Applied Web Marketing
In Plain English

An Introduction to Internet Marketing for Small Businesses

(This ebook is taken from the Applied Web Marketing website)

Contents

Applied Web Marketing

Success in Internet Marketing

Applied Web Marketing is the definitive source of information to those new to the confusing world of Internet marketing; a complete guide on how to take your business into the Internet age - from website design to search engine submissions. This Internet marketing resource for small businesses is designed to cut through the chaff and to help people successfully develop an online Internet business.

Over the next few pages you'll be shown an overview of the Internet marketing industry as it now stands, as well as solutions to your own Internet marketing needs - and in plain English. This industry is changing constantly, and we aim to keep our clients informed of the latest developments.

In the early days of Internet marketing it cost a lot of money to build and promote a website. This is no longer true; a decent website can be built for less than $500, and that includes a year's hosting, as well as basic optimization, and submission to the major search engines and directories. This website shows, in logical progressive stages, the proper techniques and the resources to enable you to develop a successful Internet business.

I've spent seven years getting to grips with Internet marketing. I've spent thousands learning what is rubbish and what is not. I've changed my ISP three times just to get away from bad backup service, unwanted emails and sheer clutter, to start from a clean sheet and re-subscribe to the information and product sources I now know are of real value.

On these pages you'll find introductory tutorials on website design, how to choose a hosting company which is right for you, the basics of search engine optimization and Internet marketing, as well as advice on how to get your website listed quickly in Google, Yahoo! and MSN Search and the importance of the Open Directory Project. Recent innovations in the pay-per-click engines, micropayment systems and facilities to set up credit card transactions with or without merchant accounts are also covered, as are the various options to set up e-commerce websites, for small, medium and large businesses alike.

For convenience, you'll also be able to click on links that will take you directly to other websites where you can download free trials of software for your own evaluation. (Note that you must be connected to the Internet in order for these links to work.) These free trials may be full or near-full versions of the actual product, but time-limited, or they may be perpetual versions of the scaled-down product. Individual needs vary, and there are

lots of different software application options out there. Where possible, several of the best applications are listed here - you just need to decide which is right for you, and take advantage of the free trials. Allow this website to be the launching pad for your own Internet success.

This website is designed for two types of people: those wishing to start up an Internet business from scratch, and existing business owners/managers wanting to gain from the Internet's vast traffic and potential. For the technophobe, be reassured that everything here, as well as all products and services recommended, are designed for ordinary people. No specialist knowledge is needed. There is nothing to fear.

After twenty years at the sharp end of the market research industry I should know how to do my spade work! I present it all here to you, so you won't have to make the same mistakes I did.

Do I have your attention? Right, let's start from first principles....

(Note: These pages are for worldwide consumption and information. As the Internet is an international phenomenon, inevitably the products and services described here will originate from different countries. Many products and services described here are freeware or are free limited-license. For those products or services which are not free, or which are subject to a time period of use, pricings are stated by the producers of the product or service. This may or may not be the same as the currency of the originating country, but in all cases will either be US Dollars or Pounds Sterling.)

So let's begin....

Domain Names

... and how to choose them.

If you really want a presence on the Internet you'll have to have a good domain name for your website. Good domain names are important. It has to directly reflect what you do or what you have to offer as a product or service.

If it is a non-commercial website you intend to develop, such as one based on your interests, your hobbies, skills, family or whatever, then your own name will probably be fine for a website (if the name is still available - check first). But if it's for a business, a description of the business (e.g. LocaltownPrinters.com) would be better than a personal name, or the name of the business itself if it was long-established (e.g. J. A. Smith & Sons, Printers). Try turning THAT into a domain name: you'd end up with something like www.jasmithandsonsprinters.com. Not exactly memorable.

You could always capitalize the initial letters of each word (JASmithAndSonsPrinters.com), but who would remember that? Existing customers? Perhaps. But the real question is: would it be the natural thing to do to type that into a web browser in order to find a printing business in your town? Probably not. LocaltownPrinters.com is much more memorable. It also has a certain authority to it: you suddenly are THE local printing firm in that town: wherever possible, think generic (possibly with local connotations if you're providing a local product or service) rather than specific to an existing traditional name. (Although, of course, the business name may well have started off as Localtown Printers sixty years ago - so that's fine; it'll be well-known and memorable.)

There was a short boom in the domain names trade in 1998-1999. Simply by owning good domain names it was assumed you could trade it with someone else who wanted it more than you did, and for a lot of money. The world responded to the wake-up call when Business.com was sold for $8.5m. All of a sudden everyone and his dog was registering imaginative domain names for the sole purpose of trying to sell them on. Suffice it to say that kind of activity has all but dried up; domain names, by and large, are now only registered for the purpose of building a website.

Domain Names Registration

Who do you register your domain names with? The world governing body of Internet domain names is ICANN (the Internet Corporation for Assigned Names and Numbers). There are a lot of good "third party registrars" who will register domain names for you; they are actually brokers, and will register domain names on your behalf with the prescribed registrars for the particular type of name (for the .com, the .net and the .org names the registrar is Internic). A list of accredited registrars is available on the ICANN website. Click below to see if your chosen domain names are available, and to register them. This is the website of 1&1, which combines excellent value with high standards of service. With 1&1 you can register your domains as well as host the web sites themselves. Their system is very easy and intuitive to use, prices are highly competitive and both telephone and email support is good.

These pages are designed for worldwide consumption, but we don't have room to provide links for every country! You may want to look up the list of accredited registrars on the Internic website. For a registrar closer to home click here for Internic's listing of registrars which, for convenience, is an alphabetical listing by country. Time zones and optimum availability of helplines often go together.

Value of Domain Names

As with any other commodity, a domain name ultimately is only worth what someone is willing to pay for it. Having stated this, there are several factors which positively or negatively affect the potential value of domain names. As the best domain names are spoken for, the price can be determined by how badly the buyer wants to buy and how badly the seller wants to sell. The second way to determine how much domain names are worth are the present or potential uses. A domain such as Windowcleaner.com is worth less than Dentist.com, the primary reason being that, since dentists can profit more from a good site, they should have to pay more for a good name than a windowcleaner. If your site is called JoeBloggs.com it will be worth less than Stockbroker.com. The more generic the better.

An important factor is the ending, or extension, of domain names. There are the so-called TLDs (or Top Level Domains). These comprise .com, .net and .org. Of these, the .coms are the most valuable as they signify a commercial interest or activity. Indeed, some browsers will default to a .com extension (if you type in, say, tyres, it will assume that you want to call up a website called Tyres.com). Next in the pecking order are the .net extensions, followed by the .orgs. There are a whole host of other Top Level Domains with extensions associated with a particular country. A third category of domain names, the most recent, have extensions which resemble the original types in that they seem to

signify some kind of activity (like .biz or .info). It may be stating the obvious, but the very competitive .com arena is almost saturated; it may be worth looking at the newer name sectors if this is the case.

The length of a name is also important, the shorter the better. Fish.com will be more valuable than Marinelife.com, even though they describe much the same thing. Memorable domain names have a bearing on value, for obvious reasons. Industry association, market-sector considerations and the way the language is used are also important. Domain names that can be proven to attract lots of visitors are also worth good money; popular search terms always get the highest number of clicks, and "pointing" these domain names - they needn't even be developed websites - to your own domain through the magic of web-diversion (your web hosting company MUST allow you to do this - see later section), you will bring all those visitors right to your own website.

Domain names may well have their own webspace. If this is the case they may have existing traffic - a steady flow of people clicking through to arrive at that website. Domain names with traffic are always more valuable than domain names without traffic.

One final thing: if you are thinking of registering a domain that contains more than one word (as is increasingly likely as the market saturates) do you run the words together or do you use hyphens or dashes (-)? The wisdom has been for some time that the best option is to use hyphens. This is because the words are easier to read when they are separated. But more importantly it is because search engines will tend to construe hyphens as spaces.

The Future of Domain Names

Foreign domain names: .CC (the national domain extension of the Cocos Islands), .TV (the domain of Tuvalu) will become valuable for obvious reasons. Others will be sought for specific types of website - for example, ClassicalRadio.fm is a good branding domain for an FM radio station, the .FM extension being the national domain of French Micronesia. It looks as though ICANN will continue assigning new TLDs for as long as demand continues, though the currency and relevance of the later batch (in particular, the .Name extension for domains for individual use) is already being called into question.

