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How to Use the Web to Boost Trade Show Traffic & Profit

By Dick Wheeler

How to Use the Web to Boost Trade Show Traffic & Profit

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As soon as you make the decision to exhibit at a trade show, you have the opportunity to promote your company's website, increase your visibility on the Internet, and also use the Internet to sell your products or services.

Clients who plan to attend a trade show often want to know the techniques of maximizing their trade show appearance on the Internet. Your trade show exhibit marketing efforts can definitely benefit from increased traffic to your website. By using the Internet you add another dimension to your trade show display before, during and after the trade show.

What are the ways the Internet can increase your trade show marketing efforts? Here's an idea for your website visibility:

By promptly posting your trade show attendance on a separate trade show web page on your company's website, you gain increased visibility due to search engines crawling your website for news of a specific trade show.

By putting a page on your web site with information such as your booth number, a map of the trade show floor, a picture of your booth, you will gain traffic by making it easier for your prospects and clients to find you. If your page is online early enough, at least two months or even better four months before the show you'll attract additional traffic, as the search engines will crawl and index your new show page and return the link to a search like "CES XYZ Company".

Post your news on a separate web page on your website ideally four months prior to the tradeshow to give the search engines time to crawl your website. Some companies merely provide a link from their website home page directly to the website of the trade show. They miss the opportunity to promote their company's website and provide information to the website visitor.

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A better way to go is to make a trade show reference on your website such as: "We're exhibiting at the Consumer Electronics Show in January 2006. Click here for details." This link would open a new web page in a new window giving full details with company contacts. Search Engines will give your company web page a higher ranking when searching for the specific trade show where you plan to exhibit. If this page is constructed appropriately, then it can itself be highly ranked in a search for "Consumer Electronics Show" (CES). So when business executives search for the CES Show, your company trade show web page will be high on the search engine ranking list. It's an opportunity for your company name to be seen and associated with the trade show. Visitors may also choose to click through to visit your webpage.

Another Internet tool is the use of email marketing to help you sell your products and services. Email targeted, industry-specific customer prospects an invitation to your trade show exhibit. Offer your customer prospects an incentive to drop by your trade show booth, such as giving them half of a gift coupon via email and ask them to pick up the other half at your booth for their special prize. Everyone

loves to receive a gift and this technique builds qualified traffic to your booth.

You may also want to offer free Internet service at your trade show booth. By providing weary trade show attendees a valuable service, you have them pre-disposed to appreciate your company and its showcased products and services.

Then, be sure to accelerate sales to your client prospects by following up with emails the day after the show. Of course you have made sure your email list is honed from a tightly screened base. This strategy simplifies the sending of personalized e-mail messages to your highly qualified booth visitors.

By combining high tech techniques with face-to-face trade show exposure you are able to attract your customer prospects on a variety of levels that reinforce your company's presence.

Dick Wheeler is President of Professional Exhibits & Graphics, headquartered in Sunnyvale, California. The firm is a full-service premiere trade show exhibit, graphics and management services company. For additional information, go to

www.proexhibits.com

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<http://www.proexhibits.com>

5 Hidden Ways Super Affiliates Use Google to Boost Sales

By Codrut Turcanu

Have you ever wondered why and how Super Affiliates are using Google to Boost their Sales?

HINT: Google.com is a TOP Search Engine and maybe the most POPULAR. Other MAJOR Search Engines are Altavista.com and Msn.com .

FACT: last month there were 8 622 220 searches on Overture for "google.com" term.

I am going to show you below 5 ways Super Affiliates use Google to Boost their Sales:

Way #1 – Google Toolbar

Google offers a *free* downloadable TOOL called Google Toolbar that works into your browser. Super Affiliates use it mainly to find popular Web Sites by Page Rank and backward links.

Google Toolbar SAVES time by helping Super Affiliates to block pop-ups, autofill Web forms, translate Web Pages into English and more.

Way #2 – Google AdSense

Super Affiliates can GENERATE more revenue by serving highly targeted text-based ads on their Web Sites via the *free* Google AdSense program.

AdSense delivers Google ads relevant to the information people see on a Web Sites / Page.

When someone clicks on the ad, you profit.

You can find more info about Google AdSense at:

<https://www.google.com/adsense>

You can even profit from their red-hot referral program that pays \$100 when someone you referred makes his first \$100, as well as \$1 when someone downloads the FireFox browser from Google Toolbar.

Way #3 – Google AdWords

Google AdWords offers Super Affiliates a low-cost way to send targeted visitors (*traffic*) to their Web Sites and finally generate more *Sales*.

With AdWords advertising program you pay only when someone clicks on your ad.

You can find more info about Google AdWords at:

How to Use the Web to Boost Trade Show Traffic Profit

<https://adwords.google.com/select>

Way #4 – Google DomainPark

Google DomainPark enables Super Affiliates who own lots of domain names to unlock the value in their parked page inventory.

DomainPark delivers targeted keywords and ads to parked domain name pages. DomainPark's technology analyzes domain names and displays targeted ads and related searches based on the meaning of the domain name.

If your Web Sites generate more than 750,000 page views per month, DomainPark could be the opportunity you've been waiting for.

You can find more info about Google DomainPark at:

<http://www.google.com/domainpark>

Way #5 – Google Web Search

Super Affiliates use Google to search for high *traffic*, targeted keywords with less competitor Web Sites.

They use those keywords to build optimized Web Sites / Pages that bring *free* visitors on a regular basis.

Super Affiliates use Google to find out why other Web Sites ranked high for certain keywords and will try to achieve a higher ranking based on their SEO (Search Engine Optimization) knowledge.

Super Affiliates also use Affiliate Finder Pro, a TOOL that helps them boost their *Traffic*, Link Popularity and Search Engine Rankings. Read a review here:

http://www.my-top-sites.com/affiliate_finder_pro.htm

Remember – Google is probably the most popular Search Engine and can help you boost *Sales* in record speed, if you use it wisely.

Codrut Turcanu's FREE \$29.97 eReport Reveals For The First Time Ever... "The Quick And Easy *Formula* For Boosting Your Site Traffic By Up 267% AND Generating 297% More AdSense & Affiliate Income!"

<http://www.adsenseconfessions.com/ClaimYourReport.html>



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