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We Are Hungry – Feed Us Please

By John Calder

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THE POWER OF FOOD TO ENTICE

As a child, we learned the power of food to entice animals to do our will. Ducks, chipmunks, and dogs could all be enticed to come closer to us for viewing or petting. Even our young siblings were sometimes enticed ---- and led as a puppy ---- with a trail of M&M's.

On the Internet, we can also use food of a sort to pull people to our websites. Rather than appealing to a person's desire for sustenance, we appeal to the desires and whims of the human mind through the use of strategically placed words and images.

THE FOOD ANALOGY

To truly appreciate the analogy of food and the Internet, you must first examine your own methods of finding what you are looking for online.

When you are searching for specific information on a specific topic, product or service, how do you get from your starting point to your satisfaction point?

The truth is that the world does not search for information much differently than you do. Although the world may have different activities, have different interests, and use different tools than you, the process or pattern is not going to be very different at all.

WHERE THE SEARCH BEGINS

The search either begins with a desire or a desire is triggered while an individual is viewing a website or doing other online activities.

DESIRE BROUGHT TO THE WEB

If the individual sits down to his or her computer with a desire in mind, his or her search will generally begin at a search engine. With hundreds of search engines to choose from, the exact starting point is rarely known unless it turns up in

your server logs.

According to a February 25, 2003 Search Engine Watch report, the most used search databases are as follows:

Service Searches Per Day

Google 250 million
Overture 167 million
Inktomi 80 million
LookSmart 45 million– includes MSN searches
FindWhat 33 million
Ask Jeeves 20 million
AltaVista 18 million
FAST 12 million

<http://www.searchenginewatch.com/reports/article.php/2156461>

Although these numbers provide the results of "one day in the life" of the Internet, they have remained somewhat consistent moving forward in time.

The search begins with selecting a search engine and then follows with picking keywords that one feels will best deliver the desired results.

DESIRE TRIGGERED DURING WEB ACTIVITIES

Ads or articles seen during everyday online activities can trigger desire. The ads or articles may be seen in the user's favorite ezine or on their favorite website. They may see a banner ad or a pop-up ad. Or they may see a link in their

travels, which triggers their curiosity and interest and perhaps a new search.

INTRODUCE THE CHAOS THEORY

Edward Lorenz was the first to show empirical evidence of the Chaos Theory.

"Lorenz had obviously made an immense breakthrough in not only chaos theory, but life. Lorenz had proved that complex, dynamical systems show order, but they never repeat. Since our world is classified as a dynamical, complex system, our lives, our weather, and our experiences will never repeat; however, they should form patterns."

<http://www.duke.edu/~mjd/chaos/chaosp.html>

I believe without fail that the chaos theory as described here applies perfectly to the process of how visitors reach your website. Patterns will emerge, but the process will never repeat itself.

Sure some people will follow the same link through the same ad, but the process by which people reach the particular link will never duplicate itself.

ONLINE MARKETING WOULD BE EASY IF...

If only you could see what was in the mind of the Internet surfer when he or she visited your website or purchased your wares, then the marketing game would be so much easier.

If only you could see the path that the customer followed to reach your website ---- reaching ten or fifteen pages backwards in time ---- then it would be easier to duplicate the successes that have come your way.

If you could truly understand the environmental variables that were required to bring traffic and convert your traffic to sales, then you would not need to be reading this article right now. Instead, your name might be Midas and all that you touched would turn into gold.

THE PLAIN TRUTH

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As mere human beings, we do not have a Midas touch. We cannot possibly understand all of the nuances and variables required to bring traffic to our domains and to turn our traffic into sales.

If anyone tries to tell you differently, run far, far away, fast.

The best we can hope for is to recognize certain patterns in our traffic and our sales, and then to utilize that knowledge to increase our traffic and sales.

COMING FULL CIRCLE

If we can begin to understand the patterns that people use to find our website and to make purchases of our products and services, then we will better understand which "brain food" to lay out for our target marketplace.

When all else fails, lay out hundreds or thousands of pieces of "brain food" for your visitors to utilize to reach your site.

And utilize sales copy for each visitor based on the kind of "brain food" crumbs that you have laid out to help your visitors to find you.

I wish you the best of luck in your continuing quest for traffic and sales.

John Calder is the owner/editor of The Ezine Dot Net. Subscribe Today and get real information YOU can use to help build your online business today! <http://www.TheEzine.Net>

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Hot–Weather Fish Feeding Facts

By Brett Fogle

Summertime provides the best time of the year to water garden - and also to be on the alert for high–temperature problems.

To remain healthy and continue growing, fish need to get all the nutrients available from their food, so

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feed them food they can easily assimilate in their systems. If fish seem hungry, feed them once to three times daily.

Feeding small amounts guarantees all the food gets eaten, preventing leftover food from spoiling in high, summertime temperatures and dirtying the water. Don't feed fish that aren't hungry - it only wastes money and soils their environment.

Oxygen dissolves easier in winter, when water temperatures are low. Warmer temperatures mean harder-to-acquire oxygen in water.

In summer, therefore, fish sometimes find it difficult to get enough dissolved oxygen - particularly in severe summer heat. Even when fish eat, the motion caused by their feeding further depletes oxygen supplies.

Avoid stressing your fish in the summer by feeding them in the cool, morning hours of the day. And to increase oxygen in the water, add a fountain or other aeration method to circulate and add air to your pond water. Submersible plants also help to increase the amount of soluble oxygen.

So, pay attention to your fish. The best rule of thumb is to never give them more than they'll eat in five minutes. Unlike people (!), fish eat only what they need to survive, and as water warms past 77 degrees Fahrenheit, your fish will eat less.

Brett Fogle is the owner of MacArthur Water Gardens and several pond-related websites including and

. He also publishes a free monthly newsletter

called PondStuff! with a reader circulation of over 9,000 pond owners. To sign up for the free newsletter and receive a complimentary 'New Pond Owners Guide' for joining, just visit MacArthur Water Gardens at

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