Website Design

... and the Importance of Search Engines.

Too many corporate executives put the design and maintenance of their company website in the hands of the IT Department because it's "something to do with computers". This is totally wrong!

The planning, design, maintenance and general care of a website design should be a synthesis of Creative, Marketing and IT, but mainly Marketing. A website is a marketing tool. Your Marketing people MUST understand this. It's not something you throw away to IT. Ideally, Marketing should have a say in what the website does, with input from Creative and IT as and when the need arises. The many related aspects of achieving good visibility on the Internet should be as much a concern of Marketing as it is of Creative; the Creative people have to understand that, because embedded in their artfully skillful designs are things like META tags, ALT tags, keyword density considerations and link relevance (qv.), all of which are essential to the marketing process.

There are three options - do it yourself; get someone in your business to do it in-house; get an outside expert or design agency to do it. The coding language for websites is HTML (hypertext markup language). I recommend that everyone considering web design gets a basic grounding in HTML; it looks very complicated to begin with but is actually quite easy - it's just based on toggling commands on and off. I recommend a good HTML tutorial, and there are plenty out there. Just type in "html tutorial" into any search engine and you're stuck for choice. I've seen one which is particularly good in that it lets the novice in very gently - have a look at [Accessv](). This is free to use, of course.

Do It Yourself (or In-House) Website Design

There are some good applications that allow you to design websites without HTML skills (Word, MS Frontpage, Macromedia Dreamweaver). But a little knowledge is very useful, especially if using Dreamweaver, where a split-screen option allows you to create web pages with ease in a graphical mode and then tweak the result using basic HTML skills. HTML may be written using a simple utility like Microsoft's Notepad, supplied with Windows, but there are other editors available. A good HTML editor is Notetab. The Lite version of this is free to download, and the full version, which comes with a free trial, you can get by [clicking here](). It includes whole libraries of HTML coding as well as useful tags; the paid-for version includes enhancements like a spell-checker and thesaurus.

There are lots of free design resources out there. An excellent website to visit for all sorts of help, including tutorials, free scripts and web development tools is GH-Gold. Particularly impressive is their templates section. Be aware, though, that you still need the basic HTML skills to ensure your site is search engine friendly. Also, you should not download or use templates that contain frames. Also have a look at FreeLayouts, which boasts over 560 templates that can be downloaded for free, the only proviso being that you must retain the link on the template to the website of the template designer. Highly recommended is the excellent Winscripter, which is a free resource containing dozens of website enhancing features you can build without any HTML knowledge.

For those who want to publish existing databases to the Internet with little fuss, we have been recommended XLineSoft's DBtoHTML Express. Despite being a mouthful, this is an easy tool for creating database driven sites without knowing HTML. It can be used by the beginner as well as the more advanced user. To build your own product catalogues, directory listings or web-based reports, click here for more information.

Keyword Research is Invaluable

It is critical at the start of the design stage to find the keywords that people are searching by on the Internet, which you should include on your website, both in your visible text and your METAtext. There is a free search suggestion tool at Overture, also a free keyword tool that you can download called Goodkeywords. The best option, however, is to use the excellent WordTracker, which is what the professionals use. This resource allows you to enter the niche market or specialisation of your website, and it then returns the most searched-for keywords for that sector, among the major search engines, directories and, more recently, the pay-per-click engines (qv.) and is a service that can be subscribed to by the day, week, month or year. There is a much scaled-down version you can try for free; just click on the "Trial" option on their home page.

The keyword research stage is the most important; this cannot be emphasized enough. You must take into account both the popularity of the search term (keyword phrase) and the amount of competition for that term (the number of pages that are returned in search engine results when that keyword phrase is used). WordTracker uses something called KEI analysis, a method developed by search engine expert Sumantra Roy, to evaluate good keywords to target; this is based partly on the ratio of search popularity to the number of competing pages, and weighs in favor of the more popular search terms.

A distilled and targeted approach to this is found in Nichebot, which uses the WordTracker database and actively finds keywords for you that are both popular and relatively unopposed. Best of all, Nichebot is completely free.

You should put yourself in the same position as your potential customers or clients. What would they type into a search engine? The secret is not to be too specific, but to be specific enough to enable a narrow enough search to reach your website. If you operate

locally then this should not be ignored: if you are a dentist based in Cambridge then "dentists in Cambridge" would be what people could search for, and you should ensure that they find your website without any difficulty.

Web Design: Simplicity is Best

The visual aspect: the basic rules of good design are to keep it simple, easy and FAST to load (how quick was this page to load? People will just click the Stop button if the amount of graphics files and Flash animation slows it down to an intolerable level). The site must be easy to navigate (have a menu, or navigation bar on every page of your site, on the left hand side and at the top of each page - ideally people should not need to scroll down to see the whole menu, although sometimes this is unavoidable), always check your links, and always check for typos. Keep in mind that what you see on your own computer may not be what other people see on theirs. What is shown in Internet Explorer is not always the same as in Netscape Navigator (and there are other browsers out there, too, including AOL and Mosaic). Also, if you design your website on a PC, don't forget to check how it looks on a Mac. Thirdly, there's the question of screen resolution: what will look great in 800 x 600 pixels will look very different in 1280 x 1024 pixels, and all gradations in between will be different as well. What is most important is that the user has access to all informational content without having to scroll to the left or right, or at least not much. Scrolling down is probably unavoidable, but should be kept to a minimum, unless you have a massive amount of informational content that you wish to contain within the same section or page (as in this website!).

Check Your Basic Website Design Code

There are a number of useful utilities to check your web pages and their coding. Have a look at www.htmlvalidator.com. Buy CSE HTML Validator Professional by clicking on the link. Also have a look at Arealvalidator. A good tool to check for broken links is Xenu Link Sleuth which is freeware. A third party outsourced service is SiteMorse, which audits your site and offers you a free summary check before you decide whether to spend money with them.

You will have to access the Applied Web Marketing website to use this free utility. Click to access Applied Web Marketing – please note that you need to be connected to the Internet for the link to work.

Logos and Graphics in Web Design

Logos are an important part of brand awareness for your potential customers or clients. They don't have to be expensive. There are also a multitude of websites which offer free graphics to download. Check out Freeimages and Allfree-clipart. A useful utility for editing your own icons can be downloaded from the IconEdit website. This is free to use. Click here for more details. A much more comprehensive, upmarket option is the Trellian Button Factory, where you can create your own web buttons, icons, etc. Click here for this facility.

When using graphics on your website you will need to be aware that these files (usually with GIF or JPEG extensions, more rarely BMP) will take up space disproportionally to the actually space they take up on a screen. This will impact on the speed at which your page loads on your visitors' screens, and therefore the extent to which your visitor will want to "click out" of the page as it loads. Who wants to wait forever for a page to load. The good news is that there are tools for crunching the size of graphics files without actually reducing the quality of the images they show. In some cases this can mean a 90% reduction in file size (hence much quicker download time) with no subjective loss in picture quality. A good tool that you can use for free is GIFCruncher from Spinwave. Click to access Applied Web Marketing – please note that you need to be connected to the Internet for the link to work.

If you want to reduce the size of JPEG files by up to 90% then below is JPEGCruncher, also free for you to use. For greatly reduced file sizes Spinwave ask that you pay a membership fee, which starts at $5 (one-off payment) for your usage of the entire system for life. To use this, again, you will have to access the Applied Web Marketing site and be connected to the Internet.

Consider the Needs of Your Web Site Visitor

It's important that you consider the aspect of interactivity when designing your website: you will want visitors to your site to be able to communicate with you, and so encourage making a sale; you also will want existing customers and clients to come back and do repeat business. To this end, you may want to install CGI (Common Gateway Interface) scripts. These allow communication between your site and interested visitors. Some CGI scripts are free to download, but the better ones, and the more imaginative ones, have to be paid for. Click here for free software and to go to CGI Connection, where literally thousands of scripts can be downloaded and pasted into your website's source code. These include things like visitor guestbooks, tracking software, real-time clocks, hit counters, auctions, calendars, bulletin board messaging systems, chat room facilities, shopping carts, visitor surveys, Internet postcards, forms of all descriptions, even games. A surprising number of these are free, but the paid-for ones are a bit "upmarket" so they will definitely enhance the appearance of your website, and add to the visitor experience.

