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

Online Testing Optimization

By Michel Richer

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Simply put, online testing involves keying each different test variable with a unique identifying code (so each desired response can be tracked to its source), running the test campaign, keeping records, and tabulating and comparing the results. The winning variable then becomes the control, or bench mark, which future ones are measured against. Let's look at testing in more detail...

The technical testing involves the following steps:

- 1) Try to determine with ads works best.
- 2) Creating the test ad(s).(test one at a time)
- 3) Keying each ad with a unique tracking code.
- 4) Take accurate test records.
- 5) Running the campaign.
- 6) Tracking and comparing results to determine which test variable is the winner.
- 7) Keep testing to constantly beat your existing control.

Keying ads and tracking responses online can be done in a variety of ways. For accuracy, be sure to use a unique tracking code for each different test variable and keep accurate records. The tracking method used will vary based on your circumstances and the type of response you want. Tracking Web Page Hits Another important thing to do is to track your web page hits.

You wanna know what page pulls the most hits. Where the people come from. What browser, OS, and screen resolution are important. If your web site display best in 1024x860 and and 90% use 800x640 it might look messy.

Improve your testing

Your main objective in testing is always to try to come up with a better pulling variable (headline, offer, guarantee, price, etc.) than your existing control. Whenever tests prove that another variable pulls better than your existing control, it replaces it until a future test reveals an even better one.

Make Testing a second nature.

Instead of viewing the testing process as too much bother, you should view it as a wise investment in crucial information that reveals how to progressively improve the profitability of your marketing. Considering all the advantages that testing offers, the reasons for making it a habit are obvious. You

don't have to be content with the same mediocre level of response to your marketing campaigns, unaware of what's really working and what isn't. If you aren't already, start taking advantage of scientific testing to constantly improve your marketing results, avoid making the same wasteful mistakes, and earn more profits. And if you're already profiting from it, consider taking advantage of it more fully.

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Important Points To Consider When It Comes To Drug Testing

By Stephen White

For people who want to have a loved one undergo drug testing or for anyone who just wants to go through a drug testing, here are some highly important points to take note of when it comes to drug testing and substance abuse. It really is high time for people all across the United States, even the entire world, to really put some greater importance on the life threatening risks that are involved when it comes to drugs and various other substance abuses.

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Some general information about the detection of drug abuse from drug testing: as compared to having a drug testing wherein they will take samples of the patient's blood, it is highly recommended that the medical technicians just use the patient's urine as the urine has been proven to be actually more reliable when it comes to the detection of any drug abuse. Unfortunately, it also a more expensive kind of drug testing. However, even if it is fairly easy for medical technicians to see whether or not a person has taken in some harmful drugs into one's system.

A urine drug testing, as goes with the blood drug testing, would not be able to provide the medical technicians with other relevant information with regards to the drug testing. Whether or not the patient is under the influence of the drug at a specific time is most unlikely to be determined by the urine drug testing.

Blood testing, however, in spite of being the lesser choice when it comes to drug testing will actually be able to help the medical technicians to obtain some more relevant information on whether or not the individual is actually under the influence of drugs during the time that he or she went through the drug testing. Although some experts say that this may tend to not be conclusive in all cases.

Another drug testing technique nowadays is through hair testing which is actually not recommended because a lot of laboratories are actually finding some difficulty with regards to the reliability of the results especially, as most often than not, drug testing through the hair usually poses "positive" results for the patient. A lot of people don't buy into this kind of drug testing since with the simple act of washing one's hair as well as being subjected to other hair "contaminants" can the patient actually saves his or herself from being detected with any substance abuse.

The laboratories that usually perform this kind of drug testing do not really have the ability to confirm the reliability as well as the accuracy of their hair testing's results. This can actually put lawyers who are defending a person who is said to have been under substance abuse in a precarious situation wherein the evidence to be presented in court may really not be that reliable. The urine drug testing's accuracy is also highly dependent on how the drug testing procedure has been carried out by the medical technician.

It is important to note that drug testing will only be extremely reliable and accurate if and only if every aspect of the drug testing process are done with much care. When mishandling happens, there is the great chance that the results of the drug testing may actually be inaccurate and unreliable. This is why when it comes to drug testing, the people who are going through with it should be fully aware of how the drug testing process should be appropriately done as well as exercise one's assertiveness by demanding that the clinic which is conducting the drug testing has to do it properly and according to the systems standards.

Unfortunately, most especially during this time wherein more and more people are getting lured into doing drugs as well as other substance abuse, a lot of the clinics that are conducting drug testing all over the United States are not really capable of providing the reliable results that people need due to the rampant mishandling and as well as the improper way that some clinics conduct their drug testings. Therefore, the top three most reliable aspects that people should need to look for in a drug test for it be considered as reliable: strict collection procedures, proper testing procedures and random notification.

For more great drug testing info and advice check out:

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