



Web Marketing Magic

By Kelvin Chan

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What they are and where you can get them



Introduction by Kelvin Chan

Dear Reader,

... My name's **Kelvin Chan**. First off, I want to thank you and appreciate you for who you are being and for taking the effort to download this e-book and most importantly, to read it.

And trust me ... It really is my privilege to have you as my reader.

I first started having my 2nd domain and website back in the year 2000. As I recall, I was up till 3am or so each night for the most part of 3 months back then just to pick up PHP (a web programming language) and mySQL (a database). Each time I picked up some new knowledge, I would immediately apply it by hand-coding on my old IBM ThinkPad. Under that huge ball of momentum and immersion, I was able to get quite good at it in a short time and have a pretty usable and dynamic site up and running.

Fast forward down the track, **TrafficLicious.com** has become my 8th ever owned domain and site. I've since sold off the website which I created back in the year 2000 to a Japanese businessman for a couple of grand. Not sure if that was a good decision but in today's standards, it would be a bad one because that site of mine had a Google pagerank of 6. Oh well!

Anyhow, enough of me ... please absorb as much as you can from this e-book as it contains lots of truths and powerful material that if you actually utilize them, you will see **RESULTS!**

On a **FANTASTIC** journey,
Kelvin Chan

P.S More about me over @ <http://trafficlicious.com/about>



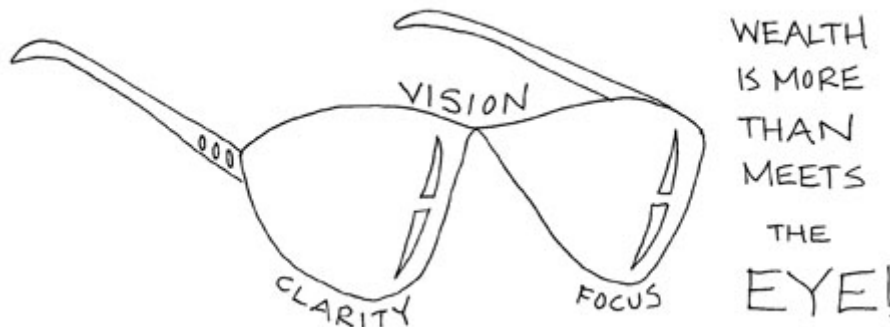
Section - From Within

Clarity from the Onset

Let's face it ... these days too many rush onto the internet marketing scene simply because they hear of others making obscene amounts of cash in a very short time. And that's fine in and of itself. Then again, the most outstanding ones in every other field make a lot don't they?

Before you rush off to start yet another project, be absolutely clear about why you're doing what you're doing and in some degree, how you're doing it.

The clearer you are about what and why you want to do something, the more time you save. Time is a limited resource for us humans and it's to our benefit that we make the most of it.



Credits: Wink by Roger Hamilton

Bottom Line: Clarity is power!

Passion and Flow

I realized long ago that I wasn't cut out to be deskbound (a.k.a. 9-5 jobs) or passive in whatever I do. Sitting in front of the television is pretty passive for me and that gets me very restless in a very short time.

Also, I found out that each and every time I followed my passion and flow, I would enjoy the process thoroughly and at the same time, make some good money.

Each and every one of us is made differently and uniquely and we're all meant to be doing different things or put it another way, have different callings in life. I



enjoy being around people and get energized by it. Not everyone is like that though.

My point is ... if you're going to start a site out and want to talk about fishing but know nothing of it, it will be pretty tough on you (not impossible just tough).

Bottom Line: Find 3 topics that juices you and create your site around it

How 'growing a garden' brings the trucks of cash in and FAST!

It wasn't too long ago that I attended a seminar where I had a light-bulb go off inside me. During the seminar, the guy mentioned that most of us are like people in a garden trying to catch butterflies with a net where these butterflies are money. We spend most of our time doing the wrong thing by trying to get money instead of **'growing a garden'**. Growing a garden simply means creating and giving value. By growing a garden, butterflies (or money) will be attracted to it.

Now think about this ... doesn't this make all the sense to you?

Think about the times when you spend / invest your money. If you're like most people, you would spend / invest your money only on things you want/need. In that case, these things that you want/need are of value to you.

In retrospect, I realized that those sites of mine which were akin to growing a garden made money (because they had value) whereas the rest didn't.



With that said I hope you think about your current site (if you have one) and see if it's a real garden to a good number of people. If not, you're just wasting your time. Meantime, start growing a new beautiful garden that brings loads of value and before long, you'll see butterflies flying in from all directions.



Bottom Line: 'Grow a beautiful garden' and start watching the butterflies fly in like a magnet

Momentum and Speed

Please bear with me as I explain the distinction between momentum and speed and the importance of it. If you're one of those people who think that they're both the same word and meaning, you have got to **STOP!**

Let me give you an example ...

A -----→ B -----→ C

In this first scenario, you first walk from point A to point B and from point B to point C at a constant speed. For this purpose, please assume you have both speed and momentum. Now let's move on ...

A -----→ B -----→ A

Here, you walk from point A to point B and then decided (for some reason) to walk back to point A. In this case, you also have constant speed. However, compared to the first scenario, you have "lost your momentum" because you're back to where you were in the first place. It's a bit like sitting on a rocking chair. You're basically moving all the time but getting **NOWHERE!**

You must be wondering by now what's the whole meaning of this and how you can use this to your benefit.

Suppose you heard one of your other web marketer friends making a lot of money from Google AdSense while you're struggling to make a dime in affiliate marketing after 2 months in it. Does that mean you should drop trying to be successful at affiliate marketing right away and start trying Google AdSense instead? Of course not!

I don't believe for a second that this web marketer friend of yours did not create some momentum in the beginning and kept at it before he got successful at it. For a fact, there are successful people in each and every monetizing model there is on the internet be it affiliate marketing, direct sales, Google AdSense and what not.

Can you imagine what would happen if Thomas Edison gave up trying to create his light-bulb after just 20 times?

Bottom Line: Give everything a fair chance and be willing to keep at it for a while by building on your momentum. Remember ... the rocking chair keeps moving



(has speed) but it gets nowhere because of lack of momentum in a certain direction. It only moves between points A and B.

Without the W.I.T.M.I.H attitude, you will FAIL!

Hey ... would you be interested to know one of the top reasons that separate the truly successful and the ones that never seem to achieve anything?

If so, please read on. Otherwise, you might as well stop reading this e-book right now.

Ok great ... I see you're still with me. Good! =)

Now I'll explain what W.I.T and M.I.H means:

W.I.T => Whatever It Takes

M.I.H => Make It Happen

Together they read and mean **whatever it takes**, I'll **make it happen!**

I'll give you an example ... suppose if I told you right now that you have to go out to make \$500 (or even \$10,000 for that matter) today. Now depending on varied factors, some of you will succeed in doing so yet some won't. Why's that?

Now just suppose (you have to project and visualize this for effect) you have 3 lovely young kids (2 girls and 1 boy) at home and a beautiful wife to support and feed and if you don't come home with at least \$500 in your pocket by the end of the day, your entire family would have to move out within 3 days and have nowhere to stay.

Would this entire situation take on a whole new meaning then? Do you think you'll allow yourself to come home with less than \$500 without even doing your very best? I would plead NOT!

I would very much imagine that you'll be taking on the **whatever it takes to make it happen** attitude wont ya?

