

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Marketing Your Website OFF the Web!

By Jenny Wanderscheid

Marketing Your Website OFF the Web! by Jenny Wanderscheid

You've built your website. You've submitted to the search engines. You've optimized your meta tags. You've exchanged links with other sites. You have a newsletter that you email out weekly. You've advertised in other ezines. Well, at least I hope you have! You've done everything a small entrepreneur can to advertise their website. Correct? Wrong! Your next step is to GET OFF THE INTERNET!!!

Thanks to a new service by Cafe Press , you can now advertise your site off the web and get the word out about your site everywhere! Thanks to this innovative new service, with a few mouse clicks and the upload of your site or company logo, you can now offer your visitors t-shirts, coffee mugs and mousepads.

This creative service is different than most places I have seen. First and foremost, Cafe Press charges NO setup fee. Zip. Zero. Zilch. The service is incredibly easy to use. Follow their standards for the correct DPI to use in your graphics, and within minutes, you have an online store full of goodies advertising your site. There is no overhead for you, no inventory, no credit card processing, nothing. They take care of it ALL! Your store is created automatically, and you can instantly see what your products look like. They have set base prices, so you can mark them up a bit to make a profit if you choose.

For now, forget about potential profits from these products and think of all the ways you could use this unique marketing tool! The possibilities are endless!

Imagine several people at a large office sitting and drinking coffee with your logo and url on it. Or strolling through the mall with your URL t-shirt on. Now, picture yourself ordering a stack of mousepads and talking to the local

Marketing Your Website OFF the Web!

computer store and giving a few away. Hang out at the coffee net houses with your url mug. Use it as a fundraiser for parks, donate prizes to local contests and radio giveaways, the list goes on and on. Whenever I wear my URL shirts, people inevitably ask, "What's that?" In line at the post office, shopping, at the gas station – everywhere! My goal is to get my mug on Letterman or Leno's desk!

With this unique service, you can generate an income for your site, or use it as a creative marketing tool, or, if you are smart, use it as both. Amanda Formaro spoke in a recent article about the effectiveness of website contests .

What better to give away in your contest than your personalized website merchandise?

The more you get your name out in the public eye off of the web, the more people you will bring to your website! Never forget to leave your business cards in every fish bowl you see, tack them up on bulletin boards, have your url printed on your checks, and of course, don't forget to shop in your URL t-shirt!

To learn more about this unique service, please visit The ChildFun Merchandise store at [and](#) after you order your ChildFun goodies (wink, wink, grin), click the banner at the bottom of the page to set up your own store!

How To Easily Judge Your Online Success

By Jason Tarasi

So, you've taken the plunge into the virtual world of internet marketing. You've planned your strategy, crafted your marketing plan, prepared your marketing materials, and launched your internet marketing campaign. Congratulations! That's a lot of hard work. Once you've got your plan in motion, half the battle is done. However, that's not the end of your internet marketing endeavor. Every marketing program, whether offline or online, needs to be followed up on to ensure that your advertising and promotional efforts are truly producing results.

Follow-up efforts that are crucial to success in internet marketing include tracking each source of marketing that you use, determining which sources are producing results, analyzing the effective methods, and revamping the ineffective methods. So, running a results-oriented internet marketing campaign is an ongoing effort that requires constant monitoring and refining.

Website logs are a wonderful source of information that aids in monitoring your internet marketing program. By reviewing your website logs you will be able to determine where traffic that comes to your

Marketing Your Website OFF the Web!

website is directed from. Be sure that your web hosting package has a control panel through which you can access your traffic logs to see the source of your website traffic. Your hosting company should be able to explain how to read the web logs to determine the number of visitors you have, the number of pages viewed, which of your pages are the most popular, how the visitors found your website and where they came from.

If the information provided through your website reports is insufficient in determining the effectiveness of your website promotional activities, it may be beneficial to purchase a software program for website traffic tracking and analysis. When you have the reports at your fingertips that enable you to monitor, track and analyze your website traffic you will be able to determine which of your internet marketing techniques are most effective so that you can constantly improve and enhance your internet marketing program to ensure that it produces results both in terms of traffic to your website and in converting that traffic to sales.

A comprehensive internet marketing program includes market research, strategy development, campaign design, and launching the campaign. Monitoring the campaign and making adjustments to your strategy and techniques will ensure that your marketing efforts are effective. You should strive not only to bring traffic to your website, but also to convert website visitors to customers.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!