

This Free E-Book is brought to you by Natural-Aging.com.

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

64% Internet Marketing

By David Gikandi

64% Internet Marketing by David Gikandi

Did you know that 64% of us would buy something if it were recommended to us by a friend? Let us place that number in perspective. If you were to create a banner ad campaign, only about 2 to 3% of the people who see your add would respond to it. If you were to advertise in a newsletter or magazine, or send bulk mail, the response would be around 1 to 2%, typically. But if you asked all your current clients to recommend your site to their friends, 64% of their friends would respond! And best of all, this is usually free marketing.

What are you doing about this statistic? Most sites do nothing about it. Other sites add a link somewhere that says something like "recommend this site to a friend". The former is a marketing crime, the latter is not enough. Internet users are busy and impatient. If they see a link somewhere on your site that asks them to recommend your site to a friend, they most likely will not click on it because they are in a hurry (and are lazy, too, sometimes). But they do definitely want to recommend your site. So what do you do? You should somewhat force them to recommend your site, but make it very easy to do so and pleasant. And you should remind them at least once, in their face, on every visit to your site. That will take a little JavaScript.

What we are going to do is this: we want our visitors to our web site to come into our site as usual, use the site uninterrupted as usual. If at any time they decide to leave the site from any page, a new browser window will launch on the side and thank them for their visit, wish them a nice day and invite them to come again. That is all in two or three short sentences. Then comes the killer. Below those kind words, you should have a simple way for them to tell their friends about your site! It should be absolutely simple, and fun for them, and they will do it for sure. You have two choices:

1. You can use a form that simply asks them for their friends' email addresses and any personal note they wish to include. Then take that information and insert it into a template that holds an invitation letter you have written out and sends that letter plus the personal note to all the email addresses entered. To accomplish this I recommend that you use the AlienForm CGI script, which is free at <http://cgi.tj/scripts/alienform/>. I personally prefer this method because it is easier and faster for the user.
2. You can use Recommend-It's service at <http://www.recommend-it.com/>, which is also free and

sometimes runs competitions whereby your users stand a chance of winning something if they recommend their friends (which increases the recommendations). This method is easier for you but a little harder for the user because they have to click on a button, go to Recommend–It's site, fill out a form, and then they are done. The more steps they have to go through the more likely they may abort the whole thing and not recommend new friends next time.

This is a very powerful formula because whenever your visitor is done visiting your site, they are automatically given an absolutely easy way through which they can recommend your site to their friends. And it is in their face so it has their undivided attention.

Now we need to build this capability into our web pages.

Step 1

Build a fast loading web page that thanks your visitor for their visit, wishes them a nice day, and invites them to come again. That is all in two or three short sentences, not a whole paragraph. Below that, have your recommendation form or button from Recommend–It. That's it. Save it somewhere in your site. Let us say the URL to this page is <http://www.yourcompany.com/hanky.htm>.

Step 2

On every page on your site, add this in the head of your pages (somewhere between the `<head>` and `</head>` tags):

```
var exit=true;
function exitcns1()
{
if (exit)
window.open("http://www.yourcompany.com/hanky.htm ");
}
//-->
```

This JavaScript script will open the new window that has your `thankyou.htm` page. Make sure you change the URL above to point to your recommendation page.

Step 3

On every page on your site, add this in the tag:

```
onUnload="exitcns1()"
```

Your body tag will look something like this: `<body ...>` or if it has other properties such as a background color. This tells the browser to execute the JavaScript in the head section if the user goes to another page or closes the browser.

Step 4

On every page on your site, add this to every link that you have on those pages that goes to another page within your site:

```
onclick="exit=false"
```

This is how it will look like on a link:

To go to our samples page

at this time.

This tells the browser that if the user clicks on that link, the JavaScript should not be executed. This makes the whole process dormant until the point where your visitor is leaving your site. When the user is leaving your site, they will either shut down their browser, type in a new URL into the browser, click on a link in your site going out of your site, or use their 'Back' button to take them to a site they were in

before coming to yours. All these actions will not set the 'exit' value to 'false' and so the JavaScript will be executed. Remember, this is added only to links that go to pages within your site so that those links set the 'exit' value to 'false'.

That's it!

A bonus application for this

An excellent place to have this is in your search engine positioning doorways. As you may already know, perhaps the best way to get lots of free traffic is to achieve top search engine positions using doorway pages. Doorway pages are pages that are designed to rank highly in search engine results. For more information on doorway pages, see www.searchpositioning.com. The problem is that doorway pages are often not too pleasing to the eye, and cannot be made to look as good as the rest of the pages on your site. That is because they have to strictly adhere to certain text statistics to score highly. So even if you do have a great doorway page that ranks highly, a user may find it and come to it but decide not to click through to your site because they were not too pleased with how your doorway looks like. By adding the JavaScript pieces discussed above, and setting your home page as the URL the script opens in a new page, you will be assured that one way or another, that visitor will see your site as long as they get to your doorway page.

Resources

You probably have quite a few questions on all this, especially if you are new to the web. Since I may be unable to answer all your questions due to time constraints, I want to leave you with a list of sites where you can direct your questions and get more information from.

Recommend-it.com (www.recommend-it.com) has a recommendation service.

CGI Resources (www.cgi-resources.com) has about 70 form processors, some of which are perfect for your recommendation application.

Javascript.com (www.javascript.com) has links to more information on JavaScript. SearchPositioning.com (www.searchpositioning.com) has extensive information on search engine marketing and doorway pages, and a tool that creates doorway pages for you that already have the JavaScript built in.

I wish you all the best in your marketing efforts online. Please do not ignore these techniques.

How to Choose an Internet Marketing Company

By Lester Boey

How to Choose an Internet Marketing Company by Lester Boey

--- Internet Marketing Determines Web Success ---

Internet marketing is essential to the success of e-commerce sites. You can have a professional looking website but what good can it do if internet users are not able to find it when they need your products and services? That is where an internet marketing campaign comes into play.

Internet marketing is similar to designing websites– it does not require much experience to do a good job, just good knowledge and a keen eye for details. It is fundamentally important for a good internet marketer to constantly update himself weekly, if not monthly, of online markets.

---What an Internet Marketer can offer---

In short, an Internet Marketer oversees that your website is built properly for visibility and promoted with the best dollar spent on your internet marketing campaign. It is no good having a website and not appearing in internet searches. Your website has to magically appear before buyers when they need products and services. Internet Marketers deploy search engine optimisation techniques to make your website visible and targetted to internet users.

Internet marketing requires research and analysis effort for individual website, followed by optimisation of website. Hundreds of hours may be spent on each website, depending on the size of your targetted market. You are essentially paying for the amount of effort involved, effectiveness of your internet marketer and daily sales tracking of your website.

--- How to choose an Internet Marketer ---

Internet marketing requires constant updating of skills and knowledge. One crude way to test if your internet marketer is a genuine or fake– Ask your internet marketer about recent events that happened in his field. If he cannot answer that, he must have a genuinely good reason to back himself as a good internet marketer! At times, it is easy to fall prey into the hands of bad internet marketing companies as happened in US and other parts of the world.

Lester Boey works in an Australian search engine marketing and design company

(<http://www.definiteweb.com/>)



This Free E-Book has been brought to you by Natural-Aging.com.

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