Compared to the former example, you weren't as "hungry" as you were the 2nd time round.

In a very similar fashion, you have to look at what you're doing and see if you're treating it as a hobby (where it would be good to make some money over the internet yet it wouldn't matter if you make a dime) as compared to treating it like a full time business (where if you did not make \$XXX by a certain date/time, your lifestyle could be drastically affected).



Does this all make sense to you? I do very much hope so ...

Bottom Line: Adopt a **W.I.T.M.I.H** attitude and your results **WILL** change for the better. I guarantee that! Repeat after me now ... **“I will do whatever it takes to make it happen”**. Well done buddy ... now let's move on. =)

Section - Personal GearBox

2 FireFox Extensions I can't live without

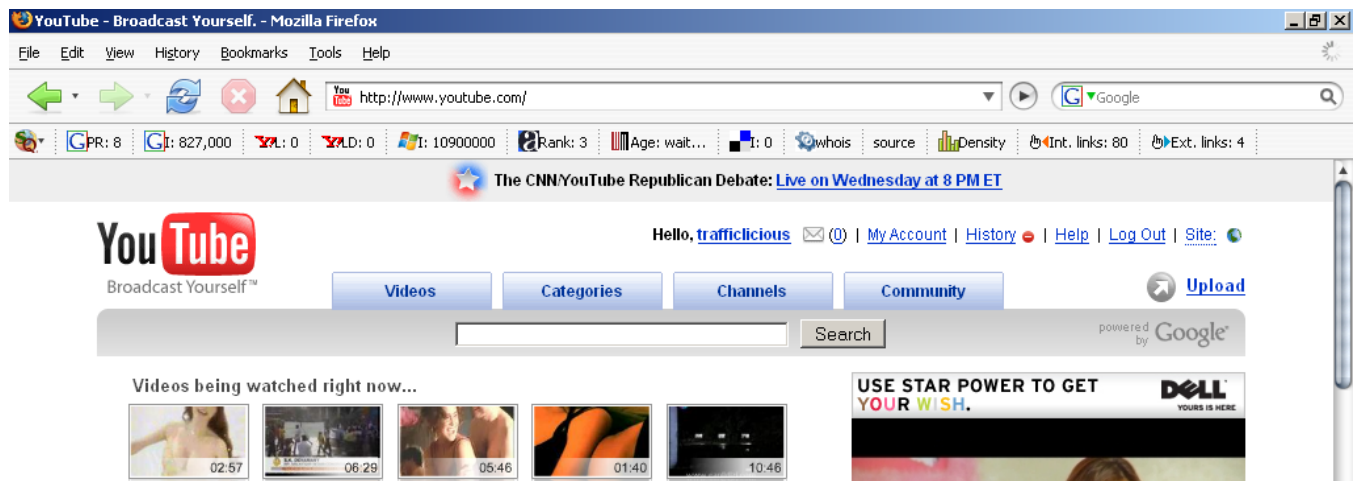
Ever since Mozilla FireFox came on the scene, it has never looked back. Its popularity continues to grow day by day and no surprise due to features such as customizable themes and extensions that are truly useful. It also allows you to customize its technical parameters (don't bother about this unless you are a tweaker).

Firefox Extensions: <https://addons.mozilla.org/en-US/firefox/browse/type:1>

Ok ... now allow me to show you 2 of my favorite extensions:

SEOQuake

SEOQuake is essentially an extension useful for webmasters who are into search engine optimization.



Notice SEOQuake is right beneath my navigation bar? (Some of you must be wondering why I'm not using a bookmarks toolbar. I am but I hid it :D)

When it's setup properly, each time you navigate to a different site / page, SEOQuake's toolbar will work to show you different pieces of statistical



information about that page such as Google PageRank, Whois, Alexa Ranking and so on and so forth.

I use it mainly to check for any webpage's keyword density (it can be accessed by clicking on the area with several bars before the word "Density").

To give you an idea how that pans out, look at the screenie below which shows the keyword density of a webpage related to chinese food.

The screenshot shows the SeoQuake density tool interface. At the top, it displays the URL: <http://www.chinesefood-recipes.com/>. Below the URL, there is a table with the following columns: Keyword, Found in, Repeats, Density, Search volume, and Advertiser competition. The table lists various keywords and their corresponding statistics.

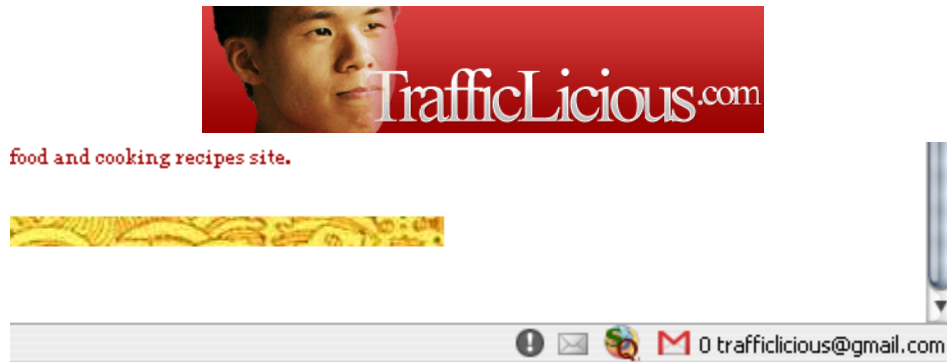
Keyword	Found in	Repeats	Density	Search volume	Advertiser competition
chinese	T, K, D	43	4.29	n/a	n/a
recipes	T, K, D	20	1.99	n/a	n/a
cooking	T, K, D	20	1.99	n/a	n/a
chicken		17	1.69	n/a	n/a
food	T, K, D	16	1.60	n/a	n/a
pork		13	1.30	n/a	n/a
fish		9	0.90	n/a	n/a
salad		6	0.60	n/a	n/a
tsp		6	0.60	n/a	n/a
sauce		6	0.60	n/a	n/a
beef		6	0.60	n/a	n/a
sweet		5	0.50	n/a	n/a
garlic		5	0.50	n/a	n/a
broccoli		4	0.40	n/a	n/a

Additional features visible in the screenshot include a 'Document info' section with meta keywords and a description, a 'Bookmarks' section with links to keyword tables, a 'Filter' section with search options, and a 'Keywords cloud' section displaying a word cloud of related terms.

SEOquake Extension: <http://www.seoquake.com/> (Available for both IE and FF users)

Gmail Manager

Chances are good that Gmail lovers would have multiple accounts and that's where Gmail Manager comes in handy. It allows me to check at a glance if there are any new pieces of email for each of my account and if so, with just a click, I can access my inbox without entering my username and password (except for the first time when you set it up ... provided you choose to save the password).



Gmail Manager sits at the bottom right hand corner of the browser and by right-clicking on it, you'll see at a glance all your inboxes' statuses.

Gmail Manager Extension: <https://addons.mozilla.org/en-US/firefox/addon/1320>

Bottom Line: Try these 2 extensions out and feel free to use any other extension that serves your purpose

10 Must-Have WordPress Plugins

WordPress is absolutely awesome. God knows how many sites are based on the engine of it. The last time I heard there are about 200,000 new blogs created each day and I'm pretty sure a great portion of them would be running on WordPress.

When I first started using it many years ago, they were still very premature and were not as well-developed as it is today so I stopped using it after a while. It was only in 2007 that I started using it actively. In case you don't know, TrafficLicious runs on WordPress.

