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10 Nifty Ways to Prolong Your Visitors at Your AWebsite

By Kim Beardsmore

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Increasing the length of time a visitor is on your website will dramatically improve your conversion to sales. Use these ten points to check you are prolonging to stay of your visitors.

1. Offer a free ebook that's published right on your web site. They would have to stay at your web site to read it.
2. Give your visitors a different free bonus for each link they click-through on your web site. Example: "If you click on this link you'll get a FREE course!"
3. Make your content into a story format. They will want to keep reading to find out what happens at the end of the story.
4. Offer a search option on your web site. People will stay longer because it gives them the option of searching through your web site using keywords.
5. Provide a chat room on your web site. They will want to chat with other people that are interested in the subject.
6. Write your content so it attracts their five senses: sight, sound, touch, smell, taste and feeling. Of course you cannot directly appeal to all five senses but you can through descriptive words. If you use lots of adjectives to appeal to the imagine sucking on a freshly cut lemon, you will evoke a strong sense of smell and taste in every reader who has eaten a lemon. Use plenty of adjectives. They will stay focused on your web site and block out other distractions.
7. Add a "FAQ – Frequently Ask Questions" part on your web site. If you have a 'contact' area, people are likely to send you an email question and promptly leave your site. If instead you hadd a FAQ, your visitor is more likely to search for the answer they want and remain at your site.

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8. Offer easy navigation. People will leave quicker if they have a hard time finding what they're looking for. Don't get them lost or they will leave.

9. Give them plenty of things to do at your web site. Allow them to submit classified ads, play interactive games, add their link, sign your guest book, etc.

10. Offer free online tools they can use right at your web site. It could be a search engine submitter, ad or letter templates, ebook compiler, etc.

3 Simple Ways To Dramatically Improve Your Website

By Mike Cheney

Before you start worrying about marketing your website on the internet it always pays dividends to look at the website itself and get the fundamentals right before looking to shout about it from the virtual mountain-tops.

You may already have thought about the following 3 ways and some of you may already have them in place on your website. If so - congratulations - you're well on the way to having a website that will bring you more business. So here they are then - the 3 Simple Ways To Dramatically Improve Your Website..

1. You're Fishing For Visitors - You'll Need This To Hook Them.

Ever been surfing on a website that held your attention and then the phone rings? You take the call, take some notes, get distracted, visit another website and before you know it you've forgotten all about the website you were viewing. It happens all the time and if you don't have a Bookmarking tool on your website it will be happening with the people that come to your website. A Bookmarking tool is just a simple link or logo that your visitors can click on in order to bookmark your website or add it to their favourites. It is best to have the button located on the homepage but an even better option is to have a bookmarking button on every page so a visitor can actually bookmark each specific page of your website for safe-keeping. Look to the left of this article and you will see the bookmarking button we use - click on it to see how it adds this specific page to your favourites - nifty eh?

2. `X' Marks The Spot.

Visitors come to your website and if you're lucky - they like it and click beyond the homepage. Excellent. But they can't find what they're looking for. Uh oh, you could be in trouble. There's a lot of information on your website and Mr. Visitor doesn't have time to sift through it all to find what he's looking for. You'd better hope that he's either very patient or that you've provided him with a simple map to help him get to the `treasure' he is looking for. A Site Map is an essential item - particularly on larger websites.

There is nothing more frustrating than hunting around for something and wasting time when just a simple one pager that presents a summary of all the information on your website could be used. A Site

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Map should be reachable from all pages of your website in just one click and should have clickable links on it so that a visitor can zoom straight through to their desired location without having to hunt around. If you don't give them a map your visitors may become frustrated searching around for that desired piece of information and they may leave your website never to return.

3. Don't Make Your Visitors Have To Write An Email To Contact You

If you are inviting enquiries or contact from visitors to your website you need to provide them with a way of doing this that is as easy as possible for them. Just posting your email address on the website

is not the best solution. Why? Because when they click on it they need to then create an email from scratch. Do you know how busy your visitors are? They hardly have time to read the content of your homepage - never mind create an email from scratch. The solution? You need to use a simple form. A form enables you to standardise the responses that you receive and it also makes it very simple for your visitors to get in touch with you - all they need to do is pop in their name, email address and tick a few boxes and that's it.

Making it easy for your visitors to contact you isn't the only reason that using a form is a great idea. Doing so means you can get some information back from each person that fills in the form. You can ask them how they discovered your website, which other websites they like to visit - you can ask them anything! Anything that is going to help you learn more about them, more about who they are and more about what will make them buy from you. You think they would tell you all this if they were creating an email from scratch? No - of course they wouldn't! That's why you need a form.

Mike Cheney,

(c)

Are You Getting Your MagnetMail? – Mike Cheney's World-Famous Free Magic Mail To Make Your Website Magnetic, Get Yours Now:

3 Simple Ways To Dramatically Improve Your Website

20 Ways To Convert Visitors Into Subscribers!

THE 10 STEPS TO GETTING YOUR OWN WEBSITE/E-COMMERCE HAPPENING

10 Ways To Keep Your Visitors Interested!

Five Ways To Start a Money-Making Ad

The Ultimate guide to a Multi-Orgasmic Male

147 Killer Epublishing Strategies

Money Saving ideas

Success Secrets

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