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Update: What Works and What Doesn't

By Carlos Arenas

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Here's a report that might help you out. This is the latest update on what works and what doesn't in online marketing (Dec. 2000).

I will take you through what doesn't work, first.

1. Blasting your ad to FFAs

Avoid these with extreme prejudice. Nobody ever visits these anymore. Plus your ad is listed for only minutes.

2. Classified ads boards.

These don't work either. At least not for Biz Opps Even in Yahoo! They don't work at all. Waste of time.

3. Blasting your ad to free opt in lists.

Don't work. You'll get 2 to 3 responses. this wont guarantee sales. Free opt-in list work only if you use a particular method described below:

[http://verdeneon.net/\\$3_gets_\\$10/](http://verdeneon.net/$3_gets_$10/)

4. Blasting your ad to paid opt in lists.

Don't work. In order for them to work you must chose new lists, no older than a month and with under 500 subscribers. And even then you only get under 10 responses.

If you're thinking about these "1,000,000 subscriber" companies, think twice about paying your \$39.95 to these companies. These are just a bunch of useless free opt-in lists that everyone else is blasting to and not really paying to much attention to. Again you only get 10–20 people per blast. It really isn't all they make it to be. It's all hype and emotional style propaganda.

5. Ezine advertising.

Doesn't work. If you're submitting your classified ad to ezines, you're a complete fool. You need a top sponsor ad and you need ezines that have a large loyal following and increases in subscribers at least 100

per week. If this isn't happening, then you've wasted your time and money.

You must take in consideration that an ezine is viewed completely the first few issues, then the subscriber just scans the issue for any relevant topics, disregarding the ads completely.

Plus you need your top sponsor ad in several ezines just to break even. This can be very expensive and there are no guarantees on the success of your ad campaign even on large subscriber ezines.

6. Ezine Solo ads.

Don't work. Again, same as above. Veteran subscribers do not read solo ads. In fact, they are annoyed by them. Only new subscribers read solo ads, so the ezine must be increasing in subscribers every week.

7. Banner exchanges.

These don't work. Unless you already have lots of hits to your site. If you have 1:1 exchange and you have 200 hits a day to your site, then that's just 200 impressions you get on other sites, but it's not guaranteed hits to your site. So just forget that idea.

8. Banner Ad campaigns.

Don't work. Some people say they do some say they don't. I'll tell you that you need a lot of impressions to make a "good impression" We're talking about 5 million to start with. This is really expensive. At a \$1 CMP (cost per thousand)

that's \$5,000. This will guarantee approx. 20,000 hits
It's pretty good if you have \$5000 hanging around.

9. Search Engines and Directories

Don't work. They might have worked 6 months ago or earlier.
I'll tell you why they don't work. URL submission to search engines is like throwing a basketball from one side of the court to the other and trying to make it in while there are a thousand other people trying to make it in as well in the same basket at the same time. It's ludicrous and useless.

Then once you're in, you have to be sure your listing is in the top 3 or you lose. It's that simple. So if there is a submission company that can guarantee top 3 for a popular keyword or keywords in the 5 major search engines and directories, then you have a chance to get some extra hits a day.

Note: All these variable must be there or you lose:
Top 3; the right keywords; 5 major search engines.
Again, taking all the variables plus what I mentioned before, it's ridiculous to even try. Another thing is that it usually takes week even months to get listed. Forget about it!

10. Ad swaps.

Don't work. Unless you swap strategically and even then you need to swap with many other websites to get a decent number of hits. And since you need to put the other site's ad on your site/ezine, your biz will look like a classified ad section of the newspaper and no one will want to visit your site again.

Ok, what works? There's only one thing you need:

100% GUARANTEED TARGETED VISITORS.

Any company that can guarantee a specific number of hits in a particular time frame is a "winner" in my eyes. This is crucial for any online business. You have to get results. You need guaranteed traffic. Once you have that traffic it's up to you to get the visitors in a confident buying mood.

But I will say from experience that traffic is the key.
The biz with the most targeted visitors wins. That simple.

You can control everything that happens on your site, from ad copy to delivery. So that is your job; to get everything on your site working smoothly. You must now get control of your traffic.

That's the only way to succeed online:

100% GUARANTEED TARGETED VISITORS.

Jagger Algo Update– Part 2

By Redalkemi Syndicate

This is the second part of the Google Jagger update discussion. The first part of this article discussed the overview of how and why Google needs to update its website ranking algorithms periodically. This article shall discuss the specific areas the Jagger update has altered in the Google algorithm.

Sources at Google claim that the changes we see are part of 3–phase update (Jagger1, Jagger2 & Jagger3). At the time of writing this article, we are in the completion stage of Jagger2 update. The Jagger3 update is expected to be rolled out over the next few weeks.

Jagger Update 1

The Jagger 1 update pre–shocks actually started with a string of back–link updates that began in September 2005 and continued into middle of October 2005. In mid October, Google updated its PageRank database for public view. Usually updated once a quarter, the PR update always creates a stir. While most SEO professionals heavily play–down the importance of PR in ranking, the legacy of its importance is so deep–rooted in the minds of most webmasters, that it is difficult to shake it off as an insignificant ranking parameter.

Jagger Update 2

It is believed that the Jagger 2 update is now complete and replicated to all the data centers of Google. However, you may still notice some fluctuations in the rankings as things stabilize for each update. We are now at the threshold of the 3rd phase of the Jagger update, which is expected to initiate sometime in the second week of November 2005.

From what we have studied so far, Google has re–engineered several aspects of its algorithm. Amongst other aspects we will know as things roll out, we believe it has altered the impact of the following:–

1. Value of incoming links
2. Value of anchor text in incoming links

4. Keyword repetitions in anchor text
5. Age of the incoming links
6. Nature of sites linking to you
7. Directory links
8. Speed and volume of incoming links created
9. Value of reciprocal links
10. Impact of outbound links / links page on your website
11. Sandbox effect / age of your site, domain registration date
12. Size of your site's content
13. Addition and frequency of fresh content update
14. Canonical / sub domains, sub-sub domains
15. Multiple domains on same IP numbers
16. Duplicate content on same site or on multiple domains
17. Over-optimization, excessive text markup
18. Irrational use of CSS

We are studying various aspects of the Jagger algo update and are closely monitoring the impact of changes in each of the above mentioned parameters and many more not mentioned here. We shall be discussing the impact of each of these aspects in the next parts of this article, which are likely to be written once the Jagger3 update and our study of it is complete.

In the meanwhile, we'd like to give out a word of caution - If you have suffered drop in your website rankings, do not do any drastic changes on your website until the Jagger3 update is fully implemented and stabilized. There is a delicate balance and inter-dependence of all these parameters that can bring back your ranks once the Jagger3 update is completed.

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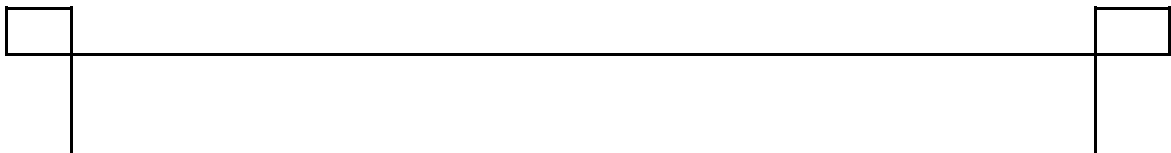
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