Similar to Firefox extensions are WordPress plugins. They add functionality and what follows are some recommended (or must-haves if you would) plugins.

(Not in order of importance)

- 1) **Google XML Sitemaps** - <http://www.arnebrachhold.de/projects/wordpress-plugins/google-xml-sitemaps-generator/>
- 2) **All in One SEO Pack** - <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>
- 3) **Enhanced WP-ContactForm** – <http://www.joostdevalk.nl/wordpress/enhanced-wordpress-contactform-plugin/>
- 4) **Robots Meta** - <http://www.joostdevalk.nl/wordpress/meta-robots-wordpress-plugin/>
- 5) **Akismet** - <http://akismet.com/>
- 6) **Ultimate Tag Warrior** - <http://www.neato.co.nz/ultimate-tag-warrior/>
- 7) **WordPress DB Backup** - <http://www.ilfilosofo.com/blog/wp-db-backup>



- 8) **Subscribe To Comments** - <http://txfx.net/code/wordpress/subscribe-to-comments/>
- 9) **Popularity Contest** - <http://alexking.org/projects/wordpress/readme?project=popularity-contest>
- 10) **WP Cache 2.0** - <http://mnm.uib.es/gallir/wp-cache-2/>

So there you go ... enjoy!

P.S Re-read this entire section if you like to before moving on to the next part

Section - Your Site and the Web's Big Picture

Content Quotient = C _____ Q _____ + C _____ Q _____

Scared you did I not? If you failed mathematics before, fret not.

I'm sure by now you would have heard many other internet marketers tell you that content is king haven't you? And that's true ... but there's another equally important point that's missing from those 3 words.

As far as I'm concerned, every website has a certain **CONTENT QUOTIENT** and this content quotient is made up of 2 major components which coincidentally starts with the same 2 letters (i.e. C and Q) as well ... and they are **CONTENT QUALITY + CONTENT QUANTITY**.

So now the revealed equation reads:

Content Quotient = Content Quality + Content Quantity

Hehehehe

If you have an existing website, I would like you to stop reading for a minute or so to think about both your sites' content quality and content quantity.

Ok ... welcome back.

What do you notice? Have you got both content quality and content quantity? For some of you, you'll notice that you've got lots of content (i.e. content quantity). In that case, you would want to ask yourself if these content are of a good quality. On the other hand, you may have good quality content but not quite enough of it to retain a large number of your new site visitors.



Here's my philosophy and belief ...

You cannot have too big a gap between your content quality and content quantity. They need to both grow in tandem. If you feel you have lots of content but they can be of a better quality, then I suggest that you stop creating more content for the time being and focus instead on improving the quality of your content.

Site statistics don't lie (or do they?). If you've got a good content quotient for your site and your marketing on your site is decent, the traffic should be growing over time.

Bottom Line: Bring up your site's overall content quotient by working on both content quality and content quantity (with a focus on the weaker component of course)!

Online Persona

First of, let's define what persona means. I just checked on Merriam-Webster Online a minute ago and this is one of the definitions of the word **persona**:

The personality that a person projects in public

What's this whole online persona business you must be asking?

Well ... think of it this way. Each of us tends to be a different person to different groups of people at different times. Am I not correct? For example, if you're a married teacher, you would appear to be a certain way to your students yet when you're with your partner, you are a "different person" altogether.

Moving forward ... have you ever noticed that personal sites with photos (especially of the owner's) on them tend to have their audience hang around longer with them (i.e. loyal) whereas sites without photos must work extra hard to keep their viewers coming back?

I may not be entirely correct with this but it's just my own experience and that's just what it is.



Can you see how Alister Cameron establishes a certain persona with his site?

And here's my reason why I think that's the way it goes...

Simply because people like and want to feel connected (this is one of human beings needs) and on the internet where blogs are aplenty, surfers like to know who and how the person behind all the content he puts up looks like and sounds like.

It's about having a great story. Every great international speaker has their own life story to tell and why should the internet be any different at all?

If what I've said so far makes sense to you and you have a photo-less / audio-less blog, why not put up a voice recording to say hi to your viewers and perhaps put up a photo or two?

Take it from me ... **all things being equal**, your visitors will come back more often and also hang around a bit longer.

Do domain names make a difference?

Please do not ever underestimate the importance of a good domain name for your site. I'll be the first to admit though that it's not the end-all and be-all but having said that, it always helps to start off on a right note and if you haven't yet got your own domain, now's the best time for you to think of one after you're done with this chapter.



Guidelines for good domain names:

- The shorter, the better
- The lesser the number of words, the better it is
- Domain name should preferably give some indication on what your site is all about
- The more unique the name, the better it is as it triggers one of our human nature called curiosity

A quick check on the top 20 ranked sites at Alexa brings up names such as **Google, YouTube, FaceBook, Wikipedia, Friendster and eBay**. One can probably guess Wikipedia is like some sort of an encyclopedia and Friendster has something to do with friends but what the hell is an eBay? Yet today it has turned into a household name and most would have visited or used that site before.

It's safe to say that most good domain names have been snapped up yet don't let that stop you from wrecking your brains for one. You'll be surprised to find that there are still a lot of domains unregistered and available. TrafficLicious.com is one very good example (hey, you may not agree with me but you know what? This is my e-book and I'm going to write whatever I feel like in it. :D)

Why most blogs fail to make money

I believe most blogs fail to make any money at all because of one or more of the following 5 reasons:

1. Use of a wrong monetization model
2. Lack of good targeted traffic
3. Lack of an opt-in list
4. Lack of call to action
5. Value of product is not visible to prospective buyer

1: Use of a wrong monetization

As you probably know by now, there's more ways than one of creating an income over the internet. You can do it via direct product sales, direct ad sales, affiliate marketing, pay-per-install, Google AdSense and a host of other what-have-yous. Some sites have so much good traffic yet all they're doing is rely on AdSense instead of creating a product which will immediately bring them a lot more income.

As a general advice, do not use Google AdSense as your main model when you're starting out. Start with some product if possible. When your traffic begins to accelerate into a ball of momentum, you can begin introducing well-positioned AdSense ads for another dose of good income.



2: Lack of good targeted traffic

What good is it if I get 1 million unique visitors in a year that's looking for Christian related products if my website advocates Islam?

When looking for backlinks (if you do any SEO at all), it would be much more effective placing links in related forums/sites as compared to sites with topics that are far removed.

3: Lack of an opt-in list

Success leaves clues. If you're a customer of Dell's, you would probably have seen that Dell sends you their product catalogues every now and then (either via snail mail or e-mail). That's essentially their opt-in list.

Having an opt-in list (a good one) makes your job much easier because you've got a group of people who has pretty much subscribed to what you say, how you think, your products, etc.

4: Lack of call to action

So what if you have good amounts of traffic? So what if you have an opt-in list? You must be daydreaming if you expect to make any decent amount of income if you don't create a call to action every now and then.

A call to action basically signals to your visitor/subscriber to do something (be it subscribe to a list, comment to a post or even purchase a product).

Don't get me wrong. You most certainly don't want to overdo this as well as you could jolly well scare away these people. A good balance is what you need and only time and experience can tell you that.

5: Value of product is not visible to prospective buyer

Now that you've got decent traffic, a good opt-in list and some call to action and yet sales are not coming through ... what's happening you ask?

