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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!

Top Sites are Still Missing the "Easiest" Market

By Richard Bolduc

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Have you ever hired someone for their services and wished you could meet with them face to face? You call them, and call them, but you end up playing phone-tag, and email-tag, and yes, even that old Fax-tag? You'd like to set up an appointment to cover some things about your new ideas, but they are located in some firm out in Houston, Texas while you're stuck in Rhinoville, Connecticut?

This situation is happening to more, and more, businesses. The power of the Internet is showing it's metal. Many businesses, and consumers are learning that the Internet can be downright convenient. Oh yeah, it makes the world a much smaller place. Now you can get your boat's motor delivered from Virginia Beach to Spokane Washington. You'd probably rest assured you got the best price as well. Having the whole world to price shop is great. Until there's a problem...

When you have a problem, then the distance is real, and the options are limited.

I have had clients of mine call and leave messages on voice mail to their previous "Discount Webmaster" and never get a reply, or wait for days, and actually suffer some rather unpleasant experiences in solving issues, especially when the distance is great.

In most cases it would cost a pretty penny, in time alone, to deal with all the headaches of getting your fair share of whatever arrangements went sour.

Above is a brief description of a problem that encompasses the Internet World. The solution is simple, really. When a consumer or business man gets the reality of the long distance problems, they go back to their comfort

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zone, back to dealing locally.

Locally is definitely the easiest way to do business. Search engines can help us do this.

There are several business types that are limited to region and need to be indexed in the search engines as local businesses. For instance the Car Insurance Industry, Attorneys or Real Estate Agents. I would personally rather have my custom printer be local or even my webmaster or marketer.

Being from Connecticut, I would have to type in Connecticut Website Promotion into a search engine if I wanted to find a local Promoter or Connecticut

Website Design or a local Designer. In a lot of cases the results only lists one or two relevant sites that are actually local to you. This is because not enough of us remember to include a localized version of our index when we submit to the search engines.

Are you properly optimizing submitting your sites to include these localized variations? If you're not, then you are missing out on these "easily targeted" markets.

In many cases you wind up being the equivalent to the only hotdog vendor in the world series.

They are easily targeted because there is little, or no, competition for the localized keyword phrases. Localizing gets overlooked by almost everybody. Most people are not even thinking of optimizing their sites to include the State they live in. Those of us that know the technique, nail that localized market every time.

More and more people have need for localized services. If you are not taking the time to create special indexes for your localized listing then you will surely miss out on business in your local area.

I prefer local clients rather to the long distance ones. Now I'm sure to specifically target my state and a couple of other ones close by.

There is a great open market for local businesses or local clientele.

Just target it.

Free Source Of Traffic And PR

Top Sites are Still Missing the "Easiest" Market

By Mike Francis

There are numerous sources of free traffic on the web, but recently I noticed one source that is underused by webmasters. You wouldn't even suspect, but you can get both free traffic and links on good PR sites the easiest way possible.

The answer? Top sites. Yes, top sites. There are a lot of top sites around the internet, covering all imaginable topics, from shopping to traveling, to adult sites to forums. They are easy to get in, and usually if they are good you will receive targeted traffic, meaning that the people that came from there really want to see your page.

So why so few webmasters use them? The answer is that most top sites require you to put a little piece of code on your site. Now there are people that say they don't want to put ugly looking buttons on their sites, there are people that say that they don't know how to put the code, and some even say that they will lose PR to put a sitewide link on their site.

If you take a moment to think about all of this, you will see that they are all nonsense. First of all there are thousands of top sites, so it's impossible for you not to find a button you'll like. Secondly it's easy as pie to put a piece of code on your page, and if you don't know how to do it, you can ask somebody. Third, you won't lose PR, instead you will get targeted legitimate traffic and a good PR incoming link if your site is good enough to be on the top page.

Let me teach you a little secret that few people know. You can get around of putting the "ugly" looking button on your site. How ? Easy, just add a new page to your website, and put all the codes there, you can name it "partners" "topsites" or any other name you like. You will still be listed in the top sites, you will receive traffic and a link on their pages, so the purpose is served.

Did I make you want to go and join top sites? Then just open up your browser and search the internet for top sites and other keywords related to your topic and happy joining.

Mike Francis' page :

is a free web directory, that helps webmasters

increase their traffic and get known on the internet. For more quality directories try

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