Recommended Web Design Service

For an excellent, professional design service we recommend Viaden, the renowned web site designers based in the United States and established in 1994. Why do we recommend them? Because of their understanding that good web design must never be at the expense of Web and search engine optimization. As well as looking good, your web site must be able to be seen by the most people, therefore it must have the good Internet visibility that goes with high search engine position ranking. As well as excellent designers, Viaden are also programmers, and know the savvy way to look good on the Net. For more information, click here.

Viaden offer a wide range of design solutions, including web site design, graphic design (both online and offline), logo design and flash logo animation design. They also offer programming services, search engine optimization services and software development, and supply niche Internet marketing peripheral software utilities and applications

Website Hosting

for Small Businesses

To get webspace you have to choose a good web hosting company or ISP (Internet Service Provider). There are various things to consider. You want a web hosting company that listens to what you want to do on your website and helps you, instead of telling you how it can't be done, or how it will cost you extra.

You want a web hosting company that is able to offer CGI (Common Gateway Interface) scripts, for good interaction between the user and the website itself, and Frontpage extensions. They should also offer the option of autoresponders, hit counters, log files (to record the number and nature of your website's visitors) and certain other semi-interactive add-ons. They will need to be able to offer the ability to upgrade to a full e-commerce website, if that is not what your site started out as already, together with a shopping cart, secure server, and either the option of opening a merchant account with the web hosting company or opening your own merchant account which is totally compatible with the web hosting company's facilities.

Your hosting company should be able to provide you with PHP 4.0 or above, MySQL databases, multiple email accounts, email forwarding and redirects. It should preferably offer cPanel, which provides near point-and-click facilities, including Fantastico's impressive array of add-ons.

Ask each potential hosting company you approach about this. Ask them to list everything that they offer. At this stage you won't know very much, so trust in the rule of thumb that if the web hosting's other customers are happy, then so should you be. You should also be looking at stability.

Downtime, or the amount of time your web hosting company's network is not working, should be kept to a minimum. Uptime of less than 99.9 percent is unacceptable: 99 percent uptime sounds quite good, but will result in a total of 3.65 days every year when your host isn't delivering your website to potential visitors. In such cases we fool ourselves into thinking that only one percent isn't a lot.

You should also be able to contact the web hosting company's technical helpline by telephone or by email within 4 hours. Very important! If things go wrong you want to be able to speak to a human expert, and not have to trawl through the endless Frequently Asked Questions section. Be aware, though, that this will probably come at a price.

Good email facilities are an important consideration. Ideally your web hosting company should be able to supply at least 100 email addresses (or aliases) based on your own

domain name, so that emails for info, support, admin, accounts, helpdesk and also for specific personnel in your organization go to the proper destination. (Even if you're a one man band at least with one glance at the incoming mail you'll know its purpose.) Your web hosting company should also be able to provide email diversion and webdiversion. This is to allow maximum possible flexibility. You may want emails addressed to yourname@yourbusiness.com to be diverted to your regular email client like Outlook Express.

Having tried several hosting companies, the one that has impressed me most is Hostgator, which is a cPanel enabled host. It is extremely good value for money and has fast and proactive email support.

When you have a website that you're happy with you need to upload it to the Internet from your PC or network. This process is known as FTP (File Transfer Protocol) and there are a number of applications to enable you to do this easily. Cute FTP is one of the more popular ones. A favourite, and the one most people use, is WS_FTP Pro from Ipswitch Software. This is highly intuitive and only takes a few clicks of the mouse to get all the pages of your website online. There is also a free FTP tutorial as part of the package. There are various language versions of this software.

Your Web Hosting Company and Your Computer(s) - Security and Related Matters

You will need antivirus software - we use Sophos. They are particularly good at giving you alerts of new viruses as soon as they appear. You will also need a firewall. It's best if you have a firewall whatever type of access you have. Firewalls prevent people from hacking into your system, and come in two basic types - software and hardware; for the smaller business a software firewall will suffice. If you operate on a network it is best to get a physical firewall to protect your system. Get broadband (also called DSL, IDSN and ADSL) for speedy connection and download times. Unmetered broadband costs as little as £15 a month. There are many to choose from, and we recommend reliability and ease of contact in your consideration of which to use. We use Clara.net, which has been awarded 'Best ISP On The Planet' in Internet Magazine's January 2003 issue. It is more than likely that your domain name registrar is associated with an ISP, or may be an ISP in its own right.

Increasingly popular is the AVG Antivirus suite from Grisoft, not least because the free version works extremely well. There are also paid versions for larger platforms. Click here for further details.

Anti-Spyware

A disturbing trend recently has been the rise in the number and proliferation of so-called spyware utilities. These are also known as adware, keyloggers, and scumware. They have

various uses but their main purpose is to find out exactly where you are going and what you are doing on the Internet. This includes things like the ability to remember, copy and emulate specific keystrokes that you make - in other words, passwords and credit card details, and other sensitive data. It can read these and store them. It is thought that 91% of all personal computers are infected with such things. Symptoms include unexpected popup adverts and seemingly random slowing down of the system. There are several useful software applications that can counter this problem. The best (in terms of value for money) is probably Spyware Nuker. Downloaded to your computer, it finds, tracks and removes offending files, thus preventing things like credit card theft. To download a free version click here. Note that the free version merely detects whether you have spyware installed. It costs $29.99 for the full version, which actually deletes the offending software.

Backup

Along with security you need to backup your data. Some hosting companies offer regular backups on their own servers. That may be, but it will also be in your own interest to do your own backups as well. Zip drives are quite popular; they allow backups together with compression, and they are small and portable. Some hardware manufacturers offer bespoke backup drives on their own computers, either made by themselves or by third parties, such as the Colorado backup system; in most cases the backup procedure is fast, and the data stored on mini-cassettes which are highly portable and can be carried away to a safe place. For third party software solutions, you could look at Avantrix Backup Plus by clicking here.

There are lots of good hosting companies out there. Have a look at recent editions of Internet business related magazines; often they publish lists or league tables, usually towards their back pages, that refer to dozens or even hundreds of hosting companies, marking them on a series of attributes from pricing, through compatibility, to more technical things like bandwidth supply and downtime. You have to choose the hosting company which is best for you, so it is impossible to generalise here. We use Hostgator and I personally have great confidence in them.

The worldwide market is so vast we could not make recommendations for so many possible circumstances, but a good resource we can recommend in helping you make a decision can be found at CompareWebHosts. They offer a huge number of providers to choose from.

If you're thinking of setting up lots of micro sites (or mini sites) because you have lots of products or services you want to advertise individually, then you should look at NewWebsite which is a full service web provider specialising in hosting multiple domain names. This works out much more economical than any other provider, as you can have lots of domains on the same account. The 200 domains package is $29 a month, and the 1000 domains package is $49 a month. Click here for details.

Search Engines and Directories

Their Importance to Small Businesses

Most people searching for something on the Internet will use a search engine. There are lots of search engines available, but less than a dozen are of any importance. These include Google, Yahoo!, MSN, Windows Live, Ask Jeeves, AOL Search, AltaVista, Netscape, Looksmart and Yahoo Search Marketing (formerly Overture).

Google and the Organic Search Engines

The most popular search engine is Google, which is used for over 40% of all searches globally. It is growing in importance almost on a daily basis as more and more people come to trust its massive resources and rely on it as their search engine of choice, largely because people trusts its ability to "organically" attribute importance and relevance to web sites based on precise search criteria.

Link Popularity is more than just about how many sites link to you. It's how and whom you link with that also plays a factor. The more links you can get to your site, the better. But remember quality counts, so don't link to any FFA (Free For All) sites. Only attempt to get links from quality sites that have some relevance to what your site is about. Use keyword text links. When other web sites use words in the link that points to your site, Google reads them. So, if sites linking to you use keywords in their link text, Google may well increase your ranking for those words. Google's link popularity feature is based on an algorithm known as PageRank, and is exclusive to Google. This algorithm is changed quite regularly, which is why rankings for a particular website may, and probably will, go up and down over time. Try to get a good listing in the Open Directory (qv.). Google pays attention to a listing in DMOZ (another term for the Open Directory); in fact, the major directories tend to reinforce each other in many ways.