One possible and very probable reason is that your potential buyer does not see the value of your product. Put it another way ... it means your potential buyer does not see enough reason why he/she should get your product (even though your product might have a lot of value in it) and the only person that can be faulted for this is **YOU!** (yes ... **YOU!**)



It's your job to show them why they need your product, why they would want your product, how they can benefit from your product and how your product is worth every single cent that they're paying for it. And you need to do this very well and effectively in everything that you do.

Bottom Line: Identify why your site / blog is not making money and how you can remedy it

Powerful Subconscious Effects of Colors

Unbeknownst to most of us while surfing the pipes of websites all over the world, one subtle but very powerful aspect of web pages affect our psychology subconsciously. Believe it or not!

Enter the effect of colors.

In normal life, to what color are we taught that bulls react to? Yep, that's right ... It's **red**.

What about the **blue** of the sky? I've never seen anyone get tensed up or more stressed up by looking up into the sky (unless it's dark and gloomy ... then again, that's a different color). The right tone of **blue** has a very calming effect on the human body. On the subject of blue, did you know that if your food was colored **blue**, it would discourage your appetite badly?

Now can you guess which color is used to exude confidence, authority and power?

It's none other than **black**. Why do you think lots of business suits are colored **black**?

And whenever you have lots of colors together (e.g. like in the rainbow or the kids' playground), people tend to be uplifted and happy. It gives a little buzz to our bodies.

Ok with all these said, how can we apply these knowledge to our webpage? If you intend to encourage excitement and action, have an **orange / red** colored theme would be a good start (notice that's also the main color theme of **TrafficLicious.com**?). If however you have a site related to meditation, holistic living and the like, try experimenting with different tones of **green** and **blue**.

To find out more about colors, check out the following sites



Site:

https://secure.earthsaversonline.com/earthsavers_lifestyle_tip_details.php?tip_category_id=1&tip_id=24

Site: http://www.dmd-studio.com/web_designer_tips_resources.htm

Simple Is Good (a.k.a. KISS)

Do you sometimes get a feeling that you don't know what a certain site / page that you're surfing on is all about? And you're figuring the guy / gal you're sitting next to wouldn't have much of an idea as well.

Your guess is as good as mine ... the reason is most likely because the site is so de-focused (is there such a word?).

When you have your own site, you definitely do not want others to feel the same way like you do when you surf these sites. It's fine to sidetrack once a while just to add a bit of variation but by and large, your site should be focused on mainly one topic (broadly or otherwise).

As an example, if you have a food recipes site, then your visitors would expect to have recipes on your site and so forth. As your variation, you could talk about things relating to kitchen, culinary, etc but please refrain from mentioning anything about yachting or table-tennis. Get the picture?

Staying focused is the key and as they say "Simple is good" and I can't agree more. The brilliant Albert Einstein said that "**Everything should be as simple as it is, but not simpler**". So please K.I.S.S (stands for Keep It Simple Stupid ... just in case you didn't know).

Let's move on mate ...

Going Contrarian

Alright ... let me get this clear from the start ... I'm not suggesting to blatantly be contrarian just for the sake of being a contrarian.

What I'm advocating here is to not simply follow whatever the crowd says or does. I'm sure you've heard the saying along the lines of walking the road less traveled and you'll find success. It has a lot of truth in it, wouldn't you agree?

Imagine you were sitting with a group of 4 other friends at a café and sipping on a nice little latte and chatting about a certain strategy to get more traffic. You including 3 other friends nod your heads in agreement to show that you approve of that strategy when all of a sudden, the last friend (the one who tends to play



the devil's advocate) shakes his head and disagrees and follows up to voice his view.

Now some hours later when you're back at home, you're most likely to remember this friend of yours for having said something that went against the vote of the majority. Is that any surprise at all?

The online community is no different at all ... you should definitely want to voice your own opinion against the majority when you truly feel that you have a point of course. Do make sure that you do it in a respectful manner though while you're posting your views on forums, blogs, etc.

Believe it or not, some people will actually click on you or your site's link just because of what you have done and by doing that, you have gained an additional site visitor (hopefully one that's long term). =)

P.S You're basically playing the game of odd one out

Communication is Key

If you're married or have kids, you would know what I'm talking about in this section.

For a while, if you've been communicating (the right way) with your partner and/or kids, everything would seem ok but the very moment when you neglect that, things just seem to fall apart and breakdown in every way.

The online world is likewise my friend. If you've got a blog or a list, you need to constantly be out there communicating with your audience so that they'll have a very good reason to stick and hang around.

It's one of the primary keys for failure online so what you got to do is get in touch with them every once in a while (if you're fulltime then probably once every 2-4 days or so as a guideline but if you can't afford to do that, then make an effort to do so every 6-14 days ... beyond that, well ... I don't know).

Bottom Line: Communication is Key

W-W-Web Usability

Web Usability is truly one of the forgotten arts and skills for modern day web entrepreneurs.



Web usability is all about making your website extremely usable (more popularly known as user-friendliness) and logical and organized, etc, etc ... Ok, you get the picture.

To give you a very practical sense of it, it's about where you place your search box, your site navigation, the color theme, accessibility for the physically challenged and so on and so forth.

A major part of how people decide about their new homes/property has a lot to do with the design (both interior and exterior) of the place such as where the toilet is, the garage size, laundry area, etc. Why should the web be any different?

To find out more about web usability, simply check out Dr Jakob Nielsen's book (published quite a few years back) or simply Google "web usability".

Bottom Line: Web Usability is important!

Trust and Rapport

Quiz time ...Q: Would you want to buy from someone you don't trust and who hasn't built rapport with you yet?

Yep ... you know the answer don't you? If that's the case, you need to first establish trust and rapport between your readers (these are your prospective clients) and yourself before you can really market anything to them.

One can't state enough how important trust is. It's the bridge that allows one to lead the other to do something (be it good or evil). This is the very same power that also allows leaders of cults to lead their group astray or to death. And the reason is simply because their group has placed their trust in the leader. Makes sense?

Having said that, your next question would probably be "how can I build trust and rapport then?" and that's not a question that can be easily answered though I'll do my best to give you an idea.

Assuming you've got an opt-in list, you would want to be human by keeping in touch with them every now and then and giving them real value by sending them tips and techniques and also by willing to share with them whatever you know. You get the drift?

Bottom Line: To build a successful business, you need people who trust you and can help you spread the word.



Section - Traffic Generation Strategies

Simple SEO Techniques in only 10 minutes

What you're about to read is potentially worth more than the price of this eBook itself but hey, I'm all for giving value so here goes.

I've found out some time ago that keyword search results on Google are affected hugely by 4 factors. They are namely the domain name, the page's title, the meta tags and the keyword density.

Well one thing's for certain ... if you've already got your own registered domain, then you're left with 3 out of those 4 factors which you can tweak with (unless you are game to register a new domain name that is) which is still pretty good I should say.

Let's use an actual example here ... let's say that you want to target a keyword phrase such as "effective time management".

The first thing you want to do (if you have not registered a domain) is decide on a domain name that's based around those words (skip to the 2nd part if you've already got a domain name). So for example you could use:

- effectivetimemanagement.com
- effective-time-management.com
- effectivetimemanagement.net
- effective-time-management.net
- timeeffectivemanagement.com (well ... you get the picture?)

