

Don't Read This!

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Don't Read This!**

**By Tony Dean**

**Don't Read This! by Tony Dean**

Don't Read This !

I got the headline from a public domain book I have just compiled into a pdf file and placed on my server for free download and it was written by P.T. Barnum the famous American showman entitled "The Art Of Money Getting". In it he details how he once walked down the street past some shops and noticed a large sign hanging from the awning and it simply said in very large letters: "Don't Read The Other Side!" He noticed there was a group of people on the other side of the sign looking up and reading "The Other Side"!

What do you have to do to get noticed in business? If you run a web business, how do you get noticed by potential customers and, importantly, the search engine robots?

You've probably tried advertising, and link exchanges, and even writing articles. Even chatting on forums to make out you're an 'expert' in your field.

It still is not enough is it?

You really need to network yourself all over the web to get traffic to your site.

Let me explain. Search engine's seem to be giving less credence to link exchanges, therefore it does not seem to be the way to go for the future.

## Don't Read This!

Why not instead swap articles with each other, it gives more 'content' than a link any day?

What you can do is place all the articles you receive on a separate page, thereby building more 'content' and at the same time, other web site owners are placing your articles on their site.

Subject of articles must be 'relevant' to the theme of each others sites, for example, if you sell paperback books, you want sites very similar to your own to publish your article,

and you do the same for them.

Start with the link exchange partners to exchange articles with, and network from there. I am sure they will agree that it is an improvement on just link swapping.

When you have placed articles on your web site, make it known that these articles can be published in ezines, web sites, or online newspapers as long as the 'resource box' is left in. It is a slow, but sure process of networking that you and all the web site owners who publish your article will be indulging in, but in the long run will lead to more traffic to your site.

Every web site owner who participates in this idea of swapping articles instead of links, should extol the virtues of 'article swapping' on a page on their web site to encourage others to join in.

Much like at the moment there are any number of 'opt-in' mailing list builders schemes going the rounds on the internet, you could always start your own similar scheme, but with article swapping being the currency of the day.

Search engine's will find more link-backs to your site with 'relevant' content, the 'click-thru' rate will increase as people stop by a web site with your article on, leading inevitably to higher search engine ranking, and much more traffic to your site.

I am just about to implement this idea for my own site and exchange articles with like-minded sites. This idea could soon take off and grow to really large proportions that any web site owner is going to be very busy indeed dealing with all the requests, but it is a necessary requirement that as a web site

## Don't Read This!

owner you find the time to do this, otherwise the fast travelling engine you are on is going to stop.

It may occasionally and at determined intervals, be necessary to change articles for something new, this could be a requirement of the scheme that one new article is submitted each and every month and changed for the old one, this would eliminate 'staleness' not only to online shoppers but also to the search engine's.

It's been my experience that once a web site has been put up, the site owners think there is nothing more to do, they don't realise that 'staleness' to the search engine's leads to lower and yet lower rankings, therefore it is imperative to change content on a web site frequently.

Tony Dean is a published author and runs a web siteselling Ebooks and Software. To subscribe to hiszine send blank email to: [ebook-sales@aweber.com](mailto:ebook-sales@aweber.com) His web site is: <http://www.ebook-sales.com>

## **Let's Read! The Benefits of Reading to Your Children**

**By Nicole Niemiec**

Parents, when you help your children learn to read, you help them open the door to a big, exciting world. As a parent, you can begin an endless learning chain like this: You read to your children, they develop a love of stories and poems, they want to read on their own, they practice reading, and finally, they read for their own information or pleasure. When children become readers, their world is forever wider and richer.

Studies have shown that children that are read to on a consistent basis begin to develop both communication and thinking skills at a much younger age than children that aren't read to on a consistent basis. In addition, those skills continue to progress and develop much more rapidly in children that are read to consistently. This progression of skills will continue as long as you spend quality time reading with them.

Children appreciate the quality time you spend with them reading books and enjoy good stories as well!

Here are some things you can do to make sure you get your daily readings with your children: Read aloud to your children: books, newspaper and magazine articles, the back of the cereal box, labels on cans, or directions anything with appropriate printed material on it is Read poems aloud together to learn about rhythm and repeated sounds in language. Point to the words on the page when you read. Move your finger from left to right. Listen to your children read homework or favorite stories to you every day. Go to the library together and check out books. Be sure to ask the librarian for good books or to help you find what you need. Have books, magazines, and papers around the house, and let

## Don't Read This!

your child see that you like to read, too. Encourage older children to read to younger children. Help experienced readers talk and write about what they read. Develop a quality nighttime ritual of reading a few books with your children.

Remember, giving your children a head start in life requires spending time with them and part of that time should be spent with a good book!

(some information for this article provided by FDA Consumer Magazine)

Nicole Niemiec is founder of

– one of the largest collections of Dr.

Seuss merchandise for sale on the internet.

Let's Read! The Benefits of Reading to Your Children

Yes, You Can Use Hyphens in Your Domain Name: It Makes Them Easy to Read.

You Can Learn To Read Guitar Sheet Music

7 Tips On How To Locate Junior Editors for Your Children's Book

3 Ways To Inspire A Love Of Reading In Your Children

Faith

Copywriting Crash Course

24 Prophecies fulfilled in 24 Hours

Killer Conversion Tactics

Ebook Authors Interviewed

Don't Read This!



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**