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Defeat the Frustration Demon – Pep for 2002

By James Pendleton

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Now having been marketing on the web and providing a viable service to Netzines for 3 years. As I look back in retrospect. I consider myself lucky in having survived the demon of frustration. I saw its ugly face many times in the beginning. Also saw it lay waste and destroy many a good web citizen and netpreneurs. Having defeated it and now secure in my web business. I share a bit of my experience with you.

We enter into the time of the real millennium. The new year of 2002. For many a fresh beginning. As we begin our new marketing strategies for the year. I am sure many are looking back on the past year for information. How did my ads do? How much profit did my web venture turn? How many net new clients do I have. How many repeat clients?

These are questions all good marketers should be asking themselves. Plus many other questions in statistics and demographics. If you have not ask yourself these questions, you should, if you are going to be successful. If you have not done any tracking and statistical gathering of information you have a fresh new year to start. Always keep tabs on your ad campaigns. What better way to know how you are doing.

Did you web site cut the mustard? Did you build it and they did not come? It has happened to many. The causes are many. Poor content. Bad ad copy. No search engine ranking. Bad design with slow load speed or too many images to load. Bad or non-existent optimization. Poor meta tags. Web pages unfriendly to the older browsers. Looking to take all but not having a hook. Something free to give to visitors. Remember in order to get one must give a little. Make your site sticky with free. Then that prospect will see a reason to buy.

Being seen on the web is not easy. FFA's are not the way. Sure go ahead and be buried under a million links. In actuality your return link to the FFA site helps them not you. O you posted in all the free classified sites. Well it does work sometimes but only and only if you have a short and sweet killer ad copy. Something that intrigues and makes one want to take a look out of curiosity. Then once they arrive at your site.

It must say buy this because of its worth and its value. Leave out the hype, the false claims and promises. Stick to the truth of the matter and build prospect confidence with reality.

So you used that almighty automatic search engine software and submitted your sites to the engines. Well your site got submitted but most likely never added or put way down in the listing.

First be sure you got the right meta tag structure. No margin for error. Or risked being banned from the engines. Do not think a large amount of key words will get you anywhere. Relevant and less is what it takes when it comes to keyword usage.

Then one must take the time. A few minutes or hours every couple of days and hand submit to the search engines. To get true results hand submission is the only way. Either that or pay some professionals to do it for you. Do your homework before spending the money.

So your news letter is taking off and your subscriber base is growing. Well guess what? Nobody is reading

your new letter! It comes to their in box and gets scanned and deleted. To many ads to accommodate your need to sell advertising and not enough good relevant interesting content.

To much of me me me and not enough of information sharing. Not enough skill enhancement for the reader. Nothing there to hold attention long enough to read the rest of the Ezine. O well the same old stuff and more ads. Delete!! Or un–subscribe!

Look for those writers.They have the content you need for a top notch Ezine. Also most importantly. Develop on going themes that will lead into the next issue. Seek out interviews with knowledgeable webmasters and marketers.

There are many more things needed to be successful on the web as a netpreneur. Many weberizing things that will make your venture thrive. Focus on the tasks at hand and leave the frustration to those destined to fail.As I close.

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Review: Fear Unlimited

By Jonathan White

When I play Flash Games online, a majority of them to me are disappointing. They are usually either interactive movies or simple reaction tests with Gameplay unchanged from the heydays of the Atari 2600. But it is to be said that some absolutely brilliant games are made with Flash. And Fear Unlimited surely is with those great games and even further.

The basic framework of the Game is a Hack–and–Slash–Em–Up where demons appear and you have to kill them all using your sword and gun to advance to the next level, pretty much like Final Fight–style games you get on many systems. But it has been enhanced with incredible, horror–themed 2D graphics with a hint of cel–shading, a thumping Techno/Metal soundtrack, and a brilliant control system. Through three keys (plus the arrow keys) at least a dozen moves can be used. And many more are available as well as you go through the game, with upgradeable swords and guns you can equip.

The Gameplay itself is reminiscent of the Devil May Cry games, but placed into a 2D perspective. What the game lacks in depth it makes up in sheer, brilliant fun. It's great to play, with the screen exploding

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with blood and the music blaring in the background as you fight the ongoing horde of the Undead. It gets even more fun when Demon mode is activated, and the fighting gets incredibly insane. You keep getting 'Overkills' when you slash enemies in this mode, which lead to a higher ranking at the end.

One of the things I should mention is a glitch that I did find. When in the air after a jump, hold down the bottom arrow key and hit the shoot button constantly. You will float in the air while still shooting downwards. This is due to the downward shot always moving you up a bit. But to be honest you'd never really notice this, as you will be too busy trying to attack at ground level. The Game is seriously difficult, perhaps one of the hardest games I have ever played.

The storyline is pretty reminiscent of Devil May Cry, with a demon warrior named Encon fighting against an evil demon Urami for the sake of the world. Despite Encon been a demon, he is fighting against his own kind. As the game was positioned to be a tribute to Devil May Cry, that pretty much explains the storyline comparison. But it has to be said that the storyline in Fear Unlimited is much better and makes more sense. Striking 2D Artwork and Story Summaries are much better than the long video scenes seen in the game it replicates.

In conclusion, Fear Unlimited has to be one of the best games I have played on a PC. Even though it looks aged by its Sprite-based graphics, it beats a lot of games you buy for £40 a piece in shops due to the sheer fun of it all. So is it like Devil May Cry? Yes. Is it better than Devil May Cry? Oh Yes.

Graphics 9/10 Sound 10/10 Longevity 8/10 OVERALL 96%

Jonathan White has been involved with free online flash and shockwave games for over 4 years. He owns

&



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