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**Full-body Scams, er a ... Scans**

**By Stephen Bucaro**

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Full-body Scams, er a ... Scans

By Stephen Bucaro

Full-body CT (Computer Tomography) scanners are appearing in strip malls and office centers all over the country. Many doctors are recommending a full-body CT scan (follow the kick-back money). The sales pitch; "A full-body scan can find disease early when it is more treatable." The scans cost between \$600.00 and \$3,000.00 and are not covered by Medicare or health insurance plans when no symptoms exist.

The scam is most profitable when perpetrated against individuals over 50 years of age. Scans of individuals in this age group often show scars from long ago healed cysts and benign spots on the kidney, liver, or pancreas. Doctors and hospitals can use these meaningless irregularities to generate thousands of dollars in unnecessary tests. False positive test results can generate profits from biopsies and invasive surgeries.

CT scans provide the most profitable but the poorest quality of medical imaging. Contrast agents can be used to make CT scans more accurate, but the fast-buck consumer imaging centers don't use contrast agents. Ultrasound and MRI (Magnetic Resonance Imaging) scans provide much sharper images, but a lower profit margin. The result is, the CT scan might give you the false security of perfect health when a killer disease exists.

The American Cancer Society, the FDA (Food and Drug Administration) and the American College of Radiology do not recommend full-body CT scans. The American Cancer Society says, "x-ray radiation has a cumulative effect.

You should not get unnecessary x-rays." If you have no symptoms but still feel that you need to get a full-body CT scan, you might try seeing a psychiatrist about a condition called hypochondriasis.

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None

## **Link Exchanges**

**By Matt Colyer**

Should link exchanges be used? What are link exchanges? Do they really work? These are just a few questions that most webmasters come across at a link exchange. In this article I will try to help you understand link exchanges and if they truly work like some say.

Link exchanges are sites that help webmasters find link partners for the benefit of traffic. Link exchanges like

are one of those that help you get link partners for traffic.

They are used by some to get more link popularity to increase their ranking in the search engines like

Yahoo! or Google, which both use to calculate web pages ranking in the search engine results.

Over the years link exchanges have been criticized by both webmasters and search engines, even have been targeted by search engines. They have been called link farms and link scams. The truth is that they are not link farms, link farms are network of sites that each link to the other site for the benefit of high ranking on the search engines and most link exchanges are not so called link scams. How can you tell the difference between non-link scams and link scams? There are a few things that you should look at closely at link exchanges. Do you have to upload a web page or file to your site? Are they in the search engines? Are most member's sites spamming? Does the link exchange look professional?

If any of these are truth about the link exchange you should not join and leave fast as you came. It is important to look at this very careful because you are investing in your site and this could crush your site's future.

Link exchanges have proved to be successful both for getting you good ranking and getting more traffic to your web site. Link exchanges are one of the most powerful tools you can have by your companies side, but like all things they have a down side because they can be abused and used the wrong way.

Matt Colyer is the owner of the

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and is a

part-time SEO. He also is a php, CGI and ASP developer.

Link Exchanges

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