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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**10 Tips For Running A Profitable Web Site!**

**By Larry Dotson**

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1. Address your targeted audience on your business site. Example: "Welcome Internet Marketers". If you have more than one, address them all.
2. Make sure your content and graphics are relevant to your web site's theme. You wouldn't want to use a bird graphic on a business web site.
3. Alert visitors by email when you add new content to your web site. This will remind people to revisit your web site.
4. Offer a way for visitors to contact you on each web page. List your email address, fax number and phone number.
5. Give people the option of viewing your web site offline. Offer it by autoresponder or printer friendly version.
6. Make sure a least 50% of your content is original. The other option is to offer something else original other than content, like software or an online utility.
7. Offer your visitors incentives for revisiting your web site. You could give them new content, ebooks, software, ezine, etc.

8. Publish a FAQs for your business, product and web site. They could have questions about multiple parts of your business.

9. Make sure all links on the navigational bar are clickable. If people can't get to where they want to go, they will leave.

10. Organize you web site in logical and profitable sequence. You don't want to give a freebie before they learn about the product(s) you're selling.

### **Quick Tip to Make Pay Per Click Profitable**

**By Jeff Mulligan**

Quick Tip to Make Pay Per Click Profitable by Jeff Mulligan

Everybody wants more traffic.

And to drive more traffic, many of us look to the search engines.

There are actually two kinds of search engine traffic:

- 1) You pay for it
- 2) You don't pay for it

If you have your own site, you probably want both. If you are marketing affiliate programs, you frequently have to pay for it.

The biggest myth I hear is "I don't have any money for Search Engine marketing."

Search engine marketing should not cost you money once you get going. That's because you cut any lousy, money-losing ads and you keep running the profitable ones.

So you only run profitable ads and you don't lose money.

Here's a hint that may help your ads become more profitable:

\*\*\* Put the price of the product in the ad. \*\*\*

What does that do? It cuts down on the freebie seekers who won't pay for anything. If someone has no intention of paying for something, and they see the price in your ad, they won't click. Therefore, that ad won't cost you any money.

## 10 Tips For Running A Profitable Web Site!

By eliminating freebie seekers you can afford to pay more for your clicks and you can get ranked higher. You get better traffic and more profitable sales.

I ALWAYS put the price of my eBook in the ad. That's because when I tested it, sales and profits went up. I cut down on the losers who were costing me money.

This is called a "negative qualifier" and is something you should always test to improve the quality of your traffic and make pay per click profitable.

Jeff Mulligan, a 20-year marketing veteran, owns CBmall which provides 15 ways to earn income on thousands of top-selling ClickBank InfoProducts by promoting one URL. Features the unique ClickBank Cash Search Engine. [www.cbmall.net](http://www.cbmall.net)



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