

This Free E-Book is brought to you by Natural-Aging.com.

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

Popping Up For Profitable Results

By Gauher Chaudhry

Popping Up For Profitable Results by Gauher Chaudhry

Pop-up windows are those little windows that automatically pop up at the same time when you are trying enter or exit a web site. Many webmasters use pop up windows to display ads or subscription instructions to their ezine.

Many marketers do not employ this strategy because they feel that it will annoy their visitors. But the fact remains, pop-up windows do work. The benefits of using pop-up windows far outweigh the negatives associated with them, but only if you use them properly!

There are many sites that use multiple pop up windows when someone clicks on to their web site. This is very annoying when five or six pop up windows open and most web surfers consider this a form of "spam." This will be sure to turn off any potential customers and kill your chances of repeat visitors.

If you are going to display a pop-up window, you should only display one window, either executed when a visitor enters your web site or when the visitor exits. There are scripts available that will let you send a cookie to the visitor's computer so that no matter how many times they enter or exit the page that calls the pop up window, they will only ever receive one pop up.

When I write about cookies, I am not referring to Mr. Christie or Oreo cookies that people eat. For those of you that are new to the Internet, a cookie is a small file that is sent to your computer from the web site to either gather information about your surfing habits or to let the web site know not to run

Popping Up For Profitable Results

a certain script (i.e. pop-up window, survey, etc...).

I suggest executing the pop up window when visitors exit your web site because you do not want to hit them with too much information when they enter your web site.

What makes pop up windows so effective (when used properly) is that they become the center of attention. They quickly grab the readers attention, and in order to close the pop up window, the visitor has to click the box shut. With an effective ad in the pop up window, you can generate additional profits.

You do not have to be a rocket scientist to create a call script for a pop up window on your web site. Here are a few resources that you can go to learn about creating a pop up window:

<http://www.siteexperts.com/ips/backend/s15/page1.asp>

<http://www.angelfire.com/ct/ctsdomain/popup.html>

http://www.nowsell.com/internet_business/html/pop-ups.html

<http://www.ezine-tips.com/articles/format/20001208.shtml>

Originally when web sites such as Tripod, Geocities and Angelfire were giving away free web space, users had to display the companies banners on their site. But these companies got smart and have now installed pop up windows when these free sites are accessed. It gives them better response to their ads and greater profits.

Although the pop up window method has been tarnished by a few companies and the online adult industry, serious marketers can still use this technique to their advantage.

If you are an ezine publisher, you can expect the number of new subscribers you get everyday to almost double. Just don't put a pop up window on every page of your web site. This can really annoy potential customers.

Once you get your pop up windows working, you should develop a mechanism to track the response to the window. This will help you find what offers work more effectively.

Study Proves That Headline Length Can Impact Profitability!

By James Brausch

Recently, I monitored an interesting discussion in one of the forums about the length of headlines on sales pages. Some of the posters were in favor of longer headlines because they communicated more information and had a better chance of catching the interest of the prospect. Other posters claimed that some headlines were so long that they were confusing. Some even claimed that they would take away your breath if you attempted to read them aloud. One poster thought that very long headlines often appeared to be a run-on sentence... even if it technically wasn't.

I decided it was time to do a study. I wanted to compare headlines on profitable sales pages to headlines on unprofitable ones. I wanted to find out if there really was a difference in the length of their headlines.

To perform that study, I first had to prepare a list of profitable sites and another list of unprofitable sites. I actually already had both due to another study I had recently performed. However, many of the unprofitable sites had disappeared from the Internet. I wasn't surprised. Why stick around if you can't make a profit; right?

I had to settle for comparing the headlines of profitable sales pages to the average sales page. I used my list of profitable sites and counted the words and characters in each headline. I skipped any site without a headline. I then looked at sites with ads running on the major search engine for the same product or service. I randomly picked one and also counted the words and characters in it's headline for the control or average group.

The results were surprising. The average sales page has a headline of only 10 words comprising 55 characters. The profitable sales pages had an average of 14 words and 82 characters in their headlines.

We can conclude that profitable sales pages use longer headlines than the average sales page. That isn't so surprising.

The other finding was much more surprising. With only a handful of exceptions in thousands of data points, a length longer than 150 characters was very rare. Can we conclude that extremely long headlines aren't profitable? No; there are other possibilities. However, we can conclude that it is exceptionally rare for profitable sales pages to use headlines longer than 150 characters. In fact, 90% of the data points fell within 131 characters.

That is my new recommendation. I intend to only use headlines that are at least 80 characters long and no longer than 131 characters and I advise the same to my clients.

This places me right in the middle of the correlation group for profitable headlines. Your headline is an important factor to consider when you are optimizing sales. I hope you consider following suit. If so, let me know if this study has improved your results. I look forward to hearing from you.

James D. Brausch is the creator of the Glyphius software. Glyphius copywriting software is guaranteed to increase the profitability of your copywriting using a statistical analysis of profitable ads. For more

information, visit:



This Free E-Book has been brought to you by Natural-Aging.com.

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