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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!

Tracking: Don't Leave Home Without It

By Pat Marcello

What if Jonas Salk hadn't tested the polio vaccine? Or, what if Einstein never tested his theory of relativity? Do you think they would have been successful? In the science world, definitely NOT, and in the marketing world, testing is every bit as important if you want to achieve success.

Any number of tracking programs are out there from Hits Connect to Track That Ad to the new Link Brander. Even server-side tracking scripts are available for purchase. Regardless of what you use, tracking every ad that you post, whether it be to a traffic exchange or to a safelist, you need to know how successful your marketing is. Why? Because if you don't track your ads, you may spend tons of time and money chasing a dog that you'll never catch.

Tracking works simply. You place the ad URL into the tracker, which devises a new URL for you to use in its place. Every time you employ the tracker URL, that "hit" is recorded by the tracking system.

Let's say you buy 1,000 hits at XYZ traffic exchange. How will you know if they have been delivered, unless you're using a tracking system? You won't, and though it's the exception rather than the norm, you may not get the hits you paid for.

What should really interest you are actual click-throughs. That tells you how many times someone has actually seen your page and clicked on the link to take them to the site you're promoting. In this case, you will use the tracker link as the URL in your "call to action" (the click here, join now, etc.) button on your splash page. Or, use it as the link in your safelist mailing, as an FFA link, or in any other form of traffic generation system. By using the tracking link, you'll know every time someone clicks because the tracking system will tell you.

As another example, let's say we advertised site ABC on traffic exchange XYZ and we used a tracking link for our call to action. We did the same thing at traffic exchange 123. At XYZ, we got our 1,000 hits and only 15 people clicked through to our page. At 123, we got 1,000 hits, but 100 people clicked through to our page. In which traffic exchange do you want to promote that particular page more heavily? No brainer, right? At 123, of course.

Tracking: Don't Leave Home Without It

The only way that you can possibly know whether your advertising is working is by tracking the results. Check out several tracking services to see which fits your budget and has the features you like. Then, either buy the script or sign up for a subscription. A tracking system is one tool in your marketing toolbox that you cannot afford to be without.

Pat Marcello is the owner of

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, and uses

her own server-side tracking system on a daily basis. For more information, contact Pat at

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Don't Leave Me Now

By Emmanuel Emesakoru

Don't Leave Me Now by Emmanuel Emesakoru

Don't leave me now lest my sweet breath would cease
Don't leave me now else my whole body would freeze
Don't leave me now that I'm crying on my hurting knees
Else I may never give my heart away again on lease

If you leave me right here and walk away from my life
I'd not even think about slitting my throat with a knife
This life will still go on and I'll definitely remain alive
But without you right here how do you want me to survive

Can't you see I trust you with every bit and inch of my heart
And never ever want to imagine the both of us live apart
If you leave today I shall never find another to believe
That's why I'm still begging you to stay and never leave

None



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