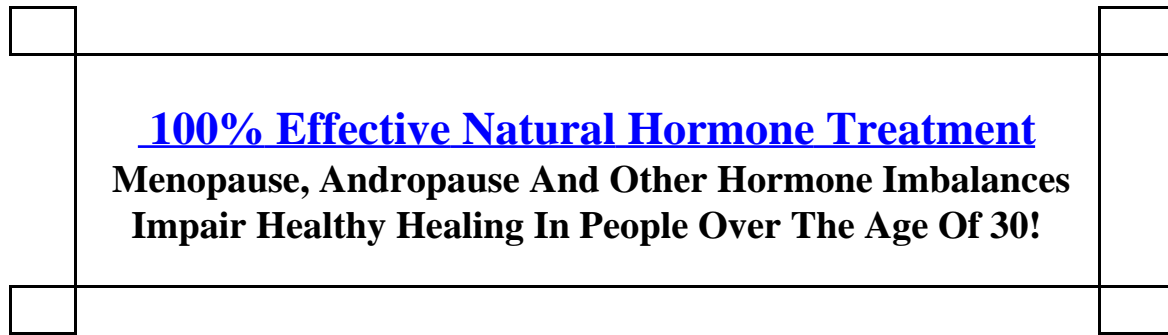


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Play The Pop-up Game - Five Ways To Effectively Use Pop-ups As A Website Tool

By Anton Cheranav

There are ways to increase your profits by using pop-ups as a website tool. More than likely, you

have heard of pop-ups, but there is new software on the market that will amaze you. It has never been as easy to use pop-ups to market your website as it is today. You might be glad that you took a few free minutes to learn about pop-up marketing.

The new pop-up marketing software is not just your standard pop-up anymore. Today, you can market in a much less intrusive and irritating way to your customers. The prevalence of pop-up blockers in web browsers is huge and very affective. In the older days, it was a necessary tool because computers would literally freeze up because of p pop-up. Your job as a marketer is to draw in customers and keep them. However, you do not want to drive traffic away by having huge amounts of pop-up that take over their screen. When using the software, you will need to decide which type of pop-ups you want to use. Be sure to check out several of them before making a decision.

Pressure Pop-up – These types of pop-up have a countdown button that appears after your customer is on the web site for a while. The great thing about these is that they are set to give your customer time to look over the site, and will leave the screen once the count down runs out. You can put anything on your pop-up to entice customers to buy.

Instant Opt - In Pop-up – A new software feature of pop-ups is opting in by clicking either yes or no. Using this feature is good for capturing potential customer's email address. All business depend on lists to make future contacts about products, discount and special offers or drawings - and not just the typical tasks of order taking and receipts.

Conditional Timed Pop-ups – Timing is everything in business. With this feature, you can decide when you want a pop-up to appear. A pop-up that appears too early may not give your customer time to thoroughly taken in the site, or a pop-up appearing when they were about to order without a discount will damage your profits a lot.

Changing Pop-ups – If you want to keep your customers from being bored every time they come to your site - then use different pop-ups. The new type of software for pop-ups allows you to stage

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different pop-ups to appear with new information. It can be offering them a new product, information, or even close outs on certain products. You can make it to fit your customer's needs and that spells more profit for you.

Generalized Pop-ups - This software configures pop-ups to look exactly the way you want, and timed the way you see fit.

There are numerous places online where you can order the new pop-up software. Many times, you can order them with different features separately, like the changing pop-up software. In the end, it will cost more though so you might want to consider buying a package deal with the other software included. As you can see, there are great benefits with the new pop-up software. In addition, most of the software has other features that you will like. They are fully integrated with to work with other types of web design software. You don't have to be a computer scientist to run them either. Most of it is WYSIWYG, or what you see is what you get type programming.

Other features are just as valuable with the new software of pop-ups. You can edit to your hearts content any aspect of your pop-ups. If you want the color or shape to be unique, you can change it. You can change the wording to suit any style of customer you have too. In most programs, you do not have to dispose of any past work that you have created. There are numerous save features for wording and designs. This alone saves you lots of time for the other important business aspects that you have to do. And that is the part that is important - getting down to business on the Internet.

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Pop Ups : The Love Them Or Hate Them Debate

By Robin Porter

Nothing causes more irritation than website pop ups, apparently. It seems everyone hates them and everyone blocks them.

But is this really the case? Do people really hate pop ups?

You see, when we look into it in more detail, and ask people about the circumstances of their intense hatred of these tiresome little creatures, we find out two very interesting truths.

The first truth is :

– People hate irrelevant pop ups

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The hate is derived from websites that spawn irrelevant non targeted advertising pop ups. You may be on a directory website, and you're hit with a pop up trying to sell holidays. Were you looking for a holiday at the time? Chances are you weren't.

Because the pop up is non targeted, it is not relevant to you and is therefore annoying.

And the second truth is:

–People hate multiple, spawning pop ups

The type you find on porn or gambling websites (so I'm reliably informed!) - the pop ups keep coming like a swarm of locusts - as quick as you can swat them, another appears!

So what does all this mean to the web marketers, website owners and webmasters among you?

Well, let's turn it on it's head . . .

If people hate irrelevant pop ups, will they like "targeted" pop ups?

The answer is yes.

Think about it... you're a fanatical golfer, "Googling" away for some ideas on how to improve your game so you can trim your handicap down a bit and beat the annoying Colonel at the golf course on your next visit. You find a site in the search results that offers tips on improving your game. When you visit the site, you find a little pop up that announces their new report "Slash your handicap in 30 days" has just been released and is subject to a special 25% discount this week only. Now would you be interested in that?

You bet. It highlights a special offer that is targeted to the visitor. It's not about cars, holidays or anything else - it's about the subject of the website.

So how should we use pop ups:

- 1) Use them responsibly - no multiple pop ups allowed. Just one pop up per visit maximum. Don't put them on every page of your website.
- 2) Make sure they are targeted to the content of your website - they must be relevant. If the site is about deep sea diving, the pop up must convey something of vital interest to the visitor.
- 3) Make sure they emphasise something different - a special offer, or new piece of news, that the average visitor will be interested in.
- 4) Use the new type of "unblockable" pop ups.

That last point is vital, as a massive percentage of internet users have browsers or software that will

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block the old type of pop up. The new type use layers and javascript to create a pop up that is part of the webpage itself - it is a layer, rather than a new window and so is therefore extremely difficult - if not impossible to block.

The easiest way to make a smart eye catching pop up (such as a virtual post it note) is to use pop up software. You literally select a template, select the size and type in your message and the program generates the code to insert in your website.

Pop ups have had bad press over the years. But use them responsibly, and they can have a massive positive impact on your website sales or subscriber opt ins - without alienating your visitors.

Robin Porter

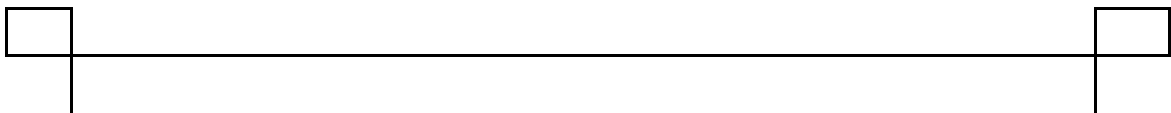
Robin Porter is an experienced web designer and internet marketer. His website at

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offers easy to use pop up creation software.



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