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Mini-Sites -- Highly Targeted Sales Generators

By Shelley Lowery

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If you're looking for a highly effective method of increasing your Internet sales, then mini-sites may be your answer. Mini-sites are one of the most effective marketing tools online. Not only are they effective, but they're also very inexpensive and easy to create.

The concept is simple. Create a one or two page website that completely focuses on one specific topic. Everything within this page should have one purpose -- getting your visitors to take action.

This page should be neatly designed in standard HTML with no Flash or fancy plug-ins and very few graphics. There should be no banners or outside links of any kind -- nothing that will distract your visitors' attention.

The sole purpose of a mini-site is to attract highly targeted traffic. The more targeted the better. For example, if you have a website that sells a number of products, a good mini-site will focus on one specific product instead of all of the products. You can create a mini-site for each product you offer.

Designing Your Mini-Site

Each mini-site you create should be optimized for that one specific product. Concentrate on just a few keyword phrases, as this will help you to tighten your targeting. Remember ... the tighter the targeting the better.

* Title – Your "Title" should contain your most important keywords. You've probably heard that before, but I've found a slightly different method for optimizing the title. Since mini-sites focus on just one product, place the "most" important "keyword phrase" first. Not just your most important phrase, but the keyword phrase that you think people will use when they do a search. Instead of capitalizing the first letter, type it in lowercase, as most people type in all lowercase letters when searching. This will assist you in ranking higher in the Search Engines for your targeted audience.

* Description – Your description should focus on one specific product and not generalize. Make sure you include your most important keywords towards the beginning of your description. In addition, make sure your description describes your site in detail. You want your potential visitors to know exactly what you're offering. Your description should be less than 200 characters.

* Keywords – Concentrate on just a few keyword phrases.

* Heading tags – Search Engines pay close attention to the text displayed within the "Heading" tags. Place your most important keyword phrase within a "Heading" tag.

* Graphic Alt tags – Place a readable keyword phrase within your graphic "Alt" tags.

* Text – All of your text should focus on your product. There should be no filler text whatsoever. It should have one specific purpose -- getting your visitor to take action. Make sure you include your keyword phrases throughout your text.

If you'd like to set up your mini-site using tables, try to place your "Heading" text above your "Table" code. If this isn't possible, make sure you include your keyword phrases within your top left "Table cell" to assist you in ranking higher in the Search Engines.

Mini-sites are not limited to just your products. They can also be used with any affiliate programs you may be promoting. You can include extra incentives such as a free bonus for purchasing the product or even your personal

recommendation. This is a great way to presell the product.

Hosting Your Mini-Site

Although it is much better to have your own domain name, these sites can be hosted on a free server and still rank high in the Search Engines. Keep in mind, free sites do not build trust and credibility. No matter which option you choose, make sure you place your most important keyword phrase (the keyword phrase that you think people will use when searching) within your web address.

Drive Targeted Traffic to Your Site

Once you have tested the effectiveness of your site and have a good conversion rate, (the number of visitors

compared to the number of sales) you can buy targeted traffic. Overture is the number one pay-per-click Search Engine and will most likely produce the best results.
<http://www.overture.com>

For additional options, visit:

<http://www.payperclicksearchengines.com/>

They provide information and reviews on a number of pay-per-click Search Engines.

The key to using this technique effectively is to bid on "very" targeted keywords. This will weed out the casual visitors and only attract your target audience. There's no sense in paying for visitors who really weren't interested to begin with.

In addition to bidding on keywords, you can also advertise in targeted ezines and even purchase some targeted banner advertising. Be creative and take the time to test all of your promotions prior to spending a lot of money.

If you really want to increase your sales, create some mini-sites. They are one of the cheapest and easiest to create profit generators online.

Shelley Lowery is the author of Ebook Starter – A complete ebook design kit. Subscribe to Etips, for a wealth of quality information to assist you in Web Design, Internet Marketing & Ecommerce. All new subscribers receive a free copy of the highly acclaimed ebook, "Killer Internet Marketing Strategies."
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Create your headline to DRAW the OPTIMUM results.

By Chuck Crawley

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We all know that your ad headline's main purpose is to
GET ATTENTION.

The question then is WHY?

Why are you trying to get my attention?

Is it because you want me to buy something from you or
you just want to get my email address, telephone number
or address for further followup?

You should know the answer to these questions BEFORE you
write your headlines. The ANSWER can help determine the
response that you get.

Don't you want to get the OPTIMUM results from your
headlines?

Optimum-- the best or most favorable condition
for obtaining a given result.

Structure your headline to get the most favorable result.

Here are a few examples of how you can create your headlines
to target two given results (Sales and Sales Leads).

Targeted Sales Headlines

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"Has YOUR computer FAILED you lately?"

"Are YOU still drinking polluted Water?"

These headlines will *DRAW* highly targeted responses for
computers and Water purification products.

Leads Generation Headlines

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"Free Gift worth \$50, get yours today!"

"Free E-book, Learn how YOU can create wealth NOW!"

These headlines are great lead generators.

Knowing WHY you want to get my attention before you write your headlines can help you get what you WANT from the ads that you WRITE.



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