

The One & ONLY Objective Your Website Should Follow!

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

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By Chris Elliott

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Now I first want to let everyone know that this is not an opinion or some fluff about what your website should be doing. It is what your website **MUST** be doing to guarantee your success online. There are so many "so called" experts out there that say you should be using your site to make sales, **NO NO NO!** This is absolutely wrong! The number one, and yes I really mean number one purpose of your site should be to collect e-mail addresses! Why should you do this? What if your prospect doesn't order and leaves your site? Where are you then? Out of a potential sale!

The key point here is you can have a sales page or freebies page but you need a way to collect e-mail addresses for people who decide not to take you up on your offer the first time around, a second chance if you will. The correct way to do this would be with a popup window when the visitor leaves your site without ordering, because if they order you've already got their e-mail address. In this popup you should have some sort of freebie, a free ebook, a free consultation, a free 3 chapter preview, you get the point. If you can get an e-mail address you can follow up using an autoresponder and this will give you as many chances as you need to close the sale.

Another thing you need to realize is the stream of income your e-mail list will provide you for many years to come. If you didn't have an e-mail collection

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system in place and you received orders for a product you were promoting then that's the end of the line for you with that customer. Now, if you were collecting the e-mail addresses of all of your customers and you started promoting a great new product, you would now be able to send this proven customer a new offer and since you've already proven your credibility with the first sale, the second sale will be MUCH easier to close. Do you see where all of this e-mail collection really determines your success online?

This isn't for just one type of business, any business with an online presence should be doing this and can because of its simplicity. If you are a freelance artist, make a list of customers and interested prospects to send an e-mail to when you put a new piece of artwork up for auction. If you are a marketing consultant, make a list of people who have contacted you looking for advice or have purchased training materials from you. The list goes on and on. Here's another great tip, If you want to let your e-mail list get to know you so they develop more trust for you then publish a newsletter every week, two weeks, or every month and give free tips & advice. This also presents more advertising opportunities without seeming like you just want the sale.

I hope this article has given you some insight into online business and gives you more success on your road to becoming financially independent. If you have questions or comments feel free to contact me at my personal e-mail address below.

5 Methods For Self-SEO. If You Have The Time.

By Conrad Sear

So you want to Search Engine Optimize (SEO) your website.

Well, despite what you may hear it's easy & fun.

The caveat is time. In such a "fast food" "I want it now" mode, the web gives us just that. So why does SEO take TIME? The answer is the millions of others out there fighting for the top spots has created a

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niche industry by the search engines. They want to thwart the unethical scammers out there. So, we have to follow their requirements so that millions can see my website. Sure you can pay to be in the very first position. But that costs money. Capitalism at its finest.

The early days are long gone. Laws are in place now. Laws made by Google, Yahoo, MSN, etc.

So the simple advice is, know the laws. Ignorance will not get your site seen by anyone but you.

Follow the slow steady path & you'll be richer for it.

5 sure methods:

1. Your reading it now. ARTICLES! Write articles about your field of interest. Relate it to your website. Set these articles across the internet. Content is KING.

2. Content. You must add some relevant content to your site. It keeps the search engines & people coming back for more.

3. Links. Links are not a dead art form. Links from other sites will always help you. They help bring people to your site & help search engines see that you are popular. However, find related industry linkage. It is highly sought by Google.

When linking find high ranked sites willing to add your link. Try not to buy if you can help it. If you must, okay. But this is the only Quick Fix I recommend.

4. Another domain. Set up another domain with lots & lots of content & links. Keep the them & info related to your main site. Add your main site links. There, you've created your own network!

5. Patience. You don't get to the top overnight. (unless you pay) Submit (manually) to as many search engines & directories as possible. Do this every 30 days.

I have successfully follow this system for me & my clients for 1 full year now. If you want a sphynx cat, you'll find my client on the 1st page. If you want Long Island Real Estate, you'll find my client consistently in the top 3 pages. My own sites are at or near the top.

So, this works. Caveat: Do you have the time? Expect 30–40 days until your in the top 5–10 pages.

Have patience & good luck.

Conrad Sear has been a web developer for 14 years. He now manages a startup SEO company called

. Their growing list of clients are all making to the top with his guidance.

Samples–(

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