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**Take Advantage Of Seasonal Events On YOUR Website**

**By Steve Nash**

**Take Advantage Of Seasonal Events On YOUR Website by Steve Nash**

I live in UK, and Mothers Day has been and gone. But soon it will be Easter, then... These seasonal events provide an opportunity to get new visitors to your site, and maybe make extra sales. But you need to take advantage of these opportunities. Here's how.

===== Sidebar =====

When I say take advantage – what you're really doing is providing content that your visitors are likely to want: you're keeping your site up-to-date with new content; you're providing your visitors with more reasons to visit; AND you're providing your site with another opportunity to make money! (Just thought I'd clear that up – advantages should work for both you \*and\* your site visitors!)

And if you don't live in UK, chances are you're only a few weeks away from your next seasonal event (thank goodness for card companies, eh?). Just visit your favourite travel site, or search the web to find a holiday or calendar site – there are loads of sites to choose from. Or you could just use this excellent site – <http://www.holidayfestival.com>

=== End Sidebar ===

**1: ADD SEASONAL CONTENT**

Add seasonal content that fits in with the rest of your site. This could mean creating an amusing site survey, that relates to the seasonal event. Or it could mean writing relevant editorial about the seasonal event. Or you could just add some seasonal resources to your website, like images or clip art or electronic

cards.

I run a shopping directory, so for Mother's Day I simply decided to create a Mothers Day shopping page. (I'm a member of several affiliate programs and simply researched each and every program until I found what I considered to be the best and most suitable sites.)

But you don't have to have a shopping-related site to offer seasonal gifts for sale. You can find suitable gift items whatever your site is about, and a suitable affiliate program allowing you to offer the goods for sale.

For example, you might run a Tom Jones fan site (!). It wouldn't be too difficult to create a page of links that offered posters, books, and music of the ageless Welsh pop star, appropriate to the seasonal event. And if you didn't want to 'sell' on your site, you could simply reprint the lyrics of his most suitable song. The content-possibilities are endless, and only limited by your imagination.

Just offer content that you know your site visitors will enjoy.

===== Sidebar =====

You could also add a seasonal quiz or image or newsfeed or... you get the idea! You can find suitable free resources at these sites

- <http://www.thefreesite.com>
  - <http://www.findsticky.com>
  - <http://www.bravenet.com>
- ==== End Sidebar ====

Here are a few of the better affiliate programs you can join

- <http://www.tradedoubler.com>
- <http://www.dgm2.com>
- <http://www.cj.com>

(You can find a lot more affiliate sites/directories at my affiliate resource: <http://ShopTour.co.uk/webmaster-profit/> .)

## 2: PROMOTE SEASONAL CONTENT ON SEARCH ENGINES

You need to announce your seasonal content to the search engines. This could be as simple as submitting new pages to the major search engines via search submission tools like

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- <http://www.jimtools.com>
- <http://www.addme.com>

Even better, however, would be to add the content to search engines or directories that have human–edited content. For example, Lycos UK – a UK search engine – supplements its search results with a human–edited directory. This directory includes content for specific seasonal events, and always welcomes new additions.

- [http://www.uk.lycos.de/dir/Lifestyle/Valentines\\_Day/](http://www.uk.lycos.de/dir/Lifestyle/Valentines_Day/)
- [http://www.uk.lycos.de/dir/Lifestyle/Mothers\\_Day/](http://www.uk.lycos.de/dir/Lifestyle/Mothers_Day/)

There are many other Lycos categories, all of which allow you to add your content: just click 'Recommend a website for this category'

- <http://www.uk.lycos.de/dir/Lifestyle>

Another human–edited directory is the Open Directory Project

- <http://www.dmoz.org>

Or you could just check your favourite search engine/directory to see whether it includes human–edited content.

### 3: PROMOTE SEASONAL CONTENT ON PAY–PER–CLICK SEARCH ENGINES

The beauty of pay–per–click search engines, apart from a guaranteed position for your keywords, is that new content can be announced in only a matter of days. So add more keywords to your various pay–per–click accounts. The cost of your keywords will increase as the seasonal event approaches, so act quickly to take advantage of low initial keyword cost, and constantly monitor.

===== Sidebar =====

Pay–per–click search engines are proving to be a very viable means of income generation for search engines and advertisers alike. This means that you really need to stay informed, as rapid developments inevitably take place. To stay informed, I suggest you visit (and revisit)

- <http://www.PayPerClickSearchEngines.com>

=== End Sidebar ===

### 4: TELL EVERYONE ABOUT IT

Everyone is busy, busy, busy! This includes your family, friends, colleagues, and newsletter subscribers. So whilst you have been

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toiling away creating great seasonal content, everyone else has been busy too. So you need to remind them about your site and about your site's new content.

Remind everyone of the upcoming seasonal event – they might have forgotten! – and then tell them how your new content can really benefit them. (Maybe it can save them time and money; maybe it can give them gift ideas; maybe it can simply provide entertainment!)

Just remember to:

- \* tell your family, friends, and colleagues;
- \* tell your newsletter subscribers;
- \* tell anyone else you e-mail (in a suitable signature file!)

Remember to tell them what's in it for them; focus on benefits!

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That's it! 4 easy steps that show you how to take advantage of

seasonal events on your website.

Just remember, there's more to seasonal events than Christmas. AND, seasonal events are repeated every year!! So think hard to see how your website can take advantage of a seasonal event: it keeps your website looking fresh, and it may increase sales!

Happy Holidays!

PS Seasonal events can also include award-ceremonies like... well, like The Oscars. Just add your imagination!

### **Flu Shot Alternative – Seasonal Change**

**By J. Ratliff**

#### **Flu Shot Alternative – Seasonal Change by J. Ratliff**

If you are among the millions of Americans this year who was not able to get a flu shot, then you should be aware of alternative medicines.

A product called Seasonal Change may help keep you from getting the Flu this season.

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### What is Season Change?

Progressive Health's Seasonal Change formula may be able to strengthen your immune system and help you recover from your seasonal illness such as the flu.

The national institute of health estimates over 108 million cases of a cold or flu are reported on a yearly basis.

People who take Progressive Health's Seasonal Change have a reduced risk of becoming ill. Studies show vitamins in our product may be utilized by white blood cells at 4 – 6 times the normal rate during an incidence of a cold or flu.

The common cold and flu are caused by viruses that attack the upper respiratory system. Natural supplements are almost always recommended before OTC drugs, here are some reasons why:

Possible side effects with pre-existing conditions or medications may prevent the use of OTC drugs  
Certain occupations are restricted from use of antihistamines, such as pilots and truck drivers  
Many believe natural products are better for you and more effective in the long run  
Vaccinations may not be adequate protection.

To learn more about Seasonal Change, please visit

Jamie is a technical and health writer for numerous websites. This article was recently written for



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