And now here's the 2nd thing you want to do, you want to customize your page title around those 3 words so you could use something like:

- Effective Time Management | Time Management
- Effective Time Management | Management of Time | Effective Management

You with me so far? (... if all else is fine let's move on)

3rd thing for you to do is to customize your meta-tags (both keywords and description) and you'll do it in the likewise manner of the 2nd step for keywords though this time you would separate them out by commas as opposed to "|" (strokes). As for the description, you would want to have most of the keywords aforementioned except that you'll be writing it in a more natural language. As



much as possible, do not add in too many other words into the description as that might cause some dilution.

The 4th thing for you to do is to attempt to increase the number of times those 3 words (i.e. effective time management) appear on the page BUT not over-spamming to the point where the keyword density is over 6% (as a guideline though I've seen sites that are still listed on the top 10 results of Google searches even with KDs of 30%-50%).

Sounds like a mouthful does it? Fret not ... All these will take 10 minutes and under once you get it underway (unless you type at the rate of 7 words per minute).

If you've done all the above, the last thing for you to do is to submit the page/site to Google (or any other target search engines). Now all I ask for you to do is be patient and in a couple of weeks, they (the search crawlers) should pick you up and get you indexed (hopefully on the top 10's list). The only issue is that if you're taking keyword phrases that are EXTREMELY competitive. Then that will take more than the above four steps. Those steps are beyond our scope here. As I've titled this section, it's called simple techniques in only 10 minutes and I have every intention of keeping it that way.

Bottom Line: Take massive action now on keyword phrases you intend to target

Promotional Methods for your Web Business

Hey, what good is it if you have a fantastic service and/or product on your site but no one knows about it? In other words, you need to get good at marketing whatever service/product that you have. Just like any other stuff I could think of, you could market it both online and offline.

Online Methods:

- Article Directories (such as EzineArticles.com)
- AutoPinger
- Blogger
- ClickBank
- Commenting on external blogs
- Communities / Forums (Related ones work best)
- Craigslist
- Del.ici.ous
- Digg
- EBay
- FeedBurner
- Friendster



- Google AdWords
- Google Newsgroups
- Google Searches
- Google Video
- MeetUp.com
- MyBlogLog
- MySpace
- mIRC
- Opt-In Lists (by contacting the owner and working on a JV)
- Pingomatic
- PodCasts
- Press Releases (PRWeb.com)
- RSS Feeds
- Signatures (Email, Forum, Site Back-linking, etc)
- Skype
- Squidoo
- StumbleUpon
- Technorati
- Testimonials (Writing them for products and services you use)
- Yahoo Answers
- Yahoo Groups
- YouTube
- **P.S Please don't limit yourself to only these listed methods ... there are countless more and it is up to you to be creative and resourceful**

Offline Methods:

- Advertisements on Magazines, Newspapers, etc
- Alumnus Events (University, etc)
- Business card exchange
- Car Decals
- Exhibition and Trade Shows
- Flyers
- Joint Ventures
- Newspaper Write-ups/Features
- Seminars and courses
- T-Shirts
- Word of Mouth
- **P.S Please don't limit yourself to only these listed methods ... there are countless more and it is up to you to be creative and resourceful**



How to get indexed on Google in DOUBLE QUICK TIME!

Everyone likes to get listed on Google as fast as possible ... who wouldn't?

Not too long ago, Google started indexing sites using the XML sitemaps on them and if that's the case, it is only wise to have an xml sitemap if you want to be crawled by them quickly.

If you're running your site on Wordpress then head back to the earlier section where I mentioned about plugins for Wordpress and there you'll find a plugin to automatically generate an xml sitemap and also update it every single time you make a new post all at the cost of \$0.00. Real neat!

If you're not using Wordpress then you could use the site I've listed below (there are some other alternatives) to create an XML sitemap for your site.

Once you've done creating the sitemap, you can either leave it alone or wait for Google to discover it or you could be pro-active by submitting it via Google Webmaster Tools (http://www.google.com/webmasters/start/#utm_source=en-et-wc&utm_medium=et&utm_campaign=sitemaps-us-wc). I suggest the latter of course.

The screenshot shows the Google Webmaster Tools interface for the Sitemaps section. The breadcrumb is 'Dashboard > Sitemaps'. On the left is a navigation menu with 'Sitemaps' selected. The main content area shows the site 'www.trafficlicious.com' and an 'Add a Sitemap' button. Below that is a 'View:' dropdown set to 'All Sitemaps' and an 'OK' button. A table header is visible with columns: Sitemap, Type, Submitted, Last Downloaded, Sitemap Status, and URLs submitted. Below the header is a button to 'Add a Sitemap to tell us about your site'. At the bottom of the table area are buttons for 'Delete Selected' and 'Resubmit Selected', and a link to 'Download data for all sites'. The footer of the interface contains copyright information for Google Inc. and links to Terms of Service, Privacy Policy, Webmaster Central, and Google's blog for webmasters.

Bottom Line: Start creating your sitemap right now if you don't have one! =)

Site: <http://www.xml-sitemaps.com>

Discover in real-time which keywords drive traffic to your site

There's a search engine that's been around for a while that allows visitors to see what keyword searches are being done in real time and the name is MetaSpy.



MetaSpy: <http://www.metaspynet.com/info.metac.spy/metaspynet/filtered.htm>

metacrawler®
SEARCH THE SEARCH ENGINES!®

Web | Images | Audio | Video | News | Yellow Pages | White Pages

SEARCH

Exact Phrase | [Advanced](#) | [Preferences](#)

metaspynet

Current MetaCrawler searches
This page will automatically refresh every 15 seconds.

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[top online sportsbooks www.coachescorner.com](#)
[8020-mortgage-calculator](#)
[superbowl sportsbooks www.coachescorner.com](#)
[bathroom remodeling canton oh](#)
["basketball trends www.coachescorner.com"](#)
["football odds www.coachescorner.com"](#)
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Web | Images | Audio | Video | News | Yellow Pages | White Pages

SEARCH

In some ways parallel to that, did you know that you can also see from which referral urls and using which keyword phrase searches your visitors are using to arrive at your website?

Yes! You can do that with Hittail.com's services? They have 4 pricing plans available. One of them is free and should be more than sufficient for low volume sites.



Knowing all these information that Hittail provides is useful because it can assist you in further strengthening your position in certain keywords, et cetera et cetera.

All you need to do is signup and add a one-liner to your main site template and you're set and ready to go!

Site: <http://www.hittail.com>

Out of Sight, Out of Mind

This is really simple if you have an opt-in list already. Basically you need to communicate and remind your members every once in a while that you actually exist. It's only natural that after a period of time, people will tend to forget you (unless you're in their family of course ... then again ...) so you owe it to yourself to bring them back to your site after you put up some good stuff, etc.

Whatever remains outside of our conscious minds tends to stay there till a force is acted upon it. It's the law of physics. Or more correctly put, Newton's 1st Law. In it, it says **"An object at rest tends to stay at rest and an object in motion tends to stay in motion with the same speed and in the same direction unless acted upon by an unbalanced force"**.



Bottom Line: Make it a point to at least remind your audience that you actually exist every once a month or so (unless you risk them forgetting about you totally)

Copywriting Secrets the Insiders don't want you to know

Good copywriting is one of the most valuable skills you can have and is one skill that you cannot do without (in my opinion of course).

