

Get A Grip On Your Internet Goals To Bring In Sales, Not Woes.

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By John Krycek

As far as search engine marketing tactics go, your goals must be defined and long term oriented to

attract targeted, high-lead-yielding web users with the greatest potential of conversion to customers. SEO, or search engine optimization is NOT a one-time shot. Winning the lottery or discovering oil will get you rich quick. Hiring an Internet marketing company to do a job and leave will not get you rich, ever.

We will examine the importance of long term goals as they apply liberally to search engine and general Internet marketing, and show you how to view your web marketing strategy with knowledge, confidence and vision. See your target clearly, not through the rose-colored glasses so many marketing geniuses and false gurus try to slip over your eyes.

WHY TALK ABOUT GOALS?

Because too many people still don't understand that building a well optimized site, establishing and maintaining search engine rank, and helping your customer base continue to grow takes effort and time.

Because the Internet can most definitely help your business and probably increase your sales immensely, but not overnight.

Because nothing is free. Getting on the first page of a search is not free. It takes money for someone to research if it's even feasible to attempt high ranks with your product or if an ulterior approach must be developed. If you have the expertise to do it yourself, it takes your own, valuable time to build and rebuild your pages for long term gain. It takes time for changes to be picked up by the search engines and ranked.

OPTIMIZATION DOESN'T HAPPEN JUST ONCE

This is another concept many people misunderstand, where some shady SEO's take advantage, and what fuels a lot of ulcers. If you optimize a page for a targeted keyword phrase and you, I, or someone

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doesn't keep supporting that page by adjusting and tweaking the optimization techniques as the competition changes, as the internet changes, and as you add new content, then your money will be a wasted.

You might pay thousands of dollars for someone to successfully get you top the top three pages across the main search engines if you have a particular non-competitive niche or unique approach to a competitive one. And you could get record sales that first month you reach those great positions!

But, then your competition starts outranking you, your unique approach is now hindered by copycats, search engines have changed their focus and algorithms, you've just purchased raw materials, hired extra help because you thought your demand had spiked, and invested in a bigger office. Three months later you're screaming at your web guy who rightly says, "I'm sorry, I did what you paid me to do!"

BUILD YOUR SITE LIKE YOUR BUSINESS

As you must build your business, so must you build your web site. It should have a solid and strong foundation that will keep it at the top once it gets there. You are much better off investing in a web design or optimization firm that's going to stay with you for several months. Invest in monthly maintenance programs so your new pages are continually changed to match the Internet and competition.

Remember, every main page on your site should be optimized. Each page is a chance to be ranked in a search engine. Monthly maintenance plans may seem like a lot of money, but when you add up the time it takes and the amount of constant research and tracking involved, it's a valuable investment. If your serious about your presence on the Internet, don't sell yourself short.

Just like traditional marketing, Internet marketing has multiple thrusts and targets. You wouldn't try to brand a new national company by running one ad in the local newspaper, right? You'd hit all sides of your market with PR stories, advertising, maybe telemarketing, parties, and incentive programs. And you'd track every move and response and lead and sale to five decimal places.

It's the same principle with Internet marketing. The best part is that dollar for dollar marketing on the Internet costs almost nothing.

If you have a pay per click campaign, it is even more important to have a good handle on that. It's very easy to waste thousands of dollars because you didn't continually modify your ads and target your keywords.

DEFINE THE GOALS

Whether web design and development, maintenance, search engine optimization, or any Internet marketing endeavor, always begin with a clear vision of where you want to go. If you hire a company to work with you, let them help you define those goals.

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Even a simple website that is nothing more than an online brochure has a purpose. Understand what that purpose is. And don't let anyone touch your site in any way that doesn't have a clear idea of what the objective is!

By outlining where you are and what you are striving for you will spend your money wisely, and get the most beneficial results from your Internet marketing.

John Krycek a creative director at theMouseworks.ca web and graphic design in Toronto. Learn more about search engine optimization, internet marketing, web development and graphic design in easy, non-technical, up front English at

<http://www.themouseworks.ca>

Golf Tips - Finding That Winning Grip And The Cures For Grip Related Problems

By Ally Canaway

The correct grip is a key fundamental component of a golfer's game and is required to have a consistently good straight game, giving you the ability to shoot low scores with ease.

When the grip is faulty, poor shots often result along with an inconsistent and unreliable game. Therefore it is essential for your game that your grip is correct if you want to take your golf to the next level.

Firstly place the club in your left (opposite for lefthanders) hand, close your left hand around the grip as if you were shaking somebody's hand. Your thumb should be pointing down the grip, slightly to the right of centre.

Then bring in the right hand, firstly interlock the little finger of your right hand with the forefinger of your left hand. The underside of the grip should be placed on the joints of the second and third fingers of the right hand. Your right thumb should also be pointing down the grip, while your right palm should be facing towards the target with your left hand facing away from the target.

Two V's should be formed by the thumb and forefinger of each hand, these should both point somewhere between your right shoulder and eyes.

When holding the club, the club must be held firmly but with the minimum of effort. Having the correct grip allows your hands to work freely with the utmost control while a poor grip leads to a lack of club head control.

Key Points:

- Your arms and hands are relaxed.
- Your left forefinger is linked with the little finger of right hand, 2 or 3 knuckles should be visible.

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- The V's created by the forefinger and thumb on each hand should point be to between your right shoulder and eyes. These V's should be pretty much parallel to each other.
- The grip should be comfortable yet held firmly with little effort, it is vital that the club head does not open or close on impact.

To test that you have a good grip, it should feel as though both your hands work together as if one. When you lift the club and move it, your hands should feel comfortable and secure.

Problems and cures for slightly faulty grips: You may find that you are slicing the ball; this could be due to a problem with your grip, (although it may be due to other reasons mentioned in my other article that aims to solve the slice) try rotating your grip slightly clockwise around the grip; also try holding the club more in the palm of your left hand.

If you have problems with hooking the ball, make a conscious effort to feel the ends of the fingers on your right hand pushing upwards through impact with the ball. This should help prevent you from closing the clubface on impact and so helps prevent you from hooking the ball.

Discover amazing free golf tips and secrets to help you take your game to the next level and shave a minimum of five shots off your best round. Visit

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