Use your top keywords in the first paragraph. Main readable text is important with Google (as opposed to the meta-keywords). Google doesn't look at meta-keywords any more, and there are signs that other search engines are following suit, given the trickery used by some web designers over the last few years to gain high listings. To simply repeat the meta-keyword "football" because it tends to be a popular word that casual surfers search by is not going to be of any use to consumers who are looking for a site that sells garden gnomes (for example). Google recognises this, and rightly so.

Google also has its Adwords Select submission service, which is similar to the Pay Per Click process (qv. - Pay Per Click, or PPC, is useful in that you can actually track the number of visitors to your site and derive the exact ratio of click-throughs to sales, thus determining an accurate ROI, or Return On Investment, on any particular campaign, keyword, costing, etc.), a fact which Google tends to play down. This places what is effectively an advert for your site on the right hand side of the Google search results page according to the keywords chosen. There are some quite strict rules for the ad wording that you specify. There are no additional fees for ad wording changes, and ads are posted immediately. To get the most out of Google, get listed in the free section and pay for Adwords Select as well. See https://adwords.google.com/select for full details. An excellent third party source for advice on how to get the most out of Google Adwords is the downloadable ebook "21 Ways to Maximise ROI on Google AdWords Select" by Google guru Andrew Goodman. Click here for more details. Another more recent expert in the field is Perry Marshall. But be careful; Google has recently changed the rules on Adwords, and if you don't know what you're doing you could lose a small fortune.

The Open Directory Project

The Open Directory Project, or the ODP, (also known as DMOZ) is different to other directories in that it is run by over 37,000 volunteer (real) human editors.

This reliance means that it can process submissions sometimes quickly, sometimes slowly. The editors presumably contribute their services out of the sense of kudos they get from being part of this large, unprecedented project. It is a worthy search engine. Click here for access to the ODP home page.

The other main directories, Yahoo and Looksmart, require most sites to pay, but submitting your website to the ODP is completely free of charge. So you should submit your website to the ODP as a top priority, especially since search engines like Google, AOL, Hotbot and Lycos increasingly use the ODP's data in their own operations. Also, it has been demonstrated that many search engines rate websites that are listed in the ODP higher that those that are not. It is certain that, within two or three years, the ODP will have as much credibility and respect as Google and Yahoo enjoy today.

Before submitting your website to the ODP, you should read through their official submission instructions, and also the ODP's editor guidelines page. Only submit your home page to the ODP; attempted submission of other pages in your website is likely to be considered spam and may get you banned completely from their directory. You should ensure your home page is content-rich; blatant calls for action to buy something will not impress the ODP's human editors.

The only credible way of getting more than one listing in the ODP is to actually translate your website into another language, and resubmitting in that language. They cannot complain about that. Good translation of websites by native speakers is a service

provided by Trellian, the makers of Submit Wolf Pro. They can also submit your website for you for an extra fee. Click here for their translation services into several European and Asian languages.

Once your site has been submitted now comes the question: will it be listed? The thing to do is wait about three or four weeks and see if it is there. You may have been sent an email in the interim stating the reasons why it hasn't been listed. If that is the case, correct the problem and re-submit immediately. If it is still not listed you should contact the editor of your category by email and politely ask why the site hasn't been listed, remembering to include all relevant details of your site and the dates of first and second submissions. If this fails, you should then attempt to improve the content of your site and/or find a more appropriate category.

Pay Per Click Search

These differ in the way they make their revenues from the other search engines, though other search engines, like Google, are beginning to incorporate PPC aspects to their operation.

PPC engines include Overture (formerly called GoTo), MIVA, GoClick and Espotting.. Google also has its AdWords Select facility.

Pay per Click Engines for small businesses are a relatively new strategy. With these search engines you literally pay a certain amount of money for every click they send your way. The more you bid per click, the higher you'll rank for your search term and the more visible your link will be. A cogent attraction of such systems is that you are assured that you're paying only for those people who actually click on your link and find themselves in your website; there's an obvious comfort in the certainty of this. That's also why it is so important to select the search terms which are absolutely specific to your web site: the reasons being twofold. Firstly, the more specific the term in Pay per Click Engines for small businesses the less you will have to pay for a more visible listing. Secondly, the more targeted the search term the higher the conversion rate from click-throughs to purchases. The various arithmetical certainties of this approach means that the advertiser can work out return on investment (ROI) in a way which is much more accurate than with other search engine methods.

At present, Kanoodle are offering $5 for free when you open an account for Pay per Click Engines for small businesses, so it's entirely possible to test the system for nothing. Further, if you leave the bid for each search term you stipulate (you can have hundreds) at the default value of 5 cents, that means you are effectively getting a hundred highly targeted visitors for free. Kanoodle has a network of websites and search engines it

claims to feed to, including CNET, Galaxy (the world's first search engine, established 1994) and Hotbar.

Enhance Interactive (formerly Ah-Ha) is an interesting hybrid in that, although its main activity is pay-per-click, it also provides a number of other options related more to advertising and general search engine exposure, and by opening an account with them you automatically gain exposure from dozens of other marketing sources. Click here to learn more

You should also at least consider CafeFind/Brainfox, where listings can be obtained for only 0.1 of one cent per click. You can open an account with just $5. At present Cafefind/Brainfox will give you an extra $5 bonus totaling $10. That's potentially 10,000 highly targeted visitors for $5.

The largest and most popular PPC SE is Overture. List Your Site with Overture (Yahoo Sponsored Search) and you may well appear on the top of search results of leading sites like Yahoo!, Lycos and MSN. You should not overlook Overture in your Pay per Click Engines for small businesses strategy, but as with all PPC campaigns you should know what you are doing or you could lose money.

Google operates a similar system with its Adwords Select scheme. An important consideration in Pay per Click Engines for small businesses is achieving value for money over and above the monthly charge, as, with Overture, "All accounts will be required to spend a minimum of $20 in click-through charges each month." In addition, there is a non-refundable charge of $50. An excellent third party source for advice on how to get the most out of Google Adwords is the downloadable ebook "21 Ways to Maximise ROI on Google AdWords Select" by Google guru Andrew Goodman. Click here for more details.

A list of PPC SEs is available from PayPerClickSearchEngines (at the time of writing there are over 500 of them). There's a bit of an art in PPC; you will want to get listed on the first page of an engine listing without necessarily incurring the expense of being number one. An innovation here is the Autobid system. According to Overture, "The Auto Bidding system allows advertisers [to] optimize their budgets by allowing them to set the maximum they are willing to pay for a click, and then adjusting their cost per click to give them the best price available. Advertisers pay only $0.01 more than the Max Bid of the next highest competitor without exceeding their Max Bids. For example, if an advertiser sets their Max Bid to $0.50 and the next highest listing has a Max Bid of $0.45, they only pay $0.46 per click -- saving $0.04 for every click."

Bear in mind, as well, that those who visit PPC engines may well want to make comparisons by clicking on several of the website links more than once, especially if they can't decide between competing websites. This means that if you really want to pay a hefty price for a top listing on the first page, the chances are you will have to pay for twice or three times the number of clicks to make one sale. PPC can therefore double or

treble your overhead, so bear in mind that it might not be sensible to pay that extra premium for a first place listing. A sixth or seventh place listing on page one may be more sensible. Do make sure that your listing is on page one. An excellent guide for this is CompareYourClicks. You enter a search term (keyword or phrase) and it produces a table of prices for that search term, and the position in the listing for each of ten PPC engines. It's free to use.

You can monitor this yourself by using something like Compare Your Clicks, or there are some quite good third party PPC consultancies which will assure you the greatest exposure for your money at any one time. Over a period of time this can prove expensive for the smaller business, so there's some software you can buy for a one-off charge. If you are managing bidding for Overture keywords or are involved in managing pay per click keywords, then you may want to have a look at BidRank pay per click bid manager software, which runs in the background while you get on with other things. This software will not only manage your accounts, but will also act as an Overture bid gap monitor and will take care of keyword optimising automatically. Another advantage of using BidRank over the Autobid system is that, by definition, your competitors will always see what is the highest you are willing to bid for a certain keyword. Bidrank, as well as other third party software, will keep this disclosed as your maximum bid is never in the public domain. Bidrank also has a similar software system which takes care of keyword bids for the FindWhat search engine. There is a time-limited free demo. Click here for more details.

