

Give People A Reason To Visit Your Web Site!

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Give People A Reason To Visit Your Web Site!

By jim Peters

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That is the single most important thing to remember about promoting a website. Commit it to memory, and remind yourself of it often. Don't make the mistake of thinking (all my hard work and all the great stuff, if I build it they'll come) Nothing could be further from the truth! Here's the truth, No one cares about your web-site! There are experienced Internet Pros that have forgotten this important rule. And, in most cases to there detriment! Every "SUCCESSFUL" web site on the Internet TODAY! applies this principle.

Let's just think about that for a moment! What prompts you to visit a web-site, book mark one, return to one? That's right! They offer you something of value. You don't visit a web-site to admire the pretty colors or wonder at the unusual uses of font types. No! The sites you visit over and over again, offer you something of value.

" They give you a reason to visit! "

To prove this point, given the choice between these 2 web sites which would you choose? XYZ SOFTWARE, Offering you hundreds of software titles for the lowest price on the market. Or TRYANDBUY, Offering you that same choice of software at the same price, but you get to use it for a month before you decide to spend your money on it! Well let me think! DUH! TRYANDBUY Of course! The choice is crystal clear, your going where your offered the value.

Ok! I can hear you now, who's he think he's kidding, where are we going to get all this "FREE" stuff. Well for starters, the article your reading right now! could it be of value to someone? Of course it could, and presented as such you could give it to your visitors

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FREE! Do you get my point? There are hundreds of things you already have access to that would have value to your visitors.

There are any number of different types of web-sites out there, and this rule works in every case. But, for the sake of brevity (even as much as I like to spout off) everything from this point forward will be regarding an MLM or Opp's site.

Here are two ad's for the same MLM or Opp's site.

1.Ten year old company just releases new marketing program. One time purchase of only \$20 produces self-replicating system for immediate

income generation!

2."FREE"! to our first 100 visitors! 1200+ free ad sites! And while your there check out our self-replicating system for immediate income generation!

Which of those sites would you go to? They even contain the same word count! You and I both know number 2 is going to be the one we'll visit. There offering us something of value and "a reason to visit that site!"

Are we starting to come up with some idea's here? The type of web sites we're talking about here are no different than the ones selling tangables. We just need to understand our market nitch. Who are you selling your product to? Well! for the most part other people that are selling exactly the same types of things. Now that's a tough market, selling the salesman. The other customer you are looking for, (and make no mistake about it they are customers) is the person that is either looking for a little extra income or a chance to get out of the rat race!

Keeping all this in mind, what types of things will induce those people into your web-site?

First, and foremost is "INFORMATION" There is not one of us that isn't looking for more "information"!

1. How do I make a web-site? 2. How do I write an ad that "really" works? 3. What is an auto-responder? And why do I need one? 4. Where do I go to place my ads? 5. Where do I find news groups? And how do I post to them? 6. What am I doing here and why did I think I could make \$\$\$ on the Internet? (just added that to see if you were

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paying attention!)

Another great traffic generator is to offer Resources and tools

This type of freebie can bring visitors coming back to your site again and again!

This is where working together can be of great benefit! Take for example 10 or 12 of you join forces and you each produce a quality resource for your site. It could be just about anything, take for example a site that offers the ability to search the internet in different languages and one of your networking partners produces one that gives out Awards for "COOL" or interesting sites. And a third has a resource that allows you to access 1000's of graphic's, html, java script and banner resources from 1 location.

By joining forces, and linking all of your sites together, (

possibly with a resource's button panel, at the bottom of each of your pages) you now have a dozen different things that you can promote to draw traffic to your site, and you only had to spend the time and effort to produce one quality resource. The traffic flows through all 24 sites. Remember to put the resource link at the bottom of your site so your visitors have an opportunity to view the page before clicking on the resource (don't hide it, make it obvious and prominent)

You now have the ability to advertise 1 site in 12 different manners, in essence giving you 13 different sites. 13? you say, yes, 13. You have your original site, the one you built with your quality resource and the 11 others built by your partners, WALLA 13 different ways to draw traffic to your site.

Here are 3 examples of what I mean! 1.Looking for a business on the Internet? I have one for you! But First how about a "FREE" web site to run it out of!

2. Ready to do business on the WWW? Come in and look around! While your there Pick-up Our "FREE" Gift to you a \$10.00 Calling Card!

3.Opportunities abound on the WEB! Take a short tour, and before you leave PICK-UP the next 4 issues of a fresh ideas Ezine "FREE"!

Ok! I think I've made my point. As much as I would like to keep blabbering I'll shut up now and let you digest all of the above

words (opp's I was going to say of wisdom, but I guess you'll be the judge of that).

"Your Success Is Our Success"

jbp

Catapult Your Traffic With These Web Site Add-Ons

By Ronald Gibson

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Having a website is great but, if the site doesn't have any traffic, then what good is it really doing for you? Here are some features that you can add to your site to generate more traffic and more stickiness for your site.

1. You should add a blog to your website. Blogs are a fast and easy way to add content to your site. Why is that important? Search engines love content. A frequently updated blog will attract the search engine spiders and will get your site indexed quickly. You should try to post blog entries at least a couple of times per day.
2. Add a message board to your web site. This helps your site to develop its own little community. People will visit your web site to ask questions and answer other people's questions.
3. Add a directory of web site links to your web site. People will visit your web site to find related web site links for the topic they're interested in. As an added bonus, links are also content for search engine spiders.
4. Add an article section to your web site. People will visit your web site to read and learn new info related to their interests. And this also will provide content for the search engines.
5. Add an archive of past e-zine issues to your web site. People will visit your web site to read past issues of your e-zine that they've missed.
6. People love freebies. You should add a free software download page to your web site. People will visit your web site to find new software that will make their life easier. Also add a free ebook directory to your web site. People will visit your site to download, study and read new information.
7. Add a free classified ad section. People will visit your web site to place their own free classified ad and to read other offers.
8. Add a free link page to your web site. People will visit your web site to place their own link and to look at other people's links. This is a double bonus. Not only will you get traffic from the links, but,

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once again, links are also content that search engines love.

9. Add an "about us" page to your web site. People will visit your web site to read about your business and yourself.

10. Add a guest book to your web site. People will visit your web site to leave their opinions about your business and to list their signature file.

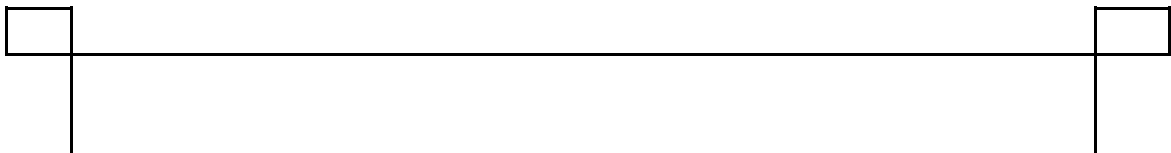
Using the above methods to add features to your website will not only draw more traffic to your site, but they will also make your visitors want to stay on your site longer and want to come back and visit again

and again.

Ronald Gibson is a Web Designer and Web Marketer. He is the Webmaster of AffiliateUtopia.com, which offers information about some of the best money making opportunities on the Web. For more information, visit:



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