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If You're an Internet Marketer, You Should be Blogging

By Craig Desorcy

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Blogging has captured the interest of many across the World Wide Web. The cold, robotic nature of the virtual world becomes warm and cozy when we see personality and real life thoughts appearing on our screens. Sometimes we make a connection with the blogger that leaves an impression. We're caught! Our natural curiosity will draw us back on a regular basis to get the juicy updates the blogger throws our way.

Wise marketers are incorporating this trend into their marketing scheme. The inexplicable urge to return time and time again is a gold mine to be excavated. After all, isn't that exactly what a marketer's goal is? Not only are people drawn to revisit, but search engine robots can't seem to neglect a site that has regularly updated data. Blogging is a win-win situation that you don't want to miss out on!

Mark was a smart and money-wise kind of guy. He'd spend hours thinking about how to get the most out of his money, and his bank account had a lot to show for his efforts. Mark had been a successful business man for some time, and now he was contemplating an expansion – a virtual expansion that is.

One of the greatest of all business expenses is advertising. Mark remembered how he had snookered his way into free advertising in the local newspaper. While his counterparts paid big bucks for big ads, Mark resorted to figuring out ways to make the local news, which everyone read. It had worked marvelously in the real world, but how could he do the same thing in cyberspace?

Blogs, blogs, blogs! Blogs are the answer to free advertising in the virtual world. Search engines will gather your latest news and broadcast them world-wide while you sit back, fold your arms and smile. Who could keep from smiling when search engines index your site free of charge and heavy traffic is

being directed to your virtual doorstep without costing you a penny?

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Not only will blogs save you a bundle of money in advertising fees, but the very nature of blogs spells out t-i-m-e-s-a-v-i-n-g-s. Marketers are busy people who could use a little extra time to golf or fish. It doesn't seem feasible to think that something as short and sweet as a blog would net as much interest as a well-thought-out newsletter or sales letter, but in fact marketers across the world are finding it to be true. Hey, get out that dusty fishing pole, and invest some in some new tackle!

While you're out relaxing and enjoying a much needed break, who knows how many people will be visiting your site? It could be....no, don't hurry back to see!

For A Complete Step By Simple Step, "How To Blog Guide" Click here><http://www.effective-info.com/blogs1.html>

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How to Choose an Internet Marketing Company

By Lester Boey

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--- Internet Marketing Determines Web Success ---

Internet marketing is essential to the success of e-commerce sites. You can have a professional looking website but what good can it do if internet users are not able to find it when they need your products and services? That is where an internet marketing campaign comes into play.

Internet marketing is similar to designing websites- it does not require much experience to do a good job, just good knowledge and a keen eye for details. It is fundamentally important for a good internet marketer to constantly update himself weekly, if not monthly, of online markets.

---What an Internet Marketer can offer---

In short, an Internet Marketer oversees that your website is built properly for visibility and promoted

with the best dollar spent on your internet marketing campaign. It is no good having a website and not appearing in internet searches. Your website has to magically appear before buyers when they need products and services. Internet Marketers deploy search engine optimisation techniques to make your website visible and targetted to internet users.

Internet marketing requires research and analysis effort for individual website, followed by optimisation of website. Hundreds of hours may be spent on each website, depending on the size of your targetted market. You are essentially paying for the amount of effort involved, effectiveness of your internet marketer and daily sales tracking of your website.

-- How to choose an Internet Marketer --

Internet marketing requires constant updating of skills and knowledge. One crude way to test if your internet marketer is a genuine or fake– Ask your internet marketer about recent events that happened in his field. If he cannot answer that, he must have a genuinely good reason to back himself as a good internet marketer! At times, it is easy to fall prey into the hands of bad internet marketing companies as happened in US and other parts of the world.

Lester Boey works in an Australian search engine marketing and design company
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