Effective copywriting enables you to catch attention (don't we need more of that all the time?) and market your products better. It helps to trigger more traffic over to your site.

Guidelines:

- Numbers beat words (nearly all the time!)
- Don't use words that are too long or bombastic (e.g. huge vs. phenomenal)
- State in terms of pain and pleasure
- Have special keywords in them
- Be outrageous (whenever possible) but not slanderous
- Incorporate colors if possible
- Misspelled words can help at times (if done right)
- Abnormality when appropriate

Samples:

- 10 things I learned in 100 days of blogging
- How to install Vista in 2 minutes
- 7 Reasons Why You Should Sell High-Priced Products
- 5 Fast Ways to get PR4+ Links to Your Site Today
- The "F-YOU" Attitude For Success
- Make money in 15 minutes?!
- How to e-x-p-a-n-d your business
- The #1 Traffic Secret
- @\$*()@\$@

Tip: Observe what sort of article titles on the BlogRush widget catches your attention and curiosity.

Online Listing Diversification

So what's diversification you ask? Well, getting a definition from a dictionary will be a good start.

Diversification: to balance (as an investment portfolio) defensively by dividing funds among securities of different industries or of different classes



In layman's terms (and in relation to internet marketing), that would mean to balance where your traffic (and sales as a result) comes from by dividing listings among different sites and sources. Don't worry, I'll elaborate further.

I remember one time when I was getting huge amounts of traffic from a particular site and as a result, at the end of the month, my sales also increased twofold and more. It was the case of Pareto where 80% of my results came from 20% of my listings. Needless to say, I was a happy camper ...

Not for long though because something eventually happened that caused traffic levels from that site to drastically drop. And as you can guess by now, sales level went down with it.

That got me to start thinking that if my income level was dependant on one (or a few) listings that were beyond my control anyhow, I was a dead cat. It then dawned upon me that I needed to diversify greatly on the internet to get sources of traffic from as many places as possible. Forums, blogs ... you name it.

Every other big company that advertises (such as Nike, Coca-Cola and McDonalds) does things the same way. You don't just see their billboards on the highway. You literally see them EVERYWHERE.

Bottom Line: If you've been counting and riding your luck so far good for you but it would only be prudent that you stop sitting on your laurels and start getting additional listing (or advertising) sources today!

Riding the Big Names

This technique is pretty awesome because it is actually tapping on the law of association.

To best demonstrate what I'm talking about when I say "**riding the big names**", suppose that you had a site that was golfing related and no matter how hard you try to optimize your site and pages with SEO, you just don't seem to get much of a return for your effort.

While you continue to optimize with SEO, may I suggest that you attempt something else? I'm sure somewhere along the lines you've heard of the saying "**A fool is someone who expects a different result while using the same strategy**". Certainly you don't want to be a fool do you?

Now back to golf ... let me ask a quick question. When you think about golf, **WHO** do you think of? What about basketball?



If you answered Tiger Woods and Michael Jordan respectively, do me a favor and give yourself a pat on the back.

You'll be amazed enough to see that a lot of good domain names are still available. I'm adamant about it because I get to register excellent domain names **ALL THE TIME!**

P.S At the time of writing, I made a blog post titled "Lack of Good Domain Names?!" that you can read at <http://trafficlicious.com/lack-of-good-domain-names/>

Now back to golf, knowing that Tiger Woods is the biggest name out there (you can use other big names in golf as well), attempt to register 1 or 2 really good domain names with the words "tiger woods" in it. To give you the big picture, what eventually happens is that you'll use this anchor site to redirect some of that traffic over to that main golfing site of yours. Get it?

I've got a good alternative for you if you choose not to register a new domain at all. Going back to golf, create a sub-folder or a new .htm page (or asp / php / jsp) and in it, make sure the words "tiger woods" are in it.

So for example ...<http://www.yourgolfingsite.com/tiger-woods/> or <http://www.yourgolfingsite.com/tiger-woods.php>

Eventually what happens is that if people are searching the phrase "tiger woods", you stand a chance of getting some traffic from SERPs (search engine result pages) because of the fact that you have a page with the name "tiger woods" somewhere in it.

The possibilities are really endless. So if you example, you have a site that is focused on the topic of equities investments (stock investments) and knowing that Warren Buffett made his name via equities, you could register a new domain name such as <http://www.therealwarrenbuffett.com> or you could use a sub-link such as <http://www.myequitiessite.com/warren-buffett.htm>

Bottom Line: Start getting some quality targeted traffic today by riding the big (related) names!

Section - Site Monetization

Monetizing Models

Let's face it ... there are umpteen ways to go about creating a nice little income for yourself online.



So let's list a couple of them before we go any further:

- AdSense Clicks / Arbitrage
- Affiliate Marketing (E.g Amazon.com, ClickBank, etc)
- Direct Advertiser Campaigns
- Direct sales on information products
- Direct sales on physical products (Does eBay come to mind?)
- Get Paid to Blog
- Writing Reviews for Others
- Etc, etc (there are new ones coming up every now and then)

As you can see for yourself, there's just not one way to making some tidy income each month but what you want to do is to decide which monetizing model/s fits your every individual site best (btw, it's not necessary to have your own site to make money online ... you can use Adwords campaigns to earn affiliate income).

Let me give you some examples ... suppose I had a site that dealt with things such as golf clubs and knowing that golf clubs are high-end physical products, it would make all the sense to me to be either selling my own golf clubs (this is not feasible unless you happen to own a company that manufactures golf clubs but I was only giving an example) or to be doing affiliate marketing (Amazon for example).

Giving to Give vs. Giving to Receive

Ok ... now onto the topic of giving. People give for 2 primary reasons (or motives if you would). One is obviously to truly give because they want to help, give value, assist, contribute, yada, yada. And the other, is because they expect to receive something back (of which value is irrelevant here) in return for what they gave.

Now back to the very subject that concerns us (i.e. web marketing), you simply have to give to give to even stand a chance of surviving on the internet because visitors are looking for value. To give an example, I would have to spend time and effort to create videos that actually help my viewers so that they can be better at what they do. That's truly value.

Giving to receive is kinda different ... most of the websites nowadays want your name and email so what they do is ask for your name and email and when you have given them that, you will be offered something like a free report, audio, etc.

The conclusion is pretty simple ... if you want traffic that is actually retained, you had better start giving to really give and when you actually do that, you can move on to giving to receive.



Bottom Line: Start giving to really give (and not expect something in return)

Creating Immense Value

Simply over-deliver on your promises ...

People on a 9-to-5 job generally work for their money as opposed to working FOR the company or to put it in another way, to work in the company's interest. That's why they end up getting what they tend to get (in terms of wage). Here's the truth, if you begin to create immense value for your company by over-delivering (be it beating a sales quota or increasing your productivity by 2x-4x for example), I will dare say that your pay has to go up as well. That's the law of value for you.

It's pretty much the same online ...

If your primary monetizing model is selling your own product, try increasing the value of your sales package **WITHOUT** actually increasing the price. Make it ridiculously simple for them to make a decision. Throw in bonuses that can actually contribute to whatever they're doing. Give an unbelievable after sales money back guarantee such as 110%. And when you do all that, watch your sales rocket!

At the end of the day, prospects are only looking for two questions to be answered by you and that is:-

- 1) How can this product / service help me?
- 2) Why should I purchase this type of product / service from you and not the other guy?

