

ERROR-FREE EMAIL: READ BEFORE YOU SEND!



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**By Meredith Pond**

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Whether at home, at work, or elsewhere, chances are you have access to an email account. In this day and age of online communication and connectivity, email has emerged as a free, convenient, and instantaneous alternative to traditional letters and postcards.

Along with the convenience and speed of email, however, comes the added potential for mistakes in typing, grammar, and spelling. Just like you'd carefully re-read a handwritten letter before sending it off, any email communication you send should be read through carefully before hitting that send button.

Especially if your message is business related, you need to be sure that your information is accurate, the recipient's name is exactly right, and your spelling and grammar are correct. Of course, it's possible that your recipient won't notice the errors, but when it comes down to your business, do you really want to take that chance?

Most modern email programs are equipped with a spell check. If you haven't noticed one in the program you're using, chances are you just haven't looked hard enough. Look carefully under your tools and options menus to make sure you have the spell check

enabled.

A spell check is definitely a useful tool, but it doesn't necessarily have the human intuition to catch all errors. So, no matter how great your spell check is, remember that there is simply no substitute for a careful, human read-through.

Just like any other piece of poor writing, an email full of mistakes can do damage to your credibility, which can be devastating for anyone trying to do business on the web. On the Internet, people have to rely on written communication, and if yours isn't effective, your business and your image will suffer.

If you don't feel you have the grammatical expertise to catch all the errors yourself, get a co-worker or friend to do it for you. Even experienced writers often need a second pair of eyes to catch the little mistakes.

Meredith Pond is editor and manager of [DrNunley'shttp://CheapWriting.com](http://CheapWriting.com), where you can download her FREE e-book full of business articles. See her low-cost writing and editing services for students and business people. Reach Meredith at [meredith@drnunley.com](mailto:meredith@drnunley.com) or 801-253-4536.

## **How To Get Profits From Your '404 Page Not Found' File**

**By Radhika Venkata**

### **How To Get Profits From Your '404 Page Not Found' File**

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"'Page Not Found' on this Server. Check the URL and try again. Or Refresh the page..."

This is the annoying error that we will come across every time we surf the web pages. Internet will be changing every minute and day. The web sites that were here are not found next day. The web pages that were here with '/page.html' are changed to '/page1.html' next day.

Webmasters update their sites and change the links and content. While they doing so most of them forget one important thing.

"What will happen if somebody bookmarked this page and try to visit next time?"

Simple...Those people will see these '404 Page Not Found Errors'.

Let me tell you some tips how to avoid all these tiny mistakes and get something from these error pages.

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### **\*\*Custom Error pages:\*\***

Most of the hosting companies allow to create error pages as you like with your own Html and upload to your website. If you don't upload your error pages the server displays default server error pages.

Utilise this opportunity. Create a page with any of the following:

Put links to other parts of your site. Links to main pages is enough to navigate back in to your site. 2. Direct links to your products.

Promote your Affiliate links

Offer something free from this page like free ebooks, free email course etc.

Your Ezine subscription

Discount on your product

If you are conducting some polls on your site you can keep that poll on these pages too.

Keep an email link on error pages and you can request your visitor to inform you about the error.

All these keeps your visitor some more time on your web site. Every link above will be a benefit for you.

### **\*\*Watch Your Bandwidth:\*\***

DON'T put too much Html or graphics on these error pages. By the time they will download your visitor might hit the back button or get out of the site.

Lot of graphics also increases your bandwidth usage. The web sites are continually attacked by viruses. If you have a good web logger and check it once in a while you will see some hundreds of page requests with '404 errors'. All these 404 errors drain your bandwidth. So keep an eye on size of error pages.

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How To Get Profits From Your '404 Page Not Found' File

7 BIG Ideas for Better eMail

Super Affiliate Strategies Part 2

How To Capture Leads For Your Business with Classified Ad

Important Tips For Building An Opt-in Email List

ERROR-FREE EMAIL: READ BEFORE YOU SEND!

Email Spider Software  
Guerrilla Mailer  
Instant Email Scramble  
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Starting a Successful Retail Business

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