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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!**

**Are Popups Ethical?**

**By Richard Lowe**

Are Popups Ethical? by Richard Lowe

The most important fact to understand about the internet is it is one huge communication device. Plain and simply, that is all that the internet is and it is all that it does – communicate.

Thus, an effective website communicates to it's audience and, oftentimes, the audience communicates back. In other words, an effective website is defined simply in a single sentence: it communicates well with it's intended audience. Period.

Now, if your intended audience is people who need a certain kind of widget, and you get those people to purchase your widgets, then your website is a success.

It does not matter if the "non-target" audience doesn't get the communication (and hence does not purchase). They are not the target!

Now, folded into this equation is the matter of ethics. In order for a society to exist and it's members to prosper, rules are agreed upon for civilized conduct. Thus, you can expect that you can drive down the street without getting a rock through your window or a bullet in your back (at least in California). Civilized people have agreed that this is inappropriate behavior.

There is an even higher plain of ethics, where you decide to follow a code which is "higher" than that agreed upon by society. It is very interesting that there is a direct correlation between a person's ethics and his long term

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success. More ethical people tend to survive better than less ethical people (in the long term). I am not referring just to money here (although that is part of the equation). This is overall quality of life. While Howard Hughes certainly was very rich, for example, I do not believe that in the later part of his life anyone could claim he was happy – his final years struck me as miserable. He was highly unethical, and this caught up with him.

So the questions come down to: do you communicate effectively to your target audience, and do you present this communication in an ethical manner?

As an example, suppose you run an adult website. A person with ethics would not show adult pictures on the splash page, would require proof of age, and would advertise the site only to consenting adults. An unethical site might plaster hard core pictures everywhere without a care in the world, have weak protection against viewing by minors, spam everyone and embed every scum method of popping up, under, over and so forth that has been invented.

The unethical site might very well make money faster than the ethical site, but would these people be leading happy, productive lives? Or would they wind up eventually with their sites closed down, perhaps in prison, with their money seized and so on? Would they be able to live with themselves or would they consume vast amounts of alcohol and drugs to cover up the pain they were feeling for the pain they were giving out?

In this example, both sites do communicate (and well) with their target audience. The unethical part is the communication that spilled over to people who may not desire it or who may not be entitled to receive the communication (underage for example).

Another, more obvious statement, is that you don't want to scream fire in a crowded theater, unless, of course, there is indeed a fire.

Are popups, unders and so on unethical? It depends on how they are used. If popups are blended with the site well so that they help deliver the communication to the target audience, then they do serve a purpose. If they are controlled so they do not FORCE the communication upon people who do not desire it, then

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they are ethical.

In other words, if I visit your site I might expect to see one popup (or under) informing me of an opportunity or giving me some other communication. I should be able to close this without fear of additional popups opening up. The popup should be related to the site somehow (otherwise it is an interruption, which is considered rude in most conversations). Under some conditions (the ad for the camera which appears all over the place, for example), I should be able to opt-out, and my privacy should be protected. There are certainly additional ethical considerations to be taken into account.

By being ethical and communication well, I am delivering my viewpoint to the target and not offending the non-targets. That means the non-targets may return at some time and become targets of the communication. In addition, they are less

likely to become offended or even become enemies.

That's my 2 cents (well, perhaps my quarter).

Richard Lowe Jr. is the webmaster of Internet Tips And Secrets at <http://www.internet-tips.net> – Visit our website any time to read over 1,000 complete FREE articles about how to improve your internet profits, enjoyment and knowledge.

### **How to 'Force' Your Visitors to Order Immediately!**

**By Michael Hopkins**

#### **How to 'Force' Your Visitors to Order Immediately! by Michael Hopkins**

This may come as a surprise to you but, if you're using popups on your website (which you should), then chances are you're using them all wrong. Almost everybody is.

Did you know, for example, that top marketers are using HIDDEN techniques that make any given popup VASTLY more effective on their sites than the VERY SAME popup would be on yours!

In fact, Stephen Pierce has actually admitted that one of these hidden popup techniques increased his profits by a whopping 50%!

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Here's how that technique works...

Let's say Joe Bloggs has visited your site but has decided (for whatever reason) not to order just yet. He closes his browser (or clicks to another site) and then BAM!

Up jumps a window that makes Joe a special offer he just CAN'T refuse. On top of that, Joe has only got x number of minutes to make up his mind. There's a countdown happening right before his eyes. If he doesn't react before the time expires, he loses out on the special deal — forever.

Suddenly Joe is back on your site and placing his order.

I call these 'Pressure Popups' because they really put your visitors' backs to the wall and practically force them to take you up on your offer.

For pressure popups to be completely effective they have to be 'conditional'. In other words, they should only pop up when certain conditions are met.

You don't, for example, want the pressure popup to show if your visitor is about to order your product. After all, the idea behind pressure popups is to pull back those visitors that were leaving your site WITHOUT ordering.

In short, if your visitor is ordering, leave him/her alone. However, if your visitor is clicking away, hit him/her with an offer that's too good to resist (like a special discount, an extra bonus, etc.)

Make sure there's a live countdown on your popup. Remind your visitor that, once the countdown has ended, the popup will disappear and will never be displayed again.

It's easy to see how this kind of popup will make the visitor seriously reconsider your offer. This is particularly effective with those visitors who like your product but decided to order later (and usually never come back). This is the incentive they need to place the order instantly — and guarantees you a sale that would otherwise have been lost.

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In the four months since I first added a conditional pressure popup to one of my sites, sales have increased by just over 20%. It's a good feeling to know that every single extra 'pressure' sale I've made is one that would never have happened otherwise.

Adding conditional pressure popups to your is simply a question of placing a piece of javascript on your pages. You could go to a site like ScriptLance.com and hire a programmer to create the code. Or, you could download point and click software like Dynamic Popup Generator to make them for you.

Whichever approach you decide to use, go ahead and add these powerful popups to your website today and start putting your visitors under pressure!



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