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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

Link Manipulation

By Anthony Parsons

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Link popularity is a winning factor in many campaigns to achieve a substantial boost in your rankings, however; with all good can come over-inflated and out of control manipulation (BAD).

The search engines will not be defeated for long. Those who think they can get away with something in the short term will generally come unstuck in the long term. Google recently changed their algorithm (end 2003) which has upset many website owners who relied upon Google results to provide them business. To me, that is ineffective marketing, which ever way you look at it.

Websites who dominated the rankings because of link popularity suddenly became unstuck and are now, nowhere to be seen. Websites with minimal popularity but great content and even those with little content and medium popularity have begun to dominate the rankings for their given terms. Many people blame Google, blame SEO's and anyone else they can blame. These are free rankings that your contending within, which are constantly being manipulated to use every inch from the system structure.

Users are not going to tolerate this for long if they cannot find quality content and products when they search. With this sudden upset and some minor tweaking by Google, the results will eventually steady and those who once dominated will still not be seen.

Many people, especially SEO's and Link Marketeers, get carried away with the websites that their link is going to be displayed upon. Yes, a website with wrong or illegal content and websites that blatantly abuse search engines editorial policies, a definite no no, but everything else is OK.

Another thing that I have found is people getting too wrapped up in what Google wants! It is well documented that Google is currently the major search engine on the Internet. Google is also the major search engine that keeps changing their rules because so many attempt to manipulate them. Remember this, Yahoo was the leader of the pack in 2001. Who next?

Link Manipulation

What about the other MAJOR Search Engines that deliver the other 50% or so of traffic? This leads people to become choosy with who they will and won't link too. How about this! Link to whom ever you please within the above standards, and advertise your website as much as possible.

Whether your website is on a page with no PR or on a page with a PR10, pages change, link importance changes and every search engine evaluates different aspects to rank websites within their engine. Maintaining a high ranking is like changing your underwear; a daily requirement!

Anthony Parsons has been performing search engine optimization since 1998. In late 2003 I decided to fly solo and opened my own SEO business to service the global community. With my wife being an acknowledged copywriter, anthonyparsons.com as a business will continue stepping forward breaking the boundaries of conventional SEO techniques. Making a winning husband and wife team, we make

SEO affordable for all budgets. <http://search-engine-optimisation.anthonyparsons.com>

A Useful Skill to Acquire to Explode Your Marketing Efforts

By Kellie Marzolf

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Copywriting is by far one of the most important skills you should acquire in order to succeed at your internet marketing endeavors. Some people seem to be naturals while others must learn and practice techniques in order to achieve the ultimate goal of connecting with readers through their emotions. Good marketing will cause your readers to act on their emotions, many times without even realizing it. There are several techniques available. One is creating a sense of urgency by using time-sensitive phrases or deadlines. This idea can be used not only for selling but also for getting signups for your ezine or requests for more information on a topic. The key is getting inside the door for a possible future sale.

Copywriting done well is really just a manipulation game between you and your potential customer or reader. You want to play on their emotions and help show them how you can help with their desires. Notice I stated desires and not needs. A common misconception is that we should sell something our customer "needs", when in fact we should be selling what they "want". Offering something your customer wants combined with a sense of urgency will cause consumers to be more willing to spend larger amounts of money in fear of missing out on the deal, and they will make more impulsive purchases.

Manipulation is a strong word and many people have a hard time achieving this skill. If you are one of them, in order to off-set these feelings make sure the product you have selected to sell will somehow truly benefit the individual. If you succeed with that idea then you will know it will be something of value to them in exchange for the monetary transaction.

Some main motivators you can include in your copywriting can center on emotions such as love, guilt,

greed, fear, personal security and happiness. Everyone has these feelings; your job is to bring them out into full view. Always write as if you are talking to that one individual personally and base your information on how and why what you have to offer will benefit them. The key here is making it seem as though the product is there to benefit them and only them. Take a look at other successful copywriting, see what seems to work and add your own personal touch to that idea. Don't steal but use the ideas to shape and mold to fit your own needs. Developing this skill along with the art of manipulation can greatly increase your sales and success and in turn lead to equating your name as an expert in your field.



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