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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!

There's Money In Your Site Stats

By Joshua Rose

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Are you missing out on important sales because you are not paying attention to your site statistics? There's a wealth of information here that can boost your sales.

Some years ago, I had a conversation with a friend who had developed a very successful offline business. When I asked him what accounted for his success, the very first thing he said was, "I made it a practise to be in the right place at the right time. And it was never an accident."

He went on to explain that he purposely made an effort to *accidentally* bump into his prospects at lunch, or run into them at social functions. "I often learned were they were, he said, "and I learned when they were receptive. I was always amazed at how few of my competitors bothered with this".

The exact same thing holds true on the internet. Do you know where your prospects are? And do you know when they are most receptive to act on your offer?

The goal is to send your offer when it is most likely to be read and acted upon. You certainly don't want your ezine sitting unopened in someone's inbox, collecting both dust AND more and more email competition.

You want to maximize the possibility that your prospects are at their computers (or soon will be) when you send out your offer or newsletter. But how in the world could you possibly know this?

LOOK AT YOUR TRAFFIC STATS

The truth is, you can't know for sure. But you can put the odds further in your favor by analyzing the traffic history in your site logs.

Do you see a pattern? You will likely find that there are certain days where you consistently get more traffic than others. In other words, your particular prospects may well be more active on certain days and at certain times.

If, for example, Tuesdays, Wednesdays and Sundays are weaker

in traffic, these sure wouldn't be the best days to send out your newsletter or offers. They would likely end up competing more fiercely for attention because fewer of your prospects are online. This increases the possibility of a *quick scan* or even a *delete* when your prospects get to their fuller mailboxes later.

How about time of day? Are your leads visiting more heavily around lunch (11 am to 2 pm) and dinner (5 pm to 8 pm), for example? Is there a fairly consistent pattern? If so, you certainly don't want to send your offer outside of these key time ranges. Again, to do otherwise would be to unnecessarily increase your mailbox competition.

LOOK AT YOUR SALES STATS TOO

Now, take a look at the days and times of your SALES. Do you see a pattern here as well? If you do, it can be quite a valuable lesson.

When are your prospects in the buying mood? What days? And what times during the day? Clearly, you want to make contact at their most receptive times.

So, be ready when your prospects are. Be in the right place at the right time, ACCIDENTLY ON PURPOSE, to increase your response rates. Study your site stats and coordinate those marketing efforts within your control (particularly when you send out your ezine) to coincide with *peak prospect receptiveness* for your particular business.

The role of the robots.txt file to improve site ranking!

By Michael Kralj

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Not many web master take the time to use a robots.txt file for their website. For search engine spiders that use the robots.txt to see what directories to search through, the robots.txt file can be very helpful in keeping the spiders indexing your actual pages and not other information, such as looking through your stats!

The robots.txt file is useful in keeping your spiders from accessing parts folders and files in your hosting directory that are totally unrelated to your actual web site content. You can choose to have the spiders kept out of areas that contain programming that search engines cannot parse properly, and to keep them out of the web stats portion of your site.

Many search engines cannot view dynamically generated content properly, mainly created by programming languages, such as PHP or ASP. If you have an online store programmed in your hosting account, and it is in a separate directory, you would be wise to block out the spiders from this directory so it only finds relevant information.

The robots.txt file should be placed in the directory where your main files for your hosting are located. So you would be advised to create a blank text file, and save it as robots.txt, and then upload it to your web hosting to the same directory your index.htm file is located.

Here is examples of the use of the robots.txt file:

To block out a directory in a robots.txt file, such as a subdirectory for your online store called /store/ you would do the following:

```
Disallow: /store/
```

Another example to block out your stats directory:

```
Disallow: /stats/
```

You may also want to disallow individual files that you do not want searched by the search engines. For example you dont want search.php to be parsed by the Search Engines. To do this you type in the following on its own line:

```
Disallow: /search.php
```

Following the rules outlined and creating the robots.txt file, you will keep search engine spiders out of unwanted files and directories, and letting them go through the important files to see what your web site is all about!

Michael Kralj is owner of Emenki Web Solutions and Domains at Retail. Emenki Web Solutions are web site designers and programmers based in Hamilton, Ontario, providing businesses with an

informative and strategic approach to establishing an online presence on the web. Please visit Emenki Web Solutions on the web <http://www.emenki.com> Please visit Domains at Retail on the web: <http://www.domainsatretail.com>



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