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Can You Trust That Site ?

By Larry Johnson

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Knowing which sites are trustworthy is very important to anyone who works online. After a while you begin to develop some touchstones to apply when deciding whether a site is legitimate and worthy of your trust.

I have had very few problems with purchases made online, but it can happen to you and me both.

Here are five things to look for in a site:

1) VIRTUAL DOMAIN NAME— Does the site have a virtual Domain name like this ?

<http://www.goodbusiness.com>

Or is it based at a free host address like this?

<http://www.angelhair.com/9985409/?cgi/interpol/geodcities.com/xppd.gsr/>

Well, I don't know where your thinking is, but I am definitely going with the identifiable virtual address here as an indicator that they are legitimate.

They at least thought enough about their business to invest a few dollars in a name.

2) TESTIMONIALS— Are there any good testimonials of others who have done business with them ? Can they be contacted ?

Can You Trust That Site ?

If there are, chances are you are on the right track to having a good experience with them yourself.

Beware, however, of made up testimonials that cannot be verified.

3) HOW LONG ONLINE— How long has the site been online ?

This may take a little researching on your part, but it may well be worth it to know how long this business has been making it's offer for products, software and/or services.

An easy way to verify how long the domain name has been registered is simply to a search at:

<http://www.allwhois.com/>

You will find lots of information including who owns the domain name, their address, who hosts the domain name, and when it was registered.

It can give you some useful information about the genuine nature of the site.

4) CONTACT INFORMATION— Can you contact the webmaster either by phone, fax and /or email.

Personally, I like dealing with those that give you all of the above information. There is something comforting to me that I can call or e-mail the site manager if something goes wrong with my purchase.

5) CREDENTIALS— There are several "credentialing" sites online. There intention is to offer some validity to the site by tracking complaints from former users.

If the site does offer such a service, by all means check out what others have said about their experience with the business.

A note: Not all legitimate businesses offer such a "seal of approval". I assume because there is usually a cost involved, or they just don't feel that they need it.

While this article is not all-inclusive, it is intended to give you a "heads-up" when surfing to unknown areas of the internet and experiencing dealing with new sites that

you discover.

Larry Johnson, author

(You are free to reprint this article or display it on your site by including the resource box below)

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What Can Lots Of Content Do For Your Site?

By Matt Colyer

Today there are so many web sites on the web, but so few of them have good content and there are even fewer web sites that have large amounts of content. Why is the web like this? For one most webmasters are trying to make a quick buck and others don't know where to begin or are too lazy to do the work.

Content really is king! Why? because visitors will stay longer or will come back more often and they are more likely to buy from your business. Visitors know you are an expert in your site's topic because you write informative articles, which leads the visitor to trust your business more. And to your visitors it's all about trust because if they can't trust your business, how can they trust the product/service you sale or how can they even know that they will receive the product/service.

Most of the time before an Internet surfer buys a product they will search the web to get more information about it. Sometimes they are just looking to see how it really works or maybe they want to know more about a certain feature. If you write articles about your products, surfers are more likely to find your web site in the search engine and you may even steal a few sales from your competitor, which will result in more sales for you!

Having a site with great and informative information will make another site owners more likely to link to your web site. Think about it! Would you link to a site that just had their products and service web pages? Or would you link to a web site that has great content that will help your visitors? If you are like most webmasters you would chose the 2nd one because this will benefit your web site because it helps the visitors know more about your products.

Can You Trust That Site ?

Search engines such as Google and Yahoo! love themed sites! Having a good themed web site means your ranking is more likely to rank higher than other web sites. Not only does this help out your site's theme, but also allows you to target more keywords. Surfers will find these web pages when searching the web and will result in more sales.

Matt Colyer is the owner of the

Network which includes

and is a

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What Can Lots Of Content Do For Your Site?

"Write Some Articles!"

The Value of Value

Trusting Yourself and Others

Building Trust For Lifetime Success

E@sy List Cleaner

Super Charged Linking

Power Profits Autoresponder Course

Affiliate Diamond

Blogs and RSS Revealed

Can You Trust That Site ?



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