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Syndication

By Philip Bromley

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Syndication

by

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If you listen to the Experts and Gurus they will all tell you that to be successful your website needs content. Fine but when you are starting out, or even established, providing content is a time consuming business. You write the content yourself or spend hours searching the net's FREE content sites. That sadly is not the end for in order for your site to attract visitor return or "Stickiness" you have to find fresh content on a regular basis.

That sadly is just the beginning of your problems as you now have the task of adding this new content to your web site. almost certainly this will involve some downtime for your site. There has to be a better way, and there is! Before you are completely put off by my explanation try this experiment. Paste the following code into Notepad or any other suitable text editor. Save the file as an html page. I suggest you call the file syndication and save it to your My Documents. Click on this html file and you will see one of our test panels

```
/jsfiles est panel.js">
```

Now if you are like me you will have had a sharp intake of breath at the mention of javascript, don't panic and dismiss any thoughts of needing to be a programmer. The whole of the basis of js files is a simple line of code:

```
document.writeln("
```

The first part of the code... document.writeln.... tells the programme to show the line of text you are about to enter. The next part of the code

sets the alignment left...center....right, then the font to be used and the size of font. Now you should enter the text you want to show between the >most of these items of code as most html codes apply in js files. This code if used to replace the text details will place images in js files.

```
('  
  

```

So how does all this help you. You can employ this technique to use the feeds of others. These will generally change on a regular basis thus giving your website stickyness. Alternatively you can use this knowledge to quickly and easily change the content of your web site without any downtime.

There are professionally produced programmes which can do the hard work for you but I believe a basic understanding of js files will stand you in good stead in the battle for web site content.

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Philip Bromley has been involved in ecommerce since 1999 and writes articles
and instructional works for the net in his FREE Ebooks and Ezine.
His site http://www.hollywellassociates.com/syndication.html gives further
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The Magic of Article Syndication

By Brian Holte

The Magic of Article Syndication by Brian Holte

Whats the deal with promoting your ebook using article syndication anyways?

Maybe your having a hard time generating traffic for your ebook related site?

Are traffic exchanges bringing in traffic but causing your conversion rates to be lower than they should be?

How many of you rely on search engine traffic to bring you business?

You've put in many long hours to get your ebook site to be as search engine friendly as possible.

The free targeted traffic your getting from the search engines is impressive, than one day you wake up, check your stats and notice a dramatic decrease in hits.

Oh, oh, you've been dropped by Google

You place your hands on your face and ask yourself;

"What am I going to do, 70% of my traffic is gone?"

Have you ever thought of creating a back-up traffic system just in case for some freak reason your ebook site got dropped from the search engines?

It's been well documented that the majority of your traffic comes from the search engines

Have you ever thought of the benefits that article syndication could bring to your ebook?

If you've found your niche market and it's grown to be a passionate subject for you, you should have no problem in publishing compelling articles.

It's very rewarding when the time comes and you see your name in print, the feeling (for me anyways) was pretty cool.

The possible results...

Increased traffic, increased subscriber base, equates to more sales!

Imagine having total control over your articles...

If you've been on the net for awhile than you know that one of the best ways to promote

you, your company, and your ebook products is through writing articles.

Syndication

More importantly, writing articles is a great way of receiving free, pre-qualified targeted visitors to your ebook site.

By syndicating your articles you're taking advantage of viral marketing and the opportunity to be recognised as an expert in your field.

Because you have the knowledge of the topic your ebook is covering your writing should flow.

Use your knowledge to encourage others to strive to do better by sharing your successes with them.

You worked hard to create your ebook.

Now is not the time for self doubt, it is the time to promote your ebook through article syndication and other means.

Raise brand name awareness, increase your presence on the web.

Your articles attract the traffic, you don't have to sell the ebook you have to sell yourself.

And that's where article syndication can help:

<http://www.manzanomarketing.com/g.o/manillaboy>

Brian is a freelance writer and owner of www.theebookking.com. He publishes a monthly ezine called The Ebook King Chronicles



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