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Printable Web Pages as an Overlooked Marketing Resource

By Soren Breiting

It becomes more and more clear, that online presence has to be viewed as just one side of our total presence in the market place. One aspect to improve the situation for many websites would be to make it easy for visitors to print web pages.

This should be possible with longer texts as well as with product pages and pages displaying just overviews. The potential of prints from your website as a marketing tool should be activated.

Some ideas for print pages:

- Full contact information of all kinds on one page, including a map showing how to find you.
- Catalogue like pages.
- Reviews.
- Schedules for deadlines, publishing dates or the like.
- Annotated lists of useful resources.
- Product descriptions.
- Teasers of book chapters etc.
- Fax and mail order forms.
- Guaranties.
- Instructions in how to use your products.
- Frequent asked questions with answers.

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- If you run an advanced customer support system make a page that shows how easily to find the relevant email address for a specific inquiry.
- Reports (longer in pdf format or zip)
- Online ebooks.
- Newsletters.

Remember to include on all print pages:

- The full url of the page.
- The url of your home page.
- Basic contact information
- A short indication of which kind of product or service you are offering.
- If needed a copyright notion (but don't spoil the potential of viral marketing).

Optimize your print pages:

- Make your pages look valuable for the customer.
- Make the pages inviting to be filed.
- Avoid heavy graphics.
- I will recommend avoiding all banners etc.
- Make your printable pages look like they are designed to paper, e.g. make proper use of the space available and use a font that is good for reading on paper.
- Keep the text column rather narrow to facilitate quick reading
- Prints will typical be made without background color or picture.
- White text on black background will not be visible.

Take into account that the standard paper formats for North America and Europe are different. The standard for Europe is the A4 format, which is slightly less wide and a bit longer than the American standard.

When you implement these aspects of printable web pages you help your visitors to get the most out of

the resources from your website. You help them, too, to remember your site and to come back. And – You help yourself with bridging the gap between online and off–line marketing and visibility.

Get help from Soren Breiting to find ideas for your online marketing at

<http://www.ALLeMarketingTips.com>

and receive the latest really useful tips at

<http://www.StockPhotoNews.com>

(about pictures and marketing). Soren has written more than 20

printed books, and countless articles in journals and magazines about his special fields of expertise. He is widely published on the web, too. Enjoy Soren's wonderful stock photos at A–Z FOTOS

<http://www.azFOTOS.com>

Free Printable Baby Shower Games: A Wise Choice?

By Jennifer Adair

Free printable baby shower games refer to the printable materials that can be downloaded from the Internet without any charge. With these printable materials, the organizers of the party will no longer have to delve more on explaining to the audience the mechanics of the game. Plus, the games will look more presentable instead of getting some pieces of scratch paper with jumbled words and phrases that the guests will find it hard to understand.

Hence, with these printable baby shower games that can be downloaded for free, your activity will appear more coordinated and well–organized than just distributing pieces of paper to the guests to play.

Moreover, the parents would appreciate it more if they see that you take extra effort in getting printable baby shower games, even if it just for free than just get some sloppy baby shower games that can be obtained anywhere.

Free Baby Shower Games versus Free Printable Baby Shower Games As they say, the best things in life are free. However, not all free things are created equal.

Take for example the free baby shower games and the printable ones but still free of charge. They are both free and without any charge. But the two are distinct items that really differ in a lot of aspects.

In most cases, free baby shower games do not look good in terms of graphics and presentation unlike the printable ones.

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What's more, the baby shower ideas from the list of baby shower games that are given for free are not that innovative, creative, and usually cannot be understood.

Unlike the free printable baby shower games, they really have these colourful designs and easy-to-understand baby shower games.

Actually, free baby shower games are not that superior-looking. But the fact that it looks better than those that are given for free or is more presentable than those that are written in a sheet of torn leaf of a notebook.

Besides, if you are to look at it on the other aspect, free printable baby shower games are not absolutely free. You still have to invest a little on the ink that you will use. Colorful designs would entail many colored inks.

Consequently, when the parents see the effort and the little investment you have made in order to come up with really nice baby shower games, your work will be more appreciated.

What most people do not know is that free printable baby shower games are categorized as free items because you can download them in the Internet without any download charges. But still, it requires some budget for the ink for you to be able to print them.

Moreover, one of the best things about free printable baby shower games is that you can even customized them to suit the personality of the mother or the mood of the occasion before you print them.

In turn, it will give a more personalized look on the baby shower games and no one would ever suspect that you have just downloaded from the Internet.

Free printable baby shower games can be really useful. In fact, it is considered as the greatest ice breaker especially if the guests in the baby shower party do not know each other or are not acquainted with each other.

The bottom line is that the preference of whether to obtain free baby shower games or free printable baby shower games is actually dependent on the situation. This means that if there is no budget for the baby shower games, then, it would be better to acquire baby shower games that are given for free.

But if, there is a little budget even for the ink alone and the paper that will be used, then, it would be best if you will obtain free printable baby shower games.

Therefore, whatever you choose, the key point is that you have to use it in order to make the event livelier and more fun.

Download your free baby shower planning report today for great ideas and tips for planning amazing baby showers at

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



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