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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!

CHOOSING PRODUCTS FOR YOUR WEBSITE

By windsong

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In determining what to sell on your website, you have several options and their variations available to you. You could sell your own product, or you could sell someone else's product. You could sell just one product, or you could sell many. Each of these options has both advantages and disadvantages.

Some of the "experts" say to only sell one product and spend your time promoting that product. I rather like the old adage of not putting all your eggs in one basket. My personal preference would be to sell a line of related products. This option opens up the perfect senario and justification for doorway pages to your site. The biggest advantage is that it keeps the door open to repeat sales from your current customers.

It seems to me that if you only sell one product that you are limiting the size of your potential audience, as well as the potential for repeat sales. (unless, of course, you are selling a consumable product.) If you have a line of products, or even if you choose some unrelated products, it seems to broaden the range of your targeted audience. However, I do see where the "experts" are coming from. You can sell more of a product if you spend more time promoting it. Their theory, I think is that you spread yourself too thin when you are promoting many.

If you are selling only one product, it requires that you continually find new customers. Once your customers have purchased your product, they are no longer 'prospective' customers. However, if you have a line of products, then your established customers become a very valuable asset. If

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they are happy with their purchase, they are likely to buy from you again. And again.

If you have a good product of your own, you have the potential to make a lot of money. First off, you get the money from the sale, not just a small commission. Secondly, you could have your own affiliate program and have others selling your product for you. However, in this method, you have the headache of running the show, keeping the books, and all the various responsibilities that come with fame and riches.

There are numerous affiliate programs out there. You have to be

careful, though. Only associate with those programs that meet your personal standards. The main advantage to selling someone else's product is the avoidance of responsibility and severe headaches. You just do some promoting, sell some products, get your monthly commission check, and do it all over again.

In making choices about what to do, one must consider what is right for the individual. This is why I never take seriously the advice from "experts". Each of us is a very distinct and unique individual. We are NOT alike. Therefore, what works for one, will not necessarily work for another. We each have to find where we fit in and are comfortable and then run with it.

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Choosing the Right Keywords

By Geraldine Jensen

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Choosing Keywords

One of the most difficult parts of setting up a website, and marketing it, concerns determining the best keywords to use. When choosing key words try to answer these questions. Do the keywords really best describe your site? (relevancy is a must for Goggle!). Do they tell the story about the products you are selling? Will they target the right customers? If you have a site, which is in a very competitive market you may have to be creative when choosing keywords. For example, Google returns, 594,000,000 possible pages for a search done on the word, software— Oh My— How would anyone find a site in that crowd!.

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Websites most easily found by search engines are niche sites where there are fewer choices. However, it is hard to be niche site when one is selling popular products!
Or is it?

Try using keywords in your meta tags and on you website which are more exact and create a niche. For example, if you are

try California Website Advertising. I found help to expand

my keyword list, niche it, at wordtracker.com and goodkeywords.com and by using the Overture and Google Keyword Tools.

Frequency of keyword placement on a website is important. Use a keyword too many times and the search engines will think you are spamming it. If you use a keyword more than 5 times in the keyword meta tags, search engines consider it spam. But, it must appear at least four times on a page to be picked up as an important keyword by the search engines. Placing keywords as the name of a link and as headlines placed between headline codes, H1 and /H1 is important. If this takes up too much space because the font is too large reduce the size inside the H1 and /H1 tags by using font tags.

very helpful. It will tell you which words, and frequency of

each word, that the search engine robots will see when it visits your website. With this information, you are able to determine if you have optimized your site appropriately.

Geraldine Jensen is the owner of several ecommerce websites. She is the publisher and editor of <http://www.familiesonlinemagazine.com>, which was chosen as Hotsite by USA Today in October 2004 due to its diverse opinions and good content. She was Webmaster for a nonprofit organization for 10 years. Her newest project is Today's Family Forum.



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