Free Web Site Submission

In the meantime, here's an opportunity to submit your website to several search engines for free, courtesy of ourselves! Search engines include Google, Yahoo Web Pages, AOL Search, iWon.com, Whatuseek, Exactseek and Jayde. In addition, your website will be your site will be listed in the following Meta Search Engines: Search.com, Metacrawler, Dogpile, Mamma, C4, Canada.com, Ixquick, Infogrid, Query Server, WebInfoSearch, 800go, Debriefing, Highway 61, 37.com, OneSeek, MetaSpider, Vivisimo, PlanetSearch, SurfWax, QbSearch, ProFusion, Proteus, Go 2 Net, MegaGo.com, WebFile, MyGO and Megacrawler. Just click here.

Search Engine Optimization for Small Businesses

Search Engine Optimisation

Search engine optimization for small businesses is crucial for those who want a credible presence on the Internet, especially if you are competing with others for either local share or market share.

Studies have shown that 84% of all initial website "discoveries" are from the search engines (Forrester Research). Therefore it is essential that your website is optimised to be as high as possible in the rankings of the major search engines. When searching for a website by keywords, the hundreds of millions of users of the Internet throughout the world will seldom bother to trawl past the fourth or fifth page of the search engine listings. Most wouldn't bother to go past page two (would you?). So if your competitor is on page one then what are you doing on page seven? At present, this is the single most important aspect of Internet marketing, and search engine optimization for small businesses is an increasingly important part of that.

Search Engine Optimization - Good Keyword Research

This has been touched on before, but it is so important that it bears fleshing out in more detail here.

For good search engine optimization (or SEO) you need to get the best keywords and/or keyphrases for your site - the most relevant and popular keywords that the people out there are using. This is the starting point for all optimization procedures, and is probably the most important aspect of search engine optimization for small businesses itself. WordTracker has a useful free trial mode which can be dipped into at any time; although this facility is much more limited than the full paid-for version, it offers a useful insight into the sheer importance and power of the right keywords in search engine optimization, as well as being helpful in its own right. Wordtracker is incredibly powerful and highly recommended; actually it is necessary for serious optimization. [Click here](#) for WordTracker's website.

Also, do not forget free resources like Nichebot and Good Keywords (both mentioned above, with links to their respective sites, in the Website Design chapter).

Design your website with the keywords in the right place. Search engine optimization for small businesses insists on that to ensure any success at all. Ensure that the most important ones, the most popular ones - the ones that WordTracker says people are searching by - are towards the top of your visible text (and preferably included in your title, or, if that isn't possible, are in the headings of sections of text or paragraphs). You should also take account of the META tags. These are increasingly less important than they were (Google ignores them altogether; AltaVista has been known to penalise them) apart from the meta-title and the meta-description. The meta-title is important for obvious reasons. The meta-description is also important, though increasingly less so. Some search engines will use this as the actual description of your products or services in the listing of your website; if you don't have a meta-description, some search engines will simply take the first 30 words or so of text by default. That's one good reason never to have your address after your title, like on a letterhead. The chances are that your address and the first few words of your first paragraph will end up as your description! A notable exception to this is the increasingly important Google, which actually delves into the content of the text in proximity to the key terms searched for, and displays that in a contextual way. This approach is increasingly being followed by the other search engines.

ALT tags, too, are a good way of getting those keywords into your HTML; they are simply verbal descriptions and alternatives to graphics files or visual images. They provide a legitimate alternative for browsers which have their graphics turned off, or for older browsers which do not support graphics. Increasingly, though, Alt tags and meta-tags are decreasing in importance over ordinary visible text. Keyword weight and keyword density are also important to the search engines.

Search Engine Optimization - Some Software to Help

Search Engine Optimizer is your first port of call in enabling your website to be search engine friendly. This software package reports back on any problems that your website may have, including things which will get your website barred from specific search engines. It also includes helpful suggestions about search engine optimization, and will give you definite error messages for specific lines in your webpages where the coding will be unacceptable to the search engines. You can then go to that line without leaving the software shell and correct the problem, then run the SEO again where you will see that the error message no longer appears. Reports can be run for each of the major search engines, or for a template (generic) search engine, depending upon preferences. To get the most out of this application for any successful search engine optimization for small businesses, it needs to be used several times per web page, as you need to check your pages once corrected and then run SEO again. Correcting one error may create another, and this software will alert you to that. It should be said that this software does not create well optimised web pages; it merely alerts you to any errors, so they can be corrected. But that isn't a bad start, is it?

WebPosition 4d from First Place Software should also be considered. Now in its second version, WP Gold 2 has both a single user version and also a version for optimising hundreds of sites. It does something different from SEO - it actually submits to the major search engines based on the rules for each specific search engine. It creates "doorway pages", also called "gateway pages" or, more recently, "zebra pages", which are specifically designed to please individual search engines according to certain key phrases. A word of caution, however: doorway pages are becoming increasingly controversial as the search engines get sceptical about using such methods in the SEO process, as they can be perceived as artificial. It may be that, in the future, detection of doorway pages may be penalised by some search engines. WebPosition 4 still remains a powerful tool, however. To download a free demo or to purchase WebPosition outright click here.

On a similar note, no-one should try and "trick" the search engines in the hope of achieving a better place in their listings. This has been tried in the past, by keyword "stuffing" (putting the same popular keywords several times in the HTML coding using the same colour as the background, so that the search engines' robots will recognise important keywords, but nothing will look strange to the human visitor to the webpage) or a diversity of other strategies. They may have worked in the past but they will not work today. A website needs both relevance and good content for a high listing. Also, beware SEO fads: what may work this month may well work next month, but the chances are that it will not work six months down the line; it may even get your website banned.

You should also look at 1stSearchRanking, which guarantees to send highly targeted visitors to your website in blocks of 10,000, for 5 cents each. The backup service is both excellent and personal. This is probably the "safest" service of its kind, in that it guarantees those targeted visitors for the stated fee; but if they get the optimization slightly wrong then you may have to wait some time for their promise of those 10,000 targeted visitors to actually visit. But at least you get what you pay for. Click here to learn more.

Search Engine Optimization and Link Building

Establish links - increasingly important in creating favour with the search engines. There are tools around that automatically trawl the Internet for links to other sites relevant to your own, but such tools are increasingly frowned upon as they increasingly become unable to disguise what they are - software rather than humans. The traditional way to establish links is manually. Put a link to the site you want to link to on your own website first (this should be a relevant site, but not a competitor: for example, if you ran a website for a small country hotel, you might like to establish a link from a local car hire company. This would be of benefit not only to your customers but also to the car hire company). Then send an email to the webmaster or owner of that site, with a few words stating why you like that site so much, and why you think it would be of benefit to both of you if you

could establish a mutual link. It is important to personalise this message so your email will not be perceived as just another "link bot" or link harvester. Suggest which pages on each site you think the links should go. Make it easy for the webmaster to react positively to your suggestion.

In a couple of weeks check their website to see if the link has been established. If no link can be seen to your own website from their site, assume that the webmaster does not think it would be a good idea. Always remember that most will actually say no. All this is time-consuming, assuredly, but the more relevant links you have, the higher will be your ranking in the search engine listings. Remember that quality is always better than quantity. Do not use "link farms", or link to FFA sites. Avoid them like the plague. They are worthless and may well get your website penalised.

Establishing links properly takes a lot of time - it's probably the single most time-consuming aspect of marketing your website. There are some excellent software packages that can automate these tasks. The best of these is probably Arelis from Axandra Software. This actually scans the Internet for suitable websites to link to (it runs continually, so it'll still be working for you while you're asleep), ranks these sites in terms of link relevance, automatically sends out pre-formatted emails to those sites' webmasters and logs the results of each enquiry. It even sends out follow-up requests should the first request not receive a response. There is a 30 day free trial. For the free trial click here.