Like I've said before, make your sales offer **RIDICULOUS!**

If you're not selling your own product, that's fine too. The idea / principle is always the same and that is simply to go above and beyond your call (of duty, etc). Provide value and you become a man of value.

Bottom Line: Start being innovative and touch your heart and see how you can actually provide immense value on your site. It's an iron-clad guarantee your traffic level (and sales) will have no other way to go but **UP!**

AdSense Positioning for Higher CTR



Listen! The following 2 AdSense sins are the biggest mistakes you can ever make if you monetize with AdSense and if you commit either one or both of them, you DON'T DESERVE to make any money with it.

AdSense Sins:

- Having a border around your ads (unless they're made to look like another table such as in the first example below)
- Having the ads of a different color that don't fit into the main color / theme of the site

Online advertising has come a long way. From the beginning we had 468*60 banner ads which are still around today. Then came popups, popunders, popexits and what have you. One of the latest ones is peelaway ads. Fact is ... people are tired and sick of them and will do anything to get rid of them. Why do you think there are so many anti-ad software around?

Still ... the whole idea for advertisers is to make their ads as conspicuous and innocent looking as possible so as to entice their viewers to take a further look. No brainer yes?

Look ... ads that fit in well with their page design will tend to do well because they appear as normal links.
I'll give you several examples to give you a better idea. Pictures speak a thousand words, don't they?

Clue: If you take longer than usual to spot the ad on each of the pages that means the sites has done well.

Site 1: AffiliateSeeking.com

[Contact](#)
[Home](#)

Partners


FOTOFECTS


BioRust


RNELdotNET


Chipmunk PHP Scripts


[More](#)
[Become a Partner](#)


 Experiment by creating a new USPS stamp for water sports.
Category: Basics | November 23, 2007 | 15 total clicks


 [Gold Membership Credit Card Design](#) - [ooletutorials.com](#) - [Broken Link](#)
Learn how to create a Gold membership credit card design.
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 [Brown Sun Glasses](#) - [photolearnsite.com](#) - [Broken Link](#)
Learn how to make sun glasses brown sun glasses in Photoshop.
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 [Making Selections With The Pen Tool](#) - [PhotoshopEssentials.com](#) - [Broken Link](#)
Still using the Lasso Tool to select everything that isn't a rectangle, square or circle? It's time to take your selections to a whole new level! Learn how to outline objects with paths using the Pen Tool, and then how to easily convert those paths into professional quality selections.
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Learn how to use the clipping mask to adjust an image against another one.
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 [Design Tile Flooring and a Cabinet](#) - [funphotoart.com](#) - [Broken Link](#)
Learn how to create tile flooring and a cabinet or bookshelf.
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Imprint some graffiti style text and image on the side of a castle.
Category: Basics | November 20, 2007 | 10 total clicks

 [Add Style to CAD Drawings](#)
Appearance styles gives drawings the hand-drawn look. Free Trial!

Ads by Google

Site 4: MoneyMakingMommy.com



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RESEARCHING WORK AT HOME: What I've Learned In the Last 10 Years
By Kelly Land © 2006-2007 All rights reserved.



Finding your "make money" **online business** is becoming one of the best ways to earn an extra income. Many moms are turning to this popular alternative in order to bring in a **paycheck** and spend more time with their children. Can't blame them! Could work at home be your career? An internet job isn't as far fetched anymore. Companies post job offers all the time, that's job information that YOU need to know!

Just the basics of living have become so costly that many can't even afford to buy a house in this day and age. Keeping the lights on, the phone on and food on table are starting to feel like luxuries with the **income** crunch.

Ads by Google



These guys are good aren't they? Well, skill is something you can learn and emulate and is something you can practice so if you are planning to monetize with AdSense, stick with the principles mentioned so far and you should be fine.

One other thing to mention is that the ads that Google supplies should be very relevant to your site content otherwise even if you get the act with the blending altogether right, you'll stick be running against a brick wall.

Bottom Line: Check out the sites that blend their AdSense ads well and emulate them if you monetize with AdSense

How to rescue a sale from its death

If your monetizing model is one that's based on selling a product (be it your own or via affiliate marketing), you definitely don't want to skip over this portion.

During the sales process, there will be a bunch of people who will exit your sales page almost as fast as they entered and these are the people who aren't interested at all generally. Then there are those who stay on for a while, check out your sales letter and the price of your product and are interested but for one reason or another, they leave. Let's call these people the "hesitators".

Then finally there's the group of people who will purchase your product right off the bat. There's nothing too much that can be said about this group as far as this segment is concerned so let's get back to the group that hesitated.

They normally hesitate because of these following reasons:-

- 1) Price is too high
- 2) Unsure if product is of benefit to them
- 3) Unsure if you're the right person they've been looking for
- 4) Et cetera, et cetera

If you could salvage half of them and convert them into actual sales, won't that be awesome? Won't that increase your profits by a huge margin?

What can you possibly use to salvage these sales as a last minute resort? I would like to suggest using **SaveASale**. I remember one time when I was looking at a sales letter and as usual would leave after a while. Unexpectedly, a popup of sorts came up and I was caught by surprise. I was actually looking at the SaveASale mechanism. To cut the long story short, I actually stayed on for another 5-10 minutes finding out more about the product as a result of SaveASale and actually was offered a discount off the normal price.



The more expensive, higher-end your product, the more I would suggest you take a look at this because if you could salvage a sale or two (or more) each month, won't that add to your score at the end of each month?

Site: <http://www.saveasale.net>

Email Marketing Done Right

Marketing is a delicate thing ... It must be done right or it can backfire badly on you. You've probably heard people say "too much of fill in the blanks is bad for you" and in this case, if you solely market your product to your readership (especially done in the style of "in the face" methods) once too often, they'll get sick of you and run away to your competitors.

How to exploit Alexa for targeted traffic

Alexa has been around already for quite a while and as we all know (or most of us), they are very often used for the Traffic Rankings part.

Whenever you do something, you would want the ROI (return on investment be it time or money, etc) to be as high as possible ... am I right or am I right?

Ok next ... there's this very popular site called **Craigslist** (ranked 50 on Alexa the last time I checked) that a lot of people post their ads to. Craigslist is very interesting because listings are categorized into specific geographical location so for example, if you reside in Thailand and want to tap into the Thai market, you would head over to <http://bangkok.craigslist.co.th/> do your postings, etc.



craigslist	us cities	united states		canada	asia	europa	int'l cities
help pages	atlanta	alabama	missouri	alberta	bangladesh	austria	amsterdam
	austin	alaska	montana	brit columbia	china	belgium	athens
login	boston	arizona	nebraska	manitoba	india	czech repub	bangalore
factsheet	chicago	arkansas	nevada	n brunswick	indonesia	denmark	bangkok
	dallas	california	n hampshire	newf & lab	israel	finland	beijing
avoid scams	denver	colorado	new jersey	nova scotia	japan	france	barcelona
your safety	detroit	connecticut	new mexico	ontario	korea	germany	berlin
	honolulu	delaware	new york	pei	lebanon	great britain	buenos aires
best-ofs	houston	dc	n carolina	quebec	malaysia	greece	delhi
job boards	las vegas	florida	north dakota	saskatchwn	pakistan	hungary	dublin
	los angeles	georgia	ohio	ca cities	philippines	ireland	hong kong
movie	miami	guam	oklahoma	calgary	singapore	italy	london
t-shirts	minneapolis	hawaii	oregon	edmonton	taiwan	netherlands	madrid
	new york	idaho	pennsylvania	halifax	thailand	norway	manila
foundation	orange co	illinois	puerto rico	ottawa	UAE	poland	mexico
net neutrality	philadelphia	indiana	rhode island	quebec	vietnam	portugal	moscow
	phoenix	iowa	s carolina	toronto	americas	ruddia	paris
system status	portland	kansas	south dakota	vancouver	argentina	spain	rio de janeiro
	raleigh	kentucky	tennessee	victoria	brazil	sweden	rome

Can you see where Thailand is on the screenshot?

