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Marketing is NOT Manipulating

By Yvonne Finn

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Marketing is Not Manipulating.
Yvonne Finn
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Marketing is actually the opposite of manipulating.
When marketing is done with integrity, it is about the
consumer and their wants and needs.

Marketing is not about using trickery or high pressure
tactics to get people to buy stuff they don't want.
It is about learning and listening to what the potential
buyers says his problem is and then, show him how your
product/service will help him solve that problem.

When you see marketing as problem solving you take your ego
out of the equation and become more focused on your
customer,
his situation and how your product/service fits with his
need(s).

It is no longer a case of overcoming objections to your
offer,
instead the exchange becomes collabarative, you feel
"useful" not

"using".

The marketing experience, then becomes dynamic, enlivening and more effective as it is now, more about educating and sharing value with your client.

Marketing is how a business grows, but it does not have to kill your integrity or con your customer.

Marketing is itself, a service, and when thought of such, can help you to be very customer-focused. Ultimately, the customer IS your business. Make sure you are offering quality, in your product or service.

However, the first quality you should offer him, is yourself, in the form of your integrity.

One of my favorite quotes is by Bob Moawad:
"Quality begins on the inside...then it works it way out"

Organic Search Engine Optimization

By Anthony Parsons

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Organic Search Engine Optimization (SEO) is simply a marketing term for the natural development of a website. Organic SEO allows a website to gain free listings within the major search engines without regular ongoing marketing costs. SEO comprises many aspects to complete a total marketing package. The difference is whether the SEO package is natural in form to comply with the search engines, or artificial in an attempt to cheat the search engines. It's no secret that every website owner wants the top position within the Search Engine Results Pages (SERP's). What is unknown to many is that artificially manipulating a website or other external elements will not allow a website see the top position for very long. Artificial manipulation is what you hear when someone says "hit or miss" optimization.

Let me quickly define professional and unprofessional. A professional is "a person having impressive competence in a particular activity" and unprofessional being "below or contrary to the standards

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expected in a particular profession". I have explained this to highlight the meanings of non-organic, artificial, unethical or more commonly, unprofessional SEO. Unprofessional SEO is utilising door-pages, entry-pages, cloaking, spamming (constant submissions), hidden text, tiny text, pages made with no sole purpose other than for search engines, landing pages and several other methods. A professional SEO would never need to adopt these methods to achieve high, stable rankings.

There are several key advantages and disadvantages to organic SEO, as there are with most things. Organic SEO may be costly, and it will be costly when performed by a professional. Once performed, however, your website will achieve long term stable high rankings for the one outlay, then your costs are finished. The disadvantages of organic SEO is that because it is designed to obtain completely free high ranking, it takes some time to see the results. Results average between 1 – 6 months for stable performance depending on your actual keyword phrase. You also need to allow for minor tweaking and ongoing link analysis work to be performed. A problem that can occur, and will occur for competitive keyword phrases for example; internet, computer, marketing, etc, is that other websites are constantly tweaking to out perform yours. This can lead to a monthly monitoring and updating cost as required. If your website is that competitive though, the cost is obviously well worth it.

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.



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