Also from Axandra is the excellent Internet Business Promoter (IBP), an award-winning collection of tools to promote your Internet business. It contains a comprehensive top 10 ranking optimiser tool, a professional keyword density analyzer and a professional search engine ranking reporter. It can be compared to Search Engine Optimizer (see above), except it actually compares your website with the top ranking websites in your subject niche, and produces a detailed report on all the elements that go together to produce a high placing in the search engines, specifically telling you what to do in each case. Search engine optimization for small businesses has probably never had a more useful utility than this one. For a free 30 day trial click here.

Also from Axandra is the Link Popularity Checker. It is very useful in that it allows you to compare the link popularity of your own website with those of your competitors. It's absolutely free to use and you can download your own copy by clicking here.

An interesting tool, Zeus, from www.cyber-robotics.com, is described as an "easy-to-use, intelligent, internet robot that builds a link directory and creates reciprocal links for you!" It has a long-term view in delivering links related to themes relevant to your website, and runs quietly in the background while you get on with other things. Click on this link for a free 30 day trial of the Zeus Internet Marketing Robot .

Lastly but not least, you should be in no doubt that one-way (non-reciprocal) links into your web site are far more important than reciprocal links. Search engines will regard your site as much more significant if other sites link to you (seemingly) of volition, and not because of a reciprocal agreement between webmasters.

Search Engine Optimization - Checking Performance

You'll want to know how your optimised website is doing; how many visitors are coming to your site, which search engines they're using and who those visitors are. Sign up for Web-based services that track and provide statistics on visitors. If your company runs a medium to large sized ecommerce operation, have a look at Omniture and HitBOX. Such services are quite essential when running multiple advertising/publicity/optimization campaigns, because it allows you to track which campaigns are working and which are not, and to work out Return-on-Investment (ROI) ratios. Also, have a look at Webtrends, which is the number one name in Web analytics. Its entry-level Log Analyzer software costs around $540. For the smaller business, Webtraffiq is popular because of its out-of-the-box capabilities. Less expensive is Openwebscope (click here for details) and FastStats Analyzer from Mach5 Software. FastStats is particularly recommended; it is a stand-alone solution that takes data from your web server in real time and can analyse literally hundreds of web pages on your site and returns graphic visitor behaviour. Click here for more details.

An excellent tool for submitting to lots of search engines very quickly is SubmitWolf Pro. This is a highly respected semi-automatic utility from the Trellian company. Be careful to deselect the major search engines that you may have already submitted by hand, though, as these engines may well be misunderstood this as multiple submissions or spamming. You will also want to deselect the FFA section (FFA sites - or free for all sites - are complete rubbish and a waste of time). SubmitWolf Pro is highly recommended as long as you use it carefully: click here for their product page.

Don't forget to submit your website to the major directories/indexes. Yahoo! and the Open Directory (DMOZ) are two of the best-known indexes. Both of them can indeed significantly increase your rankings in the search engines, notably Google. Submission to the Open Directory is currently still free.

Recommended Premium Optimization Software

Total Optimizer Professional

There is a relatively new must-have piece of software that allows you to optimise your website to get to the top of the search engines by seeing exactly what your opposition is doing. Total Optimizer Professional checks out the websites at the top of the search engines for the search keyword terms that you choose, and then within seconds reports back to you with an analysis of the various components of what makes the top websites achieve that status. You get a detailed report on keyword density, pagerank, back links and lots of other data that you should then emulate and equal or beat the current top site. It is very easy to use, but so powerful that even professional search engine optimisers use it for their clients. Click here to begin your free 30 day trial of this indispensable software. It puts the power of the top SEO specialist into the hands of the average website owner and is highly recommended.

SEO Elite

Total Optimizer Professional is extremely good; like most software on the market, however, it has competitors. Like most software, all the best ones have attributes that others have and some that the others don't. That's just another way of saying that some will be stronger in certain areas than others, and nowhere is this more true than in the search engine optimization software field. SEO Elite has everything that you could possible want to put your website at the top of the search engine listings.

This software examines other competing websites for the composition of their pages and their inbound links. It presents you (in more detail than you need, it has to be said) with details of things like keyword density, the percentage of keywords in the titles of pages linking to competing sites, the percentage of keywords in the anchor text (the actual text in the hyperlink itself) and even details of backlinks into the backlinks of sites. But that'' not all. It then presents you with an option to email those webmasters of the sites linking to prospective competitors from within the application itself (without having to leave it to go to your email software) and provides the option of storing email templates for different types of request. It even has a drop-down menu of specific names and words relevant to each site to be emailed (like a mail-merge program) to personalize what is an easily automated task. For more about SEO Elite click here.

Internet Marketing for Small Businesses

Of all the various subjects within the vast area of Internet marketing for small businesses the most important, both in terms of genre specific specialisation and in terms of difficulty in understanding and mastering, is search engine optimization. That is why there is a separate section on SEO; it would just make this section too big! So this section will cover some of the other main subject areas as well as search engine optimization training.

Training must be the most important thing in enabling even a sustainable attempt at Internet marketing for small businesses. A lot of the resources mentioned on this web site are free, but without further delay you should be made well aware of the following paid-for resources. This is the excellent Search Engine Workshops series, originally developed by the Academy of Web Specialists. It offers instruction at a variety of levels, including instructor-led tuition, self-study courses, PDF downloads and on-location Search Engine Workshops.

There is also a private resource centre you can join which is basically a networking community of like-minded people interested in Internet marketing for small businesses and larger businesses alike, and includes access to library and archive material, interactive features including live chats with industry experts, private forums, mailing list and posting links which are all available on a subscription basis. For access to the Workshop Resource Center click here. This is possibly the first useful point of contact for those who want to be in touch directly with what is happening but who are not geographically nearby (i.e. most of us!).

OnlineWebTraining offers both basic and advanced search engine courses in three different formats: instructor-led courses. self-study courses, and PDF Downloads. You learn how to attract genuinely targeted traffic that converts to sales; how to maximize your Web site's hidden potential; the latest, most up-to-date and comprehensive strategies available on the Internet. Course material is updated every month. Click here for the online web training courses.

SEO Live Mastery Workshops: Search Engine Workshops offer hands-on, individualised onsite workshops where students can learn by participating and actually doing. Enrollment is apparently limited, to enable maximum attention to individual needs of students. There are two, three, four and five day workshops available. Each grade of study is designed to carry the student through the various knowledge prerequisites to enable entry to the next stage, and tuition is conducted by recognised experts in their field. Click here for the SEO live mastery workshops.

A further series that should be mentioned is from Elites Marketing. The subject of Internet marketing for small businesses is covered very adequately and is good value for money. The following can be taken as genuine marketing tuition resources in their own

right, but have a particular significance to Internet marketing. All the following options are downloadable files:

Inside Internet Marketing : useful no-nonsense approach without much hype.

Internet Marketing Boot Camp : a more intensive version of the above.

Information Marketing Boot Camp : enabling the sale of knowledge by virtual means.

Successful Copywriting Course : for online and offline media alike.

Magnetic Marketing and Direct Marketing courses are also offered as part of the series.

All the above have their fair share of pop-up ads, which we don't like! But the content is extremely good and the advice is worth taking. The Internet Marketing Boot Camp is particularly useful because it is good value for money.

Internet Marketing and Ezine Advertising

Ezine advertising is one of the best means in Internet marketing to get your message through to relevant, highly-targeted audiences. Ezines are electronic magazines - that just means that they're just glorified emailed newsletters. Although this takes a fair bit of practice and experimentation, ezine advertising is potentially one of the best and most profitable forms of Internet marketing to promote your business online. There are an abundance of these about, such as the excellent Lifestyles Publishing Directory of Ezines. Click here to find out more.

Direct Email

A direct email campaign from a reputable list broker can be useful, if slightly more expensive. There are companies on the Web that specialize in building permission-based email lists, targeted to each subscriber's area of interest. This is true 'opt-in', unlike the endless stream of spam email that implores you to purchase '30 million addresses for only $99!' True opt-in lists are not cheap by any means, but they have the potential to yield great results because they are **targeted**. Check out PostmasterNetwork as an example. When choosing a list broker make sure you choose a "double opt-in" system; this is where recipients have to agree to get the email twice - the first time on original sign-up, and the second as a response to a follow-up email - to prevent other colleagues of even family members signing others up against their knowledge or consent. Each received should also have clear instructions on how to unsubscribe. Spam (also known as UCE - unsolicited commercial email) is so prevalent today it is one of the most annoying things on the Web. Nobody likes getting unsolicited emails. Two useful organisations fighting

spam are Spam.Abuse and CAUCE, the Campaign Against Unsolicited Commercial Email. Also have a look at Spamcop for further advice (they will also give advice to people who are falsely accused of spamming). Just remember simple courtesy.

