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**How To Easily Judge Your Online Success**

**By Jason Tarasi**

So, you've taken the plunge into the virtual world of internet marketing. You've planned your

strategy, crafted your marketing plan, prepared your marketing materials, and launched your internet marketing campaign. Congratulations! That's a lot of hard work. Once you've got your plan in motion, half the battle is done. However, that's not the end of your internet marketing endeavor. Every marketing program, whether offline or online, needs to be followed up on to ensure that your advertising and promotional efforts are truly producing results.

Follow-up efforts that are crucial to success in internet marketing include tracking each source of marketing that you use, determining which sources are producing results, analyzing the effective methods, and revamping the ineffective methods. So, running a results-oriented internet marketing campaign is an ongoing effort that requires constant monitoring and refining.

Website logs are a wonderful source of information that aids in monitoring your internet marketing program. By reviewing your website logs you will be able to determine where traffic that comes to your website is directed from. Be sure that your web hosting package has a control panel through which you can access your traffic logs to see the source of your website traffic. Your hosting company should be able to explain how to read the web logs to determine the number of visitors you have, the number of pages viewed, which of your pages are the most popular, how the visitors found your website and where they came from.

If the information provided through your website reports is insufficient in determining the effectiveness of your website promotional activities, it may be beneficial to purchase a software program for website traffic tracking and analysis. When you have the reports at your fingertips that enable you to monitor, track and analyze your website traffic you will be able to determine which of your internet marketing techniques are most effective so that you can constantly improve and enhance your internet marketing program to ensure that it produces results both in terms of traffic to your website and in converting that traffic to sales.

A comprehensive internet marketing program includes market research, strategy development, campaign design, and launching the campaign. Monitoring the campaign and making adjustments to

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your strategy and techniques will ensure that your marketing efforts are effective. You should strive not only to bring traffic to your website, but also to convert website visitors to customers.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links.

<http://www.elitelinksnewsletter.com>

### **Don't Hold A Grudge Against Me!**

**By Verona Raymond**

We all need to be cautious and not make quick judgements! The thing that really bothers me is being accused of something I didn't do and having that person hold a grudge against me. You know the feeling...helpless! Or you might think that somebody intentionally did something to hurt you, and you want to accuse or judge them based on your feelings.

As a child, some of my friends secretly poked fun at the other kids in the neighborhood walking down the street and I told them to stop. When they finally confronted all of us, they wouldn't believe that I wasn't doing the same thing! Right, like they were going to believe I had nothing to do with it when the evidence was very clear!

If you feel that someone has said or done something behind your back or even to your face, it still isn't a very good practice to treat them badly or keep ignoring them. The Bible warns that it is not right to judge people:

Therefore thou art inexcusable, O man, whosoever thou art that judgest: for wherein thou judgest another, thou condemnest thyself; for thou that judgest doest the same things. Romans 2:1

I feel God is trying to say that we shouldn't judge others because we, in turn condemn ourselves because we are not perfect. We sometimes have done the same things...in other words I would be an utter hypocrite to judge someone!

The Bible goes on to talk about grudges:

Grudge not one against another, brethren, lest ye be condemned: behold, the judge standeth before the door. (James 5:9). For I know nothing by myself; yet am I not hereby justified: but he that judgeth me is the Lord. 1 Corinthians 4:4.

The only one who can judge us is the Lord. He knows the situation completely, inside and out! Much more thoroughly than what we are capable of seeing. So the next time somebody holds a grudge or accuses you of something, don't take revenge or get upset. Try to forgive and pray for them, and pray for God to give you the strength to stay strong. Don't let the situation keep bothering you to the point that you never let it go. Once you do forgive them, you'll feel much better and you can get on with your life the way the good Lord intended.

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Verona Raymond "Living Life with God's Purpose in Mind" Verona maintains Christian websites filled with uplifting Christian articles and information. She currently enjoys writing her own Christian articles for publication. This article may be reprinted freely as long as all links remain active.

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