who Ken Evoy is let me fill you in. Ken is an industry leader in web marketing. One of his most popular products is 'Make Your Site Sell!'. I am constantly looking back in this book for help and ideas. The book is well over 1000 pages! The man is a genius. If you haven't seen this book**

**[Click Here:](#)**

**Back to his affiliate program. The 5 Pillar Program gives you all the tools that you will need to sell his products. He has online stats that you can view to see how you are doing. And as stated previously his products are simply the best! When you sign up you get to download an 800 page ebook, The 5 Pillar Manual, to make sure you get started on the right foot. The only way to not exceed with his affiliate program is just being plain lazy. Ken also limits the number of his affiliates. This is good for the simple reason of LESS COMPETITION for you!**

**To get started click the link below: [Getting Started](#)**

**The Manual is a gold mine of information. Mine its treasures to make your affiliate business sparkle with success. The info in The 5P manual applies to any affiliate program.**

**Now let's take a look at ClickBank.**

**For those of you who do not know what ClickBank is or does, let me briefly summarize it with this: ClickBank makes sure you get paid by somebody else for selling that persons products.**

**Not only does ClickBank make sure you get paid they also have a list of affiliate programs that you can choose from(based on the 2 points mentioned earlier). All these programs use ClickBank and all you do is sign up for them and promote the products. There is a little more to some sign ups than others. But all things being equal it is pretty easy.**

**First Sign up with ClickBank by clicking the link below:**

**[Click Bank](#)**

**After you create your new account go to the main page and click on their affiliate programs. From there you can view the programs and decide which programs are right for you and your site.**

**These are just two ways that you can use to start your dive into affiliate marketing. In my opinion these are two of the best. I make money with them. There is no reason why you shouldn't. There are more programs out there, of course. Use your best judgement or email me at <mailto:webmaster@digital-sales.com> and ask who else I use or just to get direction to the better programs out there.**

**Just remember it does take effort on your part. But with that effort comes huge rewards!!**

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**Feel free to use this article for your e-zine or website. Be**

sure to include my footer at the end the article.

For more use full information visit my site at:

[Digital sales](#)

Have a question? [email me](#)

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**Product spotlight.**

**There are some very, let's just say, unethical people on the web that want to steal your affiliate money! To stop them from doing so you need to encrypt your affiliate links. And there is no easier way than the 'Instant Affiliate Link Masker'.**

**\* Quickly create your masked affiliate link in less than 5 minutes. No coding involved, Instant Affiliate Link Masker automatically creates your affiliate web page for you.**

**\* With Instant affiliate link masker you can instantly protect and encrypt your affiliate link.**

**\* Encrypt an unlimited number of affiliate links.**

**\* No software to install, just download, unzip and run!**

**Stop losing you hard earned affiliate commission Now! To learn more [click here](#).**

\*\*\*\*\*

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**Christopher Pitte is owner and webmaster of the web site**

**http://www.digital-sales.com and is a recognized internet marketing**

**professional.**

**Have a question? <mailto:customerservice@digital-sales.com>**

\*\*\*\*\*

**There are hundreds if not thousands of affiliate programs out there some good some not so good. The first you step you should take though is downloading and READING the above ebooks. They will give you everything that you will need to get started.**



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**Below are a bunch of freebies for you to use. Just my way of saying. . .**

**Thanks!**



- [The Free Ad System](#)
- [The E-zine Assistant](#)
- [Word Tracker Free Trial](#)
- [Web Position Gold Free Trial](#)
- [Free Webmasters Tool Download](#)
- [SubmitWolf PRO Free Trial](#)
- [Trellian Button Factory Free Trial](#)

- [Make Your Price Sell! Free Trial](#)
- [The Service Sellers Masters Course Free Ebook](#)
- [Affiliate Masters Course Free Ebook](#)
- [eBook Pack Express Free Trial](#)
- [Email Address Searcher Free Trial](#)
- [Keyword Grabber Free Trial](#)
- [LinkSurvey Free Trial](#)
- [MailMaster](#)
- [Search Keyword Generator Free Trial](#)

**Well it's been fun and I hope you enjoyed this ebook! There is a lot of good information contained in these pages and this information will do you good if you follow it! All this information has worked for me and I know it will work for you!**

**Of course I can not guarantee your success, that is entirely up to you! Apply yourself and follow my projects and you will learn something!**

**'Till next ebook, bye!**



If you would like to have Web Site Tips And Tactics personalized with your URL at the top the charge is only US\$15.00. Each one you sell will have your Web site link right at the top for people to see first thing! A very effective viral marketing technique!

[Click here](#) to make payment and then email me by [clicking here](#). In the email put in your payment receipt number and the exact URL that you want and what you want the link to say!

I will then email you back with a link to download your new ebook!

Turn around time on this 48 to 72 hours. Sometimes sooner!

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**If links do not work in this book when you click on them open your web browser and then try. It is a trick that I learned working with PDF files.**

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