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Clone Your Best Customers

By Marcia Yudkin

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Two businesses — a women's clothing boutique and a mail-order operation — recently consulted me about the same dilemma. Each had achieved satisfying sales through channels that didn't allow for further growth. They needed a fresh marketing program that would yield a steady stream of new customers, and they were confused about where and how to advertise.

Like Dorothy with the ruby slippers in the Wizard of Oz, they already had most of what they needed for a solution, but they didn't know how to use what they had. They needed to investigate who their buyers — especially their highest-spending and most frequent patrons — were. In doing so, they'd learn how to clone their best customers.

The general principle: Discover the characteristics of your current customers and use that knowledge to reach more shoppers just like them.

The clothing store already knew the age range, income level and some cultural interests and hobbies of its clientele. I suggested that they find out which newspapers, magazines and TV and radio programs their buyers read, watch or listen to, as these might prove prime advertising vehicles. Once ads are running in many places, you can also ask customers which media outlet persuaded them to come into the store, although many buyers don't remember this information.

The mail-order operation had little knowledge of the income or the educational level of its purchasers, since orders so far had come in through the anonymity of the Internet. However, it was relatively simple for them to send a follow-up questionnaire by e-mail, which asked a buyer's age, educational background, employment status (employed or self-employed), income bracket and profession. The brief questionnaire also asked how

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satisfied they were with their purchase, generating glowing testimonials along with a few complaints. Questionnaire answers would help this business intelligently choose where to advertise.

To the clothing store, I suggested marketing strategies besides advertising for cloning its best customers. Since many store regulars were involved with charitable organizations, the store could let buyers know, through a postcard to its mailing list or a flyer slipped in with purchases, that it might produce a fashion show to benefit their favorite charity. Most likely, customers' dearest non-profit organization appealed to others who would also be attracted to the boutique's distinctive style of clothing.

Since many patrons had creative hobbies, like painting, music, weaving or writing, it made sense to appeal to others who spent spare time on the arts. I suggested selecting a different customer's creative work to feature in the store every month. I envisioned a display of one woman's pottery or poetry, with a color photo of her wearing the store's clothing. Surely the woman in the spotlight would bring in friends like herself and patrons would urge their creative women friends to apply for the honor.

Scientists say human cloning isn't quite on the horizon, but in marketing cloning techniques like these already produce new customers!

Why Search Engines Purging ODP Clone Websites ?

By vijaykumar

There are lot of websites which are fully or partially clone of ODP (Open Directory Project). These websites or part section of websites, which are using ODP script to reformat the data on there site are useless and they have no original new contents. It is learnt that search engine specially Google is purging or banning such kind of sites. Why search engines are against Dmoz clone sites? Is the data in them not worthwhile or are they been misused by site owner's? We will try to find our reason, but before that let us first understand all about Dmoz Directory.

What is Dmoz Directory (ODP)

The Open Directory Project is the largest, most comprehensive human-edited directory on the web. It is owned by "Time Warner" and constructed and maintained by a vast, global community of volunteer editors, and is truly unique in many ways. The Open Directory, also known as DMOZ (the domain name of ODP), is a large, categorized directory of websites and pages, which is staffed by volunteers. Every website and page that is added to the directory has to be manually reviewed before it is included. Since its index is manually constructed and edited, categorization and relevancy is superior to any other index of its kind and equally as unique, is the fact that this data is open and free to the public for replication. As of July 2005, ODP had about 4.6 million listings organized into over 580,000

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categories derived from the contributions of some 69,000 editors. How is this free data been used to make Dmoz Clone?

There are a lot of ODP scripts to make clone of the ODP. These scripts enables you to add live data of the Open Directory Project at dmoz.org to your own website using a very easy to customize template based system. Users can browse and search categories of websites. These scripts that grabs live contents of the Open Directory dynamically and formats them to make your own version of the Open Directory. These are small scripts have few files to just uploaded on your server and you can get Thousands of Dmoz directory pages on your site in your own templates design. These scripts just get live data from Dmoz.org and it has no original new contents.

Does Dmoz Clone bring traffic?

Webmaster do not like Dmoz clone websites as they have not original content rather have duplicate contents and no body will like to link a site or vote a site which has duplicate contents. Most people will not even browse your directory. Most people will just browse 2–10 pages of your directory, they will just leave and never come back.

Why Search Engines are against Dmoz Clone?

There are various reasons which are explained as:

- There is no Original Content which is required to make a Quality Site.

- Duplicate contents as all scripts extract live data from Dmoz and create thousands of similar pages on the web.

- The Dmoz directory has more than 580,000 categories If thousands of site will grab the live contents

from Dmoz it will results into creation of millions of similar pages which is making web a junkyard of similar pages with nothing new.

- The Dmoz clone sites has thousands of pages created on fly with no extra hardwork and lot of spammer are using it for advertising or Google adsense program

- The lot of webmaster has just created a section of Dmoz to get inbound links from thousands of pages to increase link popularity and search engine ranking

- Text link advertiser also created Dmoz clone to sell links on thousands of pages to increase artificially link popularity of text link ads buyers. Which kind of Dmoz clone Search Engine's will Like

Search engines are concerned with presenting quality results to there users If you can modify and enhance the data retrieved from Dmoz and present in unique format it will definitely be preferred by Search Engines, Webmaster and Web Surfers. Google has got its own directory for which it has got data from Dmoz but enhanced by Google technology i.e ranking of sites on each directory page by Page Rank.

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Using ODP Clone Scripts just to make simple odp clone will get your site banned from search engines due to duplicate contents. Therefore it is advised not to use this virtually useless script on important sites or sites that rank well on search engines. Lot of ODP Clone Scripts makers sites were banned, because too many websites with duplicate content (as they all have Dmoz clone) were linked to them. These scripts owner require there site URL to be linked at the footer as "Powered by ..." Which results into link farming or inbound links from similar pages.

Therefore if you want your site or directory to be safe and run for longer times then have original and unique contents in it which will not only make it rank but also get good traffic on your site and increase its popularity.

Mehul vyas, is a founding partner and Director of Marketing for Vyas Infotech Pvt Ltd. The firm specializes in the development and implementation search engine optimization technologies and solutions for the improvement of web site placement within the Internet's top search engines. The company is regarded by many to be the world leader in its field, with clients in 57 countries around the world.



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