

Today, While I Surfed the WebThursday, August 26, 2004

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By eRix

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It was another interesting day surfing the web trying to raise my website's link popularity, increase brand awareness, and advertise to bring in new targeted customers. I keep finding it hard to pay for advertising, as I try to find the most inexpensive way to draw traffic to my shopping cart enabled website. I keep fiddling with format of the website because what little customer traffic is coming to the website, between 5 to 20 customers a day, is not staying or buying. I need to find a way to get them to buy a product that everyone else already seems to sell. I keep asking myself, "How are you going to generate new customers that will be loyal to your storefront?" This question puzzles me because I am trying to copy what my #1 competition is doing, i.e. offering Home and Garden Articles—albeit the articles come from the same place, linking with the same websites, winning the same website awards. I can only conclude that all these websites are now reciprocally linked together with no identity and little original content. I guess all of us webmasters are trying to compete with the Big Boys (msn, google, yahoo, netscape, amazon, ebay, aol, and a few others). With all this common linking, it seems like all of us individual webmasters are spending our time with each other rather than focusing on the customer. How about spending that same time writing an article on a subject you do know about and then posting that to your website. I say this because it would reason that the website you create does have some interest to you or you would not have created it. As the creator of the website, you have some authority over what is being read there; and, as long as you are honest about where you get the supporting information, copyright protection for the author and yourself, you will start to build a wealth of original content for your current website and future websites. This endeavor will also provide you with a complete index of ad copy, words you can use in your advertising. The best free advertising is to write an article and post it to numerous ezines, magazines, newspapers, or publication needing content. If you have the time to create a website and then spend time linking with complimentary websites (websites that sell products that would go well with the products that you sell, i.e. gift store website with a card store website), then you have the time—that same time spent linking—to write a simple article about something you learned, such as this article that you are reading right now, and post it to multiple websites that need content. First, of course, find a way to get that content onto your website for your customers and then put the article out as advertisement to draw new customers to

your website. If linking is not bringing in an enormous amount of targeted customer traffic, then why not give your writing skills a try? It could not hurt!

Written by eRix © 2004-08-26

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to:Quality Gifts Galore - <http://www.quality-gifts-galore.com>Avon by Maki -
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San Diego Home Sales Data - August 2006

By Real Estate Advisor

If you are in the market for San Diego real estate, homes or condos for sale, then you're probably keeping up on current market trends. The article describes August 2006 sales data for single-family homes located in Central San Diego County.

One way to determine if home prices are falling or increasing in a particular region is to compare the median price of homes in a community against the median price a year ago. The median price is a mid-point, where half the homes are above that price and half are below.

The communities that comprise Central San Diego County are listed below. The communities are organized based whether or not they had an increase or decrease in the median price compared to August 2005. The percent change increase or decrease from the previous year is also noted.

Communities That Had an Increase in the Median Price

Golden Hill: \$500,000 (23.5% increase from August 2005) Old Town: \$700,000 (11.6% increase from August 2005) San Carlos: \$620,000 (10.7% increase from August 2005) Point Loma: \$1,340,625 (7.7% increase from August 2005) La Jolla: \$1,650,000 (5.3% increase from August 2005) Logan Heights\$410,000 (5.1% increase from August 2005)

Communities That Had a Decrease in the Median Price

Sorrento Valley: \$616,000 (-25.7% decrease from August 2005) Del Cerro: \$505,000(-20.5% decrease from August 2005) Coronado: \$1,400,000 (-20.0% decrease from August 2005) Mission Valley: \$500,000 (-18.7% decrease from August 2005) Pacific Beach: \$786,000 (-17.3% decrease from August 2005) Ocean Beach: \$817,000 (-14.5% decrease from August 2005) University City: \$680,000 (-13.8% decrease from August 2005) Tierrasanta: \$650,000 (-12.4% decrease from August 2005) College Grove: \$477,500 (-7.3% decrease from August 2005) Mira Mesa: \$499,000 (-7.2% decrease from August 2005) North Park: \$575,000 (-6.7% decrease from August 2005) Paradise Hills: \$462,500 (-5.6% decrease from August 2005) City Heights: \$400,000 (-5.5% decrease from August 2005) Scripps Miramar: \$695,000 (-5.4% decrease from August 2005) Linda Vista: \$530,000 (-4.5% decrease from August 2005) Normal Heights: \$540,000 (-4.0% decrease from August 2005) Clairemont: \$535,000 (-2.7% decrease from August 2005) Encanto: \$445,000 (-2.5% decrease from

August 2005) Mission Hills: \$745,000 (-0.3% decrease from August 2005)

The median price is just one measure to evaluate the condition of a real estate market. A qualified real estate agent can provide you additional insights about factors that influence home prices. Be sure to contact a Realtor before buying or selling real estate in San Diego.

<http://www.sdhomedatabase.com>

<http://www.rereport.com/sdccsd/lall/>

<http://www.findsandiegobusiness.com>



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