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7 Deadly Sins of Distributor Web Sites

By Jeff Gilman

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Survey of Distributor Web Sites in the HVACR Industry

Survey shows how web sites DID NOT try to sell. Examples include; few placed featured merchandise in best web page selling space, few offered 'scratch and dent specials', and few provided resources for existing high volume customers. Complete text at http://www.marketingforidiots.com/distributor_web_sites.htm.

Mr. Gilman has extensive management information systems experience gained in several capacities. He has held the positions of Senior Consultant with KPMG Peat Marwick, performed project management for the U.S. Agency for International Development, and was the Office Automation Project Manager for the Health Care Finance Administration and the Integrated Services Office Automation Architect for Saudi Telecom

The Seven Deadly Sins of Web Business Design

By Caterina Christakos

Before you take a road trip it is usually a good idea to know where you are going. It is the same when you are building a business, creating a marketing plan or building your web site. Know what your end result will be when you are planning and designing your site will help you to build it properly from day one.

Here are the 7 Deadly Sins that most web business owners commit when designing their site.

Picking a business without knowing whether there is a demand.

7 Deadly Sins of Distributor Web Sites

Picking too broad of a subject. If you pick a huge subject like real estate the likelihood of soaring to the top of the search engines is slim. Niches tend to be easier to conquer and more profitable.

Picking a low cost web host. You get what you pay for. Many low cost web hosts go out of business leaving your business lost in cyber space.

Failure to analyze keywords for profitability. Picking the right key words for your business can be the difference between making and losing money.

Failure to create and maintain your site's meta tags. These are the html tags that tell the search engines what your site is about. No metatags equals little to no traffic to your site.

Failure to optimize your web business for search engine ranking. Just adding meta tags will not earn you a number one ranking. You need to know how to pick a domain name, and how many times to include your key words within your site.

Failure to submit each page to the search engines on a regular basis. The greater the number of pages in your site that are spidered, the better the chance that your buyers will find you.

For more great information on how to optimize your web business click [here](#)

Caterina Christakos has worked as a web designer, web design consultant and internet marketing specialist for companies all across the US. This is the web business design software that she recommends the most:

The Seven Deadly Sins of Web Business Design
35 Deadly Website Sins That will Kill Your Business!
The 7 Deadly Marketing Sins
Flash Deadly Sins (that can kill your web business)
3 Deadly Search Engine Marketing Sins

Battle At Sea
Vegetarian Recipe Book
Newbie's Guide to Stop Spam
Ax Gold Collection
Hitting the Search Engines



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