

DON'T BUY FROM THIS SITE!"

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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!**

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10 things you must do to avoid losing customers.

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How welcoming is your web site – and how easy is it for potential customers to buy from you?

Some otherwise professional-looking sites put unnecessary obstacles in the way of their users – they may as well put up a sign saying "Don't Buy From This Site". Is yours one of them?

Here is a checklist of 10 things you can do to maximize sales from your site:

1. Keep it focused – don't try to be all things to all surfers. Specialisation is king in a global marketplace: aim to be the best in your particular field.
2. Keep it simple – make sure your navigation system is easy to use. No page on your site should be more than two clicks away from your home page.
3. Use plain language – net jargon has its place, but do not use it on non-technical sites. The same goes for unexplained abbreviations.
4. Don't exclude people – if your offer is only available in a defined geographical area, say so clearly and up front before people start filling in forms. A prime offender is holiday

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offers that turn out only to apply to US residents.

5. Only request relevant information – customers will be put off if they have to complete overly-detailed forms before getting the information they need.

6. Deploy a site search facility on big sites – make it easy for people to find what they want.

7. Include offline contact information – some customers may want to telephone for specific information and a real world postal

address is reassuring to buyers.

8. Use testimonials – they reassure buyers and show evidence of your product quality.

9. Give something away – free ebooks are becoming a popular way to communicate with customers. Take a look at the example below and see how this could work for you.

10. Keep graphics to a minimum – bloated image files can extend download times beyond surfers' patience threshold – according to a recent survey about 30 seconds.

Take a look at your site afresh: pretend you have never seen it before and see what simple steps you can take to improve your customers' online experience. You will undoubtedly reap rewards in the form of increased profits.

(((((((((((c)P J Chandler))))))))))

Phil Chandler writes about marketing and other business topics.

His web site is at <http://www.domainomania.com>

His free ebook – "How To Start a Highly Profitable Internet Publishing Business Using Free and Low-Cost Software" –

can be read at <http://www.domainomania.com/publish/>

Writer, marketer and webmaster.

**Dvd's: The perfect Christmas gift**

**By Ramesh kandy**

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Dvd's : The perfect christmas gift

Every year we struggle with what to buy for whom for christmas.

Hours and hours of trudging around the crowded high streets and malls.

Do we really have to?

In todays world of the internet you can buy everything you want right in the comfort of your own home.

You can but most items at a fraction of the cost off of the web and get them delivered straight to your door.

Fact! dvds are now the most popular form of media entertainment, outselling video tapes by 40 to 1 in most places.

The cheapest site that I have found is a site called

Although quite a small site it offers the top 20 movie titles available on dvd for less than any other and the price includes free delivery worldwide.

I am going to keep a close eye on this site because it has the potential to become one of the biggest dvd sales websites around.

Independent website reviewer for 7 years.

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