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**A Website Without Online Marketing: A Fruitless Tree**

**By Sevan Baghdasarian**

Have you quit your day job and invested time and money into your own online business? Are you wondering where those promised visitors and the profit from them have gotten stuck? Then read on before your precious investment is fully wasted.

Nowadays, many people save money to quit their day jobs in hopes of achieving their own customized version of the American Dream by starting what is commonly known as an e-commerce business or a "dot com" venture. They then proceed to spend the savings of their labor on great looking, functional and hopefully practical websites. However, a large percentage of such venturesome warriors that take the initiative to quit a steady job and embark on the bumpy road of e-"self employment" do not end up reaping the fruits of their courage.

The initial phases of website development both financially and emotionally drain the average venturesome individual to a point that at the end of the process they are impatiently waiting for miraculous profit to be pouring their way. In reality, this seldom happens since there are thousands of such individuals both from the past and the present on the very same path striving to prosper. In order for a website to be profitable, it would have to contend in the race for traffic against hundreds of thousands, or even millions of competitors.

It is possible to attract visitors to your website via countless means however the best and the most efficient are what have been rounded up under the roof of Online Marketing. Online or Internet Marketing addresses the concerns of all those website owners that are astounded at the low returns on their investments. It helps strategize a plan to increase the popularity and traffic of the website and tackle the issues of low profits. The most important aspects of Internet Marketing are as follows:

1. Spreading the Word: Since other online venues require a relatively longer initial period of time to yield results, it is quick and efficient to spread the word about your website via submitting articles and news releases to be published. An informative and useful article will intrigue other website owners to syndicate the article hence exposing your website to the visitors of their own websites. On the other hand a carefully prepared news release if published at the right time will drive major media publishers to run stories on your website which in turn will expose your website to a very wide base of potential

visitors and in turn converted customers.

2. **Networking:** Propagating the word about your website is a great way to jumpstart your internet marketing campaign, however you need stability from within to be able to sustain your website's popularity. By partnering or simply having a relationship with websites in and out of your industry you will be able to increase your website link base and provide a one-stop solution for your visitors. You can achieve this by being an active participant in online forums, chat sessions and even seminars not to mention offline venues such as business mixers and conferences.

3. **Search Engines:** Once you have created an initial surge of visitors via press releases and worked on networking to maintain your traffic, your website will be seasoned and ready to benefit from a very precious medium that lets targeted visitors come to you rather than you going after them. Search engines are inundated with searchers looking for products and services in virtually every single industry and category imaginable. By using keyword popularity tools you can find out approximately

how many people search for keywords relevant to your website on a daily basis. Once you find the keywords that would bring valuable visitors to your website, then you can target them by optimizing your website. This process is referred to as Search Engine Optimization which will be discussed in much more detail in future articles.

4. **Refining the User Interface:** Refining the User Interface is certainly one of the most ignored yet extremely important aspects of owning and operating a website. You can be getting hundreds of unique visitors on a daily basis to your website yet making less profit than a direct competitor of yours with half the traffic. The secret lies in your user interface consisting of elements such as forms, navigation, contents, links, buttons, customization, localization and more. By using these elements in the correct places and at the correct time and constantly monitoring your visitor retention and conversation rates, you can not only increase your conversation ratio and therefore your profit but also maintain a larger visitor base potentially creating word of mouth and return business.

The above are the main areas in which you have to be active in order for your online marketing campaign to be successful. However it is sometimes not possible to achieve the best results in all areas without rigorous research and extensive training. This is where internet marketing firms come to your help in devising and implementing a successful campaign. Internet Marketing is virtually the only way to turn your investment of time, patience and money into measurable profit that could get you closer to achieving your goals and fulfilling your dreams. This is why I invite you to read my future articles where I will be providing more detailed information on each of the above categories as well as information on how to find do-it-yourself information and shop for internet marketing services.

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### **12 Worst Trees to Plant in Your Lawn**

**By Thomas Leo Ogren**

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12 Worst Trees to Plant in Your Lawn

Tom Ogren

1. Fruitless mulberry trees: roots break lawnmowers and these trees really pump out the allergenic pollen. Shade is also too deep for lawns.
2. Sweetgum trees: big roots that poke out of the lawn.
3. Pine trees: root problems and pollen too.
4. Sycamore trees: usually grow way too large for most yards and they produce fuzz that makes people itch.
5. Cedar trees: a female cedar is a nice, pollen-free tree, but grows way too large for most houses and yards.
6. Magnolia trees: these have shallow roots and if you ever have to rototill your yard, if you have a magnolia tree in the lawn, you'll be sorry. Shade is too dense too for most lawns.
7. Lombardy poplars: these common trees grow fast and die young, leaving you with a huge mess. They also are male and produce lots of pollen.
8. Olive trees: unless it is a Swan Hill or some other non-flowering olive, this one will cause all kinds of allergies. The olives are a big mess too.
9. Walnut trees: nothing grows well under them and they produce lots of pollen and also smelly walnut fruit husks that draw flies.
10. Brazilian Pepper trees: roots are a problem for mowing, the shade is too deep for lawns, and they cause skin rashes and other allergies.
11. Seedless or fruitless Chinese Pistache trees: big producers of the most allergenic pollen. Slow to leaf out in spring.
12. Catalpa trees: slow to leaf out in spring and fast to lose their leaves in the fall. No real fall color at all and they are known to shed considerable amounts of allergenic pollen each spring.

Thomas Ogren is the author of Allergy-Free Gardening, Ten Speed Press. Tom does consulting work on for the USDA, county asthma coalitions, and the American Lung Associations. He has appeared on CBS, HGTV and The Discovery Channel. His book, Safe Sex in the Garden, was published 2003. In 2004 Time Warner Books published his latest: What the Experts May NOT Tell You About: Growing the Perfect Lawn. His website: [www.allergyfree-gardening.com](http://www.allergyfree-gardening.com)



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