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**New Type of e-Commerce Search Engine on the Block**

**By John Jones**

**New Type of e-Commerce Search Engine on the Block by John Jones**

Marketing your site to sell product is the way the internet works. What if you could miss out this step and sell your product directly to the right person just at the moment they are ready to buy WITHOUT incurring huge advertising costs? Does all this sound too good to be true? I want to show you how you can do this.

You need to use a search engine that is person centered, NOT site or subject centered. Everyone in the world is represented within this search engine. We are all there. You, me, your friends, relatives – everyone. The magic is: you can link your products and services directly to the people you want to meet without ever knowing who they are. When the targeted person comes along and searches for what you are offering they get back a fully personalized catalogue, with product descriptions, graphics, prices and titles.

This approach does require you to re-frame your thinking, but no more than it did when you first started using search engines. The simplest way is to think of your web site as having a separate doorway page for each person you want to reach. There is NO hierachy or page linkage, these pages are just like people standing around. You prepare each page with the attributes of the person you wish to meet and add an appropriate and welcoming message for the buyer, because by the time the person sees this page they are buying. Simply register this page with the search engine and add the target attributes. The entry will appear in the relevant catalogue of each person who matches the attributes. The tighter the targeting the better the match with the customer.

So if you wish to sell to a 28 yr male in NE USA, from a European parentage, who is taller than average, slightly overweight, earning

\$30,000 pa, likes blue colors, has an orthodox view of life, is married with young children, works in a management position, and has a college degree you can do it...

This is a tool for e-commerce. It is not intended to replace existing search engines or email permissive marketing techniques, it solves a problem these facilities are not very good at. It enables users to declare their intentions and enough about themselves so they are self-qualified at the moment they make a search – and it enables you to reach them at just this key moment. Isn't this what you want to do?

For the user, they remain completely anonymous, they are simply looking

for the virtual people who are just like themselves. We don't need to know their name, address or anything at all that can be used to identify them personally. The vexed privacy issue in target marketing is nicely sidestepped. There is no data collection or tracking involved. We know everyone but no one!

So take a new look at your web site. If you know who your customers are you now can think more about what you want to tell them – individually – in depth, they want to know. If, however, you don't know who your customers are then you have a perfect way of finding out. Your page stats will reflect the distribution of people visiting, helping you to focus on repeat sales and lifetime custom. The possibilities are enormous and the costs are trivial. I will be looking closer at both of these in follow up articles.

John Jones. [www.tankup.com](http://www.tankup.com). [IM@GE](mailto:IM@GE) Technology puts personality into the net |USA: 1-877 660 5238 Int +402 996 4056 UK: 0870-7410043

## **How To Get High Rankings On A Major Search Engine**

**By Steve Pavis**

If you want to have a successful Internet business, you need to have a good understanding of the surfing habits of your readers—and more specifically, how they find information on a major search engine.

Studies show that 85% of users rely on major search engine to find info. The most popular major search engine is the Google search engine. When they look for information on a major search engine, they type certain key words or phrases. You need to find the phrase that will lead them to you.

Almost half of all Internet surfers type several words when they look for information on a major search

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engine. They have learned that with the millions of websites listed on a major search engine, using key phrases rather than words will narrow down the search of that major search engine.

For example, someone who is researching on scrapbooking on a major search engine will probably key in "scrapbooking clubs", "scrapbooking contests" or even "free scrapbooking fonts". If you want to be on the top results of the major search engine, you need to contain these key phrases.

There are many companies that can give you a list of the most popular queries made on each major search engine. However, bear in mind that you don't want to use a key phrase that is being used by several websites, as that means you will be competing with all of them for good search engine placement.

Do a little research to find out how people will look for information related to your product, and how they would post this question on a major search engine. You should also consider a key word's common misspellings (e.g. scrap booking) as even the best major search engine will see it as a separate topic.

You should also submit your site to more than one major search engine. Studies show that 77% use several major search engine to research.

Plus the different major search engine have unique techniques for indexing sites, so your ranking on one major search engine will be different from your ranking on another major search engine.

To learn more about how to claim \$50 in FREE Advertising, plus easily earn Pay-Per-Click money to promote your Web site(s), go to

Steve pavis tries to be at

the cutting edge of new concepts that are profitable for the small to medium size business, who need all the help they can get. Go see



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