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**You're Unique – What About Your Site?**

**By Arleen M. Kaptur**

**You're Unique – What About Your Site? by Arleen M. Kaptur**

Websites come in all shapes and sizes. There are some geared toward children, and some for caring for your pets. In between there are sites for every conceivable interest, hobby, and business opportunity. The choices are unbelievable, but there is a common thread running through most of the websites on the internet. It's there and it is a reality. You see it as you surf and it rears its head when you are nearing the final steps to purchasing something.

A lot of the websites tell you about someone or something. Advertising runs rampant and testimonials fill the pages until you forget what the original idea was about. You can purchase anything from A to Z, and in every price range. There are numerous colors to choose from, and size. Foreign travel and recipes are there to satisfy any world traveler and gourmet. You can even purchase your choice of product/service in several languages and with interchangeable parts.

Now the common thread – that one ion of sameness. It's there when your coming and you can't escape it when you're leaving. You can't overlook it and there it is site after site. As an internet marketer, what can you do about it? Well, the solution is to be different with a twist. It is uniqueness with a slant. Yes, you will have to use your creativity and your individuality as a person to come up with an original and compelling way of presenting your product or service. Cutting that common thread of sameness is difficult. It's tough and its strong. Its fibers reach into every nook and cranny and climb up the walls of your site. Chopping this vine down takes some doing, but rest assured, it can be done and it certainly is worth it.

If you believe in your product and service, and there is certain value to what you are marketing, take out those shears and start cutting. Clip away until your site is "your site."

Don't let it ever become a copycat version of someone else's site. If you are marketing or featuring someone else's product or service, present it in a new light, with new insights into why someone should purchase it and what it can do for them. Use original content and put a bit of yourself into your site. People surfing on the net to purchase want to get to know something about the webmaster and his/her site. They would like a little information on who you are, and why they should buy from you. You can overdo this friendliness portion too, but then you have a neighborly chit chat and that could take

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away from your business intentions. A happy medium and a happy site will bring you volumes of visitors, subscribers, and buyers.

What can you use on your site to be unparalleled? Truth and honesty goes a long way and so does sincerity. People can feel that someone is genuine and straightforward. This puts you heads above your competitors. Present your claims openly and try what Ralph Waldo Emerson called "Plain Dealing." The opposite trait to this type of marketing is dishonesty and hypocrisy. Of course, there are shades of this unpleasant form of marketing and these are just as destructive. You certainly don't ever want to venture down these trails, because your business demise is at the end of these roads and so is your personal integrity. Too much to put on the chopping block.

If you invest time and money into whatever you are marketing, then invest another commodity – yourself. Become the legitimate, bona fide, earnest marketer of your product/service. Then proudly walk by the bogus, insincere storefronts and feel the warmth of offering something to make someone's life better or easier. Its a great feeling and it definitely is something you can take to the bank.

ENJOY!

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### **Internet Tip – Don't Count Your Hit's!**

**By Maria Marsala**

#### **Internet Tip – Don't Count Your Hit's! by Maria Marsala**

Do you have a hosting service that provides statistics for your website? Did you notice that the number of "hit's" to your site is astronomical? Many individuals think that the number of "hit's" tells you how many visitors you've had to your site. **WRONG!** The correct number to find would be the number of unique visitors or unique sites. Even if one person visited your site 4 times and viewed 10 of your pages, they'd count as "1" unique visitor.

What do you do if your hosting service doesn't provide "unique visitor" statistics? According to Jim Wilson, owner of one of the most useful sites on the web, [www.jimtools.com](http://www.jimtools.com), your "best bet is page views when dealing with your server logs. Another way to go is to use a service like WebTrends Live [www.webtrends.com](http://www.webtrends.com) which does a pretty good job of figuring out total visitors and first time visitors." Jim has written an excellent article on web traffic [www.jimworld.com](http://www.jimworld.com) [rafficreports.html](http://rafficreports.html)

HIT: Every time someone views a page on your site, each page, each

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document they could download on that page, and each graphic on that page makes up the "hit's" for that page. Example: one page with 4 pictures is equal to 5 hits.

**PAGE VIEWS:** Every time someone views a page on your site, the visit is also recorded in "page views". Example: One page with 4 pictures is equal to 1 page view.

**UNIQUE URL'S:** Every time someone views a page on your site, during a 24 hour period of time, the page is logged as a unique URL. Example: One visitor viewing 1 page with 4 graphics would be counted at 4.

**UNIQUE SITES:** This is the number of unique visitors to your site. Example: Each visitor to your site during a one month period is counted as "1" unique site, no matter how many times they visited your site.

Just to show you how the numbers vary, below are some numbers from my site in September 2001.

Hits: 77,158

Page Views: 10,855

Unique URL's: 548

Unique Sites: 5347

Maria Marsala, Business & LifeCoach–Consultant. Maria works with individuals as they design, start and grow their businesses or careers around what they love to do. Subscribe to "Growing You and Your Business" a free weekly online newsletter containing business, marketing, Internet or life tips and websites to visit. Subscribe at [www.CoachMaria.com](http://www.CoachMaria.com)

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