Ok now ... onto the good stuff. Let's see how Alexa helps us pinpoint where we can find the largest number of audience if we aren't limited by our postings (in other words, you'll probably be selling some info-product as opposed to finding a date in your city).

Step 1: Going back to Alexa, enter "craigslist.org" under the "Traffic Rankings" section

Step 2: Scroll down to the bottom of the page

Step 3: Notice you'll find some information such as where the visitors originate from geographically and also where people go on **Craigslist.org**



Here's a look at the time of writing this:

United Kingdom	0.9%	
India	0.7%	
Philippines	0.6%	

[More craigslist.org users...](#)

Craigslist.org traffic rank in other countries:

United States	10
Canada	24
Philippines	276
India	309
United Kingdom	385

[More craigslist.org traffic rank...](#)

Where people go on Craigslist.org: ?

- [sfbay.craigslist.org](#) - 13%
- [newyork.craigslist.org](#) - 8%
- [losangeles.craigslist.org](#) - 7%
- [seattle.craigslist.org](#) - 4%
- [sandiego.craigslist.org](#) - 3%
- [chicago.craigslist.org](#) - 3%
- [boston.craigslist.org](#) - 3%
- [portland.craigslist.org](#) - 2%
- [phoenix.craigslist.org](#) - 2%
- [orangecounty.craigslist.org](#) - 2%

Now look at where it's titled "**Where people go on Craigslist.org**". Notice the first line that says "**sfbay.craigslist.org – 13%**"?

This gives us 2 pieces of data and facts if you would. Firstly, it's where most of the traffic on their site is and secondly, the % of traffic out of 100% that is on that part of the site.

Let me ask you a simple question at this point ... all things being equal, would you want to put up your post (if you can only put one up that is) under [sfbay.craigslist.org](#) (this represents the Bay Area in San Francisco, USA) or would you rather put up at [orangecounty.craigslist.org](#)?

Why ... of course it's **sfbay.craigslist.org** that's where.



P.S. Just as a pre-emptor, this assumes that you aren't targeting your product just for a specific geographical location.

Bottom Line: Post where you can get the most amounts of viewers ... you can also use Alexa in the same way for most other big sites (try **Gumtree.com**).

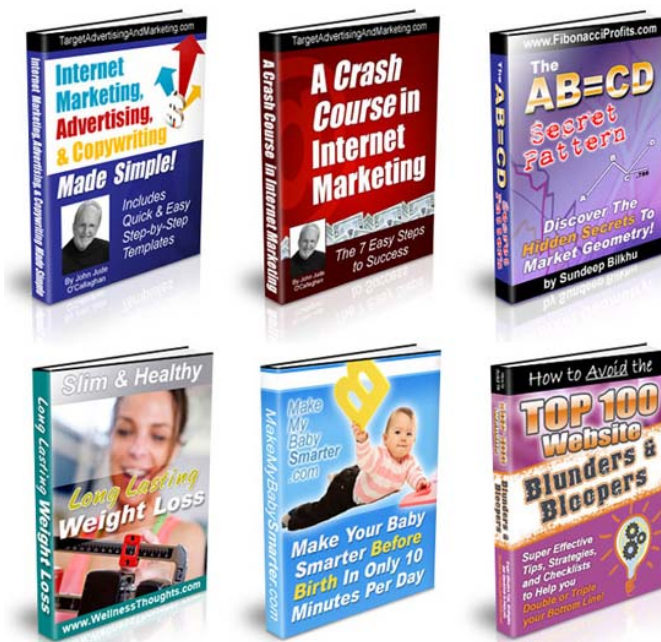
Importance of professional product looks

Listen ... if you have your own info product/s for sale on the internet and you can't do or don't know how to create fanciful / appealing graphics or covers using software like Adobe Photoshop or whatever it is out there, then you owe it to yourself to invest some money into people who are more left-brained than you and have the actual skills (and portfolio to back it up might I add?) to do so.

I'm sure if you've been around for a while, you would have seen sales letters that do actually appeal (because of their looks) and also sales letters that fail MISERABLY. You definitely don't want to be in the latter, do you?

It does **NOT** make any sense at all to save \$\$ on getting great graphics done for your products. Fact is ... a lot of marketing / selling is done simply on the premise of good packaging / design. Think about that for 5 minutes and you can't help but agree with me.

Here's a look at some great cover designs (it's irrelevant here whether they are eBook covers or DVD covers. The point is about great appealing designs):





And here are lousy ones just to give you some sense:



The former ones look better don't they?

Resource: Read this article about whether cover designs make a difference => <http://www.ecoverfrog.com/ebook-cover-design-make-a-difference.html> and if you like watching a video then head over to <http://www.tubetorial.com/ebook-cover-graphics/>

Take a look around your supermarket, think about the stars on Hollywood (or Bollywood), think about the dating scene, etc.

Here's another fact of life for you, there's a positive correlation between good looks and the income level / profitability of the entity (i.e. be it people or buildings or even coffee as in Starbucks) in question. Please don't misunderstand me here ... I'm not saying this is the only factor but it plays an important part and you better believe it.

Having said all these, make up your mind right now to get appealing graphics for your product and assuming you've already got your marketing done nicely and



the backend working, you'll start seeing your sales conversion increase.
GUARANTEED! =)

Check out the following sites if you need somebody to help create graphics for you:

Site: <http://www.eCoverClick.com>

Site: <http://www.eCoverFrog.com>

Site: <http://www.designgururyan.com>

Site: <http://www.uniqueblogdesigns.com>

Site: <http://www.minisitegraphics.com>

Bottom Line: Make sure as much of your site design / info-products are eye-pleasing as much as possible

P.S Humph ... and who said no one judges a book by its cover?

And finally ... 5 awesome applications I can't do without!

CaptureWizPro – For capturing desktop screenshots in several methods

CutePDF Writer – For creating PDF documents on-the-fly

EditPlus – <http://www.editplus.com>

ExamDiff - http://www.prestosoft.com/edp_examdiff.asp

FileZilla - <http://filezilla-project.org/>

Tip: For the latest list of application I use, head over to
<http://trafficlicious.com/my-gearbox>

To your HUGE internet success Take care and God Bless,



Kelvin Chan

CEO of TrafficLicious.com – <http://www.TrafficLicious.com>

P.S In Patric Chan's fashion, you-CHAN-do-it and like what Richard Branson's book cover says ... SCREW IT, LET'S DO IT!!!



P.P.S Remember ACTION speaks so much louder than words => ... On the topic of action, it is absolutely true that LIFE ALWAYS REWARDS ACTION-TAKERS (not ACTION WATCHERS)

P.P.P.S Some great blogs listed below:

Alister Cameron - <http://www.alistercameron.com>

Teli Adlam - <http://www.optiniche.com/blog/>