Build your own opt-in mailing list. Offer a free subscription to a weekly or monthly newsletter to people who visit your website. They just fill out a simple form on your website (via a CGI script) and their names go into your automated email software database or third party supplier database. To encourage people to sign up you should make it worthwhile for them to do so, like offering them something of value, or of perceived benefit to themselves. Popular and sophisticated software for handling the way you use your database includes Mailloop. To see more of Mailloop, and for a free trial, click here.

To automate the messages you send to your prospects or existing clients or customers, consider a useful system called Aweber. This sends out welcome messages upon first contact, and then follow-up messages which you can fine-tune and at any time intervals you like. There's a free 30 day trial. Click here for more information.

Ebooks

Instead of a free subscription to a newsletter or ezine you can offer visitors to your website - these are potential clients and customers - a free ebook, in your quest for Internet marketing for small businesses. An ebook is an electronic book that can be downloaded in seconds just like any file. There are several ebook-building applications, which basically allow you to build and "publish" any number of ebooks. Probably the best thought of is eBook Pro. It allows you to "publish" information on the Internet and incorporates a number of self-automated features so you don't have to worry about the selling aspect too much. It also builds its own database, and has an "anti-burglary" feature which means that other people cannot steal the HTML coding for your product or service. Click here to find out more about eBook Pro.

You can convert Word documents to Adobe PDF format files, which effectively serve as ebooks, and can be read by both PC and Macintosh computers, and then printed out from them. This is a widely used format. Anyone can download the Adobe Acrobat Reader for free, from Adobe, by clicking here. But the Adobe Acrobat version 5.0, which actually enables you to write the files, costs $249 (or $99 upgrade from any previous version) although a good place to buy it second hand is the eBay auction site. An excellent alternative is that Adobe can allow you to convert your first five Word documents for free. Click here for this facility.

Website Automation and Tracking

A small but highly useful facility is the ability to track the number of visitors to your website. You web hosting company will probably provide you with tracking as a matter of course, but if it doesn't, and if you don't want to spend the money to buy web tracking software, then sign up for a free tracker. Just type in "stats tracker" into any search engine and select a one of many free versions.

FastStats Analyzer is also recommended; it's a stand-alone solution that takes data from your web server in real time and can analyse literally hundreds of web pages on your site and then shows graphic visitor behaviour. Click here for more details of the free 30 day trial.

Articles and Press Releases for the Internet

A newsworthy press release could generate lots of free publicity for your business. Invest some of your marketing funds in educating yourself how to generate publicity; a good source of information is the website at PRProfits. Have a look at a software product called Press Release-O-Matic for a good source of automating your press release production. This costs $34.95, and also provides a useful HTML coding facility for press releases to be published to the Web. For more details click here and scroll down to the entry for Press Release-O-Matic. We have not tried the other software products described on that page, therefore we cannot vouch for them.

There are several good web based article submission websites. Among the best is Article City, which has a vast number of subject categories and is completely free to submit to. Among the others are SubmitYourArticle, LinkSnoop Web Index and Link Popularity Engine, AuthorConnection, GoArticles, the articles submission page of Business Toolchest, Site Reference (high quality articles on marketing issues only), Ezine Articles (membership and login required) and EZineTrends (costs $50 per article, and claims it submits to over 500 subscribing ezine publishers).

Highly recommended is Article Marketer's Lifetime Subscription. For $299 you can submit an unlimited number of articles to thousands of web publishers and editors, ezines and newsgroups, year after year. Click here for this unbeatable service.

Another simple way to get your website noticed is to add it to other websites that accept URLs. Go to Google or similar search engine and type "[your subject] add url" or "[your subject] submit url" (without the quotation marks in each case) in the search box, then see what comes up.

It's a good learning process to be able to produce your own press releases, but if you want an experienced professional third-party solution click on this link to the Internet News Bureau for their Press Release Services. They provide emailed press release facilities to thousands of journalists in targeted markets in North America and throughout Europe,

and will also write the release for you if necessary. A good, free resource distributing press releases is PRWeb, who have been submitting press releases for free since 1997 (you have to write it yourself, though). Be aware, however, that this "free" service, good though it is, only promises a reasonable placing among their press release listings according to the date of the release and also according to a "contribution" of at least $10. For this minimum sum they will enable access to a tracking site that will allow you to see how many releases have been placed; it need hardly be said that the higher the contribution, the greater the number of placings. Despite this confusion it is still probably cost effective as a press release resource, and you should at least consider it.

A good way to get into the Yahoo directory without paying the $299 non-refundable fee (q.v.) is by submitting a press release to PRWeb, and also paying the $80 fee for their inclusion to the search engine Inktomi, as well as Google News, Overture and Yahoo News, and then putting a hyperlink in the resource box to your website at the end of the press release. That way, as long as you have included your keywords in a prominent position, you will be listed well in these listings from the high-ranking PRWeb site.

The Internet News Bureau will send your press release to 13,000 subscribing journalists for $275. Another good, free press release service is Pressbox.

1st In Articles offers an ever growing list of articles available for free re-print by publishers of newsletters or Ezines. Just make sure your signature or resource box (your by-line) contains your domain name, then submit your article to the appropriate category and, if taken up by any ezines or newsletters in that category, then suddenly you have several live links to your site from that source alone. Make sure you stipulate that, as a condition of reproducing your article free of charge, the ezine or newsletter publisher agrees to print the submission in full, with your resource box, or by-line, and live link back to your domain.

Last but by no means least, have a look at Free Press Release and The Whir. The latter is particularly well-respected among the Internet community, and you can more or less guarantee a fast take-up by other sites and resources, leading to lots of links. Rankings for articles published to The Whir are usually very high up on search engines like Google.

The importance of press releases and articles cannot be emphasized enough. All the search engines, especially Google, love good content. An unbiased article and a well-written press release will be seen as an authoritative piece of content. Ensure you submit your articles to those websites that offer syndicating articles to other people. If your article is well-written and authoritative it will be picked up by other people and used as content to enhance the quality of their own websites, newsletters and other media. Always insist that the resource box (by-line), with your live hyperlink, is included at the end of your article. All of the reputable article provision sites (all the above are considered reputable) will insist that, as a matter of using your material, all publishes MUST include the resource box with the live link.

That way, without very much effort on your part (and without the present absurdities of pleading for links to other sites in exchange for links back) you will be able to get lots of links pointing to your website, which will boost the standing of your site in the eyes of the search engines, and so increase your rankings. If this happens then you will appear much higher up the search engine listings than you otherwise would. So in a real sense this is another aspect of search engine optimization (it is often known as "off-page" optimization, as opposed to the "on-page" optimization which is discussed in the chapter above, which concerns how and where keywords appear on a web page).

More importantly than that, these links will be non-reciprocal. This also indicates to the search engines that other sites have linked to you voluntarily. Reciprocal links are of very much lesser value than non-reciprocal links, and this is why writing articles with a live link in the resource box is so important.

With articles you will achieve more web traffic in two ways: firstly, directly from visitors who will click your link from articles, press releases, directory links and links with other websites; secondly, as a result of your inbound (preferably non-reciprocal) links into your website, your website's placing in the search engines' listings will be much higher, so increasing the amount of "natural" search engine traffic.

Other Internet Resources

Intellagentsia (incorporating BRAD - British Rate and Data) offer a free trial of their considerable database for a limited period. Willing's Press Guide provides three media databases, depending on which part of the world is your target market. This comes as CD-ROM and traditional hard copy media. There is also Internet access. You can register for a free trial of the Internet version of their service, which allows you to access their entire database for a limited time period.

Tracking software and other marketing enhanced CGI (Common Gateway Interface) scripts can be downloaded from CGI Connection. Click here for a list of their services, and checkout their special deals.

