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It's Time To Market With A New URL

By Kevin Nunley

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Remember the mid-90s when you could still get a great domain name for your web site? Those days are back.

There for a while it seemed like every domain name that was even remotely good was taken. Investors and businesses snapped up every domain they could think of, just in case they later turned out to be valuable.

Now that the dot-com crash is well behind us, thousands of first rate domain names have been abandoned and are up for grabs. And far from the \$100 registration fee we used to pay, you can get a new domain for less than \$15 (see <http://oriweb.com>)

* Get a GREAT new domain name to replace the not-so-good one you've been struggling with.

* Instead of using those long affiliate program links, get a short, simple domain that forwards to your affiliate program. Watch hits and sales increase.

Don't limit yourself to .com. The public no longer looks down on you for having a .net or .org. Many terrific .biz and .info names are still around for the claiming.

Once you have your new domain up, get Kevin to write super sales copy for it. See his affordable writing packages at <http://DrNunley.com/copywriting.htm> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.

DrNunley's Biz-Tips
by Kevin Nunley

Get The Most From Creative People

Your marketing will look and work better if you get good creative people involved. An experienced or gifted designer can turn your logo or site look into something special. A good writer can make your web copy, sales letter, ad, or radio spot sing and sizzle.

I've spent most of my life working with "creatives." Here are a few tips I've learned.

* Pay more for an experienced designer or writer. While they may charge you more per hour or job, they will get the job done right and often much faster. You save money in the end.

* If you can't afford a seasoned pro, get a college student or someone who recently graduated from college. They often have a mind full of newly-learned, cutting-edge ideas, and you can't beat their enthusiasm.

* Give a creative person their head. Don't micro-manage every detail. I like to take an extreme approach. We give the designer just the barest idea of what we need, then jump for joy over whatever they produce. After a few projects you will have a creative who loves the freedom you give them. They will come up with wonderful ideas you never could have thought of on your own.

Link Popularity and Your Add URL Page

By Bob Hampton

With all the buzz going on about the importance of a site's link popularity, the "look and feel" of your Add URL page (or whatever you have named your add URL page) has taken on an increased importance as well.

On a scale of 1 to 10, how would you rate the look and feel of your site's Add URL page?

During the research phase of creating my "Link Popularity IQ" Web site, I encountered Add URL pages that spanned the full spectrum of a possible look and feel rating of 1 to 10.

The "Look" of Your Add URL Page

It's Time To Market With A New URL

When you are ready to design (or re-design) your site's Add URL page, make sure that the quality of that design is as high as possible. Possible link partners visiting your site's Add URL page may very well make a snap judgement of the quality of your site based solely on the look of that one page.

Make sure you pay just as much attention to the look of your Add URL page as you do to what you consider the most important pages on your site.

The "Feel" of Your Add URL Page

The feel of your Add URL page is just as important as its look. If the "how to link to us" instructions on your Add URL page are not 100% clear and easy to understand, your potential link partner may simply go on to the next site on her list of possible partners.

Take the time to create an Add URL page that contains easy-to-understand instructions on how the link exchange process should be done.

An Example of a Quality Add URL Page

I hope you won't think it pretentious of me for saying that the Add URL page on my site is an example of an Add URL page that deserves a look and feel rating of 8 to 10.

I invite you to visit my Add URL page (<http://www.lpiq.com/add-url>) and judge for yourself.

A Free Add URL Template

If you like the look and feel of my Add URL page, you are invited to check out my free Add URL Page Template (<http://www.lpiq.com/template>).

Please feel free to use the template as an aid when designing or re-designing your own Add URL page.

Summary

You should strive for a look and feel rating of between 8 and 10 for your own Add URL page. If you can attain a look and feel rating of 10 for your own Add URL page, so much the better. The extra time you take now to do it right will pay off handsomely in the future for the link popularity of your site.

Bob Hampton LPIQ.com

Bob designs and builds his own Websites. His most recent site is Link Popularity IQ (<http://www.lpiq.com/lpiq>). He invites you to test your knowledge of link popularity by taking his free Link Popularity IQ Test (

).

Link Popularity and Your Add URL Page

"Sometimes Having It Shorter Is Better!"

How to get non Reciprocal Links

Marketing Your Web Site

A Simple Plan To Market Online – Earn Money Instantly!

ScrollPops

How To Find A Topic For Your Ebook

Super Charged Linking

Insider Secrets to Flea Market Profits

TargetedVisitor



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