

Little Known Secrets To Increase Ezine Ad Response Ten Fold Automatically!

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By Nathan Lynch

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There are 1000's of ezines out there. So You ask...

"which ones do I advertise in?"

You must find ezines with what I call "active readership". Active readership will lead to a higher response rate for your ezine advertising. Everybody wants and needs this for their online business to be a success.

Use the following secrets to explode your response rate and you will be able to negotiate for lower ad rates at the same time.

Little Known Secret #1: Find a list that you would like to advertise in, go to that site and look at how the e-mail addresses are collected.

Your prospects are intelligent people! Something that we know about the behavior of surfers, they are hesitant to make a decision. Fearing spam they hesitate to fill out forms with their paid for e-mail addresses. They will find out anyway to subvert the system and still get their freebies.

Anywhere from 75%–90% of ezine subscribers will type their free e-mail addresses on these forms. Many times these are throw away addresses, which may never be checked again. Your ad may never be seen! Okay, so what are effective ways to get high quality prospects that are active on the

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net. More importantly "prospects that will see your ad"

Go here...

<http://www.sell-your-site.com/subscribe.html> and examine how taking away a subscriber form and placing just a button adds more "active readers to a newsletter". Once prospects click on the button the publisher gets subscribers dial-up account address. Everybody checks their paid for accounts at least once daily maybe even more. More importantly, these newsletters are read and thusly your ad will be ultimately seen!

Little Known Secret #2: Does The Newsletter Go out Monthly Weekly, or Daily?

The frequency of the ezine is immensely important to the ads effectiveness. How many times a month a newsletter is published is a good indicator as to how the ezine is perceived from the readers standpoint.

An ezine published once a month will get deleted much more often than a weekly ezine. Why? Sometimes a reader just forgets they are a subscriber of the ezine, sad but true. An ezine that is published more often with great content will be one of the best bets. Also look for daily ezines to advertise in, these have an active readership and more active buyers in this group.

Now, how are these secrets going to help me? if there is an ezine that does not have these things going for it. E-mail the editor and negotiate with him or her. State the above facts and if your ad goes over well i.e. gets a lot of high quality responses, you will most likely advertise many times in the future. Ask for a discount of up to 50%.

Ezine editors love repeat customers! When looking at the actual price of the ad you now have some great information. Now go out and negotiate!

Nathan Lynch is editor of the "Sell-Your-Site Like Crazy"Ezine. <http://www.sell-your-site.com> Reach him at <mailto:info@sell-your-site.com>

Three easy website tips to increase site revenue

By Syd Johnson

Three easy website tips to increase site revenue by Syd Johnson

Pay attention to the area "above the fold"

This is the area on a web page that is visible without any vertical scrolling. It is one of the most valuable assets in your revenue generation plan because this is where your visitors will look before they do anything else on your site. You want to use this area for your navigation bars, and more importantly for advertising.

If you want to kick up the revenue from your Google AdSense campaign or another advertising source, place them on the side, above the fold. As your site builds up enough traffic to allow you to sell your own ads, put the ads with the highest revenue payout in this area.

Stick to text ads in this area if you can. If you use banner ads above the fold and they don't load properly, your visitors will think that the entire page is not loading properly. They might scroll down, but most likely, they'll click the back button and move on to another site.

Showcase valuable content with great headlines and hyperlinks above the fold. Start by highlighting the main sections of your website, or by showcasing your most valuable product.

If you are not selling your own product, but relying on Google AdSense, you can still make use of the area above the fold. You can place newsletter subscription boxes, new books, news alerts, scam watch and email alerts in this area as well.

Navigation bar

To increase click through rates and to make your navigation bar more effective, turn your Navigation bar into a series of text links. Use keywords or natural phrases to let your customers know what type of benefits they'll receive by clicking on a particular button. When you use graphical buttons, you'll probably be limited to a word or two.

By using a text link, you can turn the headline of an article or the complete description of site section into a link. This will increase your click-throughs, and readership on your website.

Opt-in Newsletters

Opt-in is an arrangement where customers must give their explicit permission to receive any type of communication from a website. The type and scope of information that is opt-in varies from site to site. On some sites, everything is opt-in. On other sites, only the newsletter is opt-in. On large retail sites, once you make purchase, you automatically opt-in to receive all kinds of communication and must "opt-out" or unsubscribe for the information to stop.

Set up an opt-in newsletter to build your subscriber base. You can add paid, contextual advertising later on, or use it to promote your own products to your customer base.

If you follow these three guidelines you can design the top of your website to automatically increase

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your site revenue.



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