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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Ask Mr. D – On Tracking Ads

By Bill Daugherty

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Dear Mr. D,

I am a retired postal worker. A couple of months ago I decided to supplement my retirement check by making a few extra dollars on the Internet. I figured that if I could making an extra \$500 per month, my life would be a lot easier.

I joined an affiliate program and started advertising. The first full month I made a little less than \$50. The second month I made exactly \$50.

Can you tell me how I can drive this income to my \$500 goal?

Signed,

Stalled At \$50

Dear Stalled At \$50,

The 3 keys to increasing your Internet income are: traffic, traffic and traffic.

To increase your affiliate commissions from \$50 to \$500 you need to generate 10 times more traffic than your current rate. Now, the question is how can you achieve this increase in traffic?

Start by tracking your ads. You can find free ad trackers by going to any of the major search engines and conduct a search for "free ad trackers."

By tracking your advertisements, you can eliminate the ads and the ad venues

that are weak. This will free up your time and money to concentrate on your more productive advertising efforts.

It will take a little time, but by trying new ads and new ad venues, you will begin to increase your traffic and your income will increase.

Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com> To visit Mr. D's latest project Goto: <http://www.instantez.com/wdindex.html>

Not Sure If Your Online Advertisement is Working?

By Karen Fegarty

Without tracking, your online advertising is just a shot in the dark. Many new and seasoned marketing individuals spend significant dollars on banner advertisements, ezline ads, and other online media but do not know which ads have brought them the greatest success.

The following is a list of online advertising methods that you may or may not be using. It is important to track all of your online advertisement. This is the only way to determine which method works best for you and where you should spend your hard earned dollars. Site links Articles Ezine advertisement Banner ads Signatures Tag Forum postings Email marketing promotions FFA postings Free Classified listings Paid Classified listings Surveys Auto responder Pay-per-click listing Reciprocal link

How do you track your advertising? There are basically two ways of tracking your advertising; sign up for a service or purchase ad tracking software to install on your server.:

A service such as ezTrackZ

will manage all aspects of your tracking on their

servers. This is a web-based tool that will allow you to quickly create your tracking links and report your results in real-time. Other examples of service based ad tracking are Hypertracker www.hypertracker.com and goToast www.gotoast.com Cost varies from \$17 per month to \$67 per year depending on which service you choose.

You can also purchase software such as AdTrackZ

to manage your own

tracking. Software like AdTrackZ must be installed and managed on your server and is available for a one-time cost.

Which ever method you choose, start now and stop wasting valuable time and dollars on unsuccessful advertising.

Karen Fegarty is a professional marketer working with both MailWorkZ and ezTrackZ. Check out the ezTrackZ ad tracker product at

. and MailWorkZ's flagship email marketing

tool., Broadc@st at

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Tracking Dilemmas

Tracking Your Ads...A Free Alternative

SOMETHING VERY IMPORTANT FOR A MARKETER

Tracking: Don't Leave Home Without It

The Ultimate Ad Tracking Tool

The Classified List

CB AdWords Script

Click Magnet Software

eZy Ebay Ad builder



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