A new product which looks very promising is LinkExplore. Click here to find out how you can substantially increase your sales and profits by taking your site to the top of Google, Yahoo, MSN and AOL for any keyword that you want quickly and easily, it is claimed, in less than 2 Hours.

For a semi-automated software solution have a look at Article Announcer, which is really a heavy duty article submission tool. It's quite pricey but it does the business and there are plenty of added resources that have been put in place by popular demand. Particularly useful is the link tracking module that tracks the proliferation of articles as they are distributed by ezines, article directories and press agencies. Click here for more.

Merchant Accounts for Small Businesses

... and other Internet alternatives

If you intend to actually sell things from your website (rather than a referral or affiliate website) the chances are that you'll want to set up a merchant account to handle real-time credit card and debit card processing.

You may well wish to approach your own High Street bank for a merchant account; either they'll operate their own merchant service or will have an associate merchant service. But there are other alternatives available that you may want to consider, and you should at least be aware of them. Whatever you decide, you must ensure that your supplier has a secure system of taking payments. In particular, you should ensure that the SSL (Secure Sockets Layer) protocol is used - this means that data cannot be read by other computers as it travels between your browser/your customer's browser and the bank's own server.

Some Major Resources

WorldPay: One of the biggest Internet merchant facilities is WorldPay, and their slogan - Worldwide eCommerce Solutions, Guaranteed - gives a good account of the huge range of services they have. They offer one-stop, global e-commerce solutions for the small business up to multinational companies involving many currencies. Highly recommended. To learn more click here.

QuickpayPro: This is a wonderful system to automate your online business as well as accepting your customers' cards. They partner with their own affiliate merchant bank but they say that "Unlike other real-time ordering systems, you do not need your own merchant account. QuickPayPro is fully integrated for automation using your existing PaySystems, Revecom, 2CheckOut, or PayPal account." You can have two versions - a single product order form or full shopping cart for multiple products. This system does truly cover all the bases - it's a seamless collection of paymaster, autoresponder, affiliate manager and return-on-investment accountant. There is a 30 day trial version for $2.95, and the full version costs from $37 a month. The system is designed to enable the sale of both "real" and digital products. Click here for the trial.

ClickBank: This is highly thought of, and probably suited to the smaller to medium sized business. They are geared to digital products only. A distinguishing feature of ClickBank is that they have a good affiliate program, where other people can sell your digital products on their site. This is a real alternative if you don't want a merchant account; they accept all credit cards. There is a one-off $49.95 activation fee of your account, and they

also charge $1 plus 7.5% of each sale. You can sell up to 50 products through one account. They have a large range of virtual and digital products designed for distribution by third parties. Click here for more information.

Paysystems: A similar operation to Clickbank in that it charges a setup fee and then a small fee and a percentage of the sale for each transaction. Paysystems handles tangible as well as virtual products, and also services. Click here for details.

Stormpay: This is another way of doing things. With Stormpay you can send or receive funds to and from anyone with an email address, even if they don't have a Stormpay account themselves. Your customers can pay you online simply by clicking on a button on your website (easy to set up) and can pay by credit card or several other methods. Click here for more information.

PayPal: An even cheaper way of accepting most credit cards without a merchant account. You can send or request money to anyone with an email account, and they have over 20 million members worldwide and growing. Quite a brilliant way to send and receive money. The well-known auction site eBay bought PayPal some time ago. Click here for further information.

SECpay: Let them speak for themselves. "SECPay Ltd is a secure, online, real-time payment service provider, supporting all major credit and debit cards with the (major) UK acquiring banks for Visa, Mastercard, Switch, Solo, Delta, JCB, American Express and Diners Club. Our business is real time Payment Processing over the Internet. SECPay supports a variety of 'cash' and transfer payment methods including paybox mobile phone technology." They have a variety of tariffs to suit all merchant trading patterns and a special interface for multiple transactions, suited to a Call Centre based business. Click here for their website.

2Checkout: Allows you to accept credit cards for products (real and digital) and services. Accept Credit Cards within minutes for a low one-time fee and instant set up: Click here. There is no monthly fee, which is a real comfort for new businesses, or for businesses with an irregular or unsure online income source. Transactions can be set in several different currencies, in real time, as preferred by the user. Highly recommended. I use it myself!

Micropayments

This relatively new e-commerce phenomenon has a huge potential demand but is sadly underdeveloped. New players are constantly entering the field but, as with any market that is far from mature, care should be taken when selecting from the various options available, as a lot of these providers will surely founder at some early point. Here are just two which look at least quite promising.

Basically, when merchants sell small and inexpensive items on the Internet (possibly previously freeware downloads such as music samples, video clips or informational downloads) they will want to charge only very little - perhaps a pound or dollar per item - and therefore want a system that is not burdened by overhead, monthly fees or percentage fees per transaction (otherwise what's the point?). A company called Ymogen has a simple system whereby merchants and customers alike can sign up for their service. Their website looks quite unconventional but this is probably in keeping with their function. Payments covered range from 1p to £15. This seems to be web-based as there is no software for merchants to put on their website. Ymogen's website can be found here. BT also has a system called EasyPay.

Nochex is a relatively new system which presents itself as an alternative to sending cheques in the post. Small businesses can use Nochex to accept payments online, and consumers can use the service to send virtual cheques to friends and family, and make payments to businesses. Their website can be found here.

Building the Shop

There are so many "shopping mall" options for businesses who would like a strong Internet retail presence that it would be impossible to make any specific recommendations, except only to recommend that businesses have a look at all the possibilities and permutations and decide what suits them best. Actinic Catalog is probably one of the better known packages that allow you to build an on-line store, and costs £349. Extend, from Equology, is a totally web-based alternative and can be administered from anywhere, costing from £39.95 a month. For a smaller online shop there's Astrosell's Small Store package which costs £99. Shopfitter is for small to medium sized businesses and charges a small commission for each item sold.

But for a complete solution, SecureNetShop is the most highly recommended in terms of the sheer number of facilities it provides as part of an overall package, together with cost considerations and value for money. You get a free merchant account, a user-friendly shopping cart with free technical support, the ability to design an online store of your choice with a few clicks of the mouse, a secure Payment Gateway to accept credit cards in real-time, sales tracking and reporting, anti-fraud facilities and a lot more. See what you think. Click here for SecureNetShop.

For Further Consideration

Erol offers a wide range of services with the emphasis on designing websites for e-commerce solutions. Webgenie supplies software for creating online stores, complete with shopping cart and other features. Netstores provides much the same thing and emphasises their round-the-clock service and customer support. Datacash enables merchants to process all credit and debit cards and is an accredited BACS bureau. Globill charges no set-up or monthly fees, but does levy a hefty 16% charge on each transaction. InstanteStore is an interesting facility. It allows you to quickly and easily setup an e-commerce store. You can create your ecommerce store within minutes just by pointing and clicking. It comes with 60 professionally-designed templates to create the appearance of your on-line store, has an unlimited items shopping cart, live customer support, automatic shipping and tax calculation, real-time credit card facilities, and is automatically PayPal enabled. We think InstanteStore is at least worth looking into. There's a free 30 day trial.

Affiliate Programs

An Ideal Way to Achieve Income in the Internet Age

An increasingly popular way of promoting your online business is through affiliate programs. These are where other relevant websites put a link to your site (if you are a merchant selling a product or service), and you share the profits of any resulting sales. Alternatively, if you are an advertiser with a website, you may contact a merchant with a product or service appropriate to your site. Again, you share the profits. No additional money is spent on advertising or other overhead, and no money is exchanged unless a sale is made. A win-win situation, whichever way you look at it.

Affiliate Programs - You as Merchant Client

Take the scenario of a business that has just built its first website. It's all very flashy, uses lots of gimmicks, has lots of animated graphics files, and sells the sizzle along with the sausage. Then after about a month the website owner realises there still aren't any sales. What's the problem?

The problem is that the website is overburdened with those gimmicks which take a long time to load and which cannot be read by the search engines (the engines can't read graphics, only text). Most importantly, potential visitors are all typing in words to the search engines that relate to the sausage, and not the sizzle. The result is that the site is buried on page 27 instead of where it should be on page one. That's why nobody sees it. That's why there are no sales.

The hypothetical solution? We build a website that is highly optimised for the search terms that potential customers are typing into the search engines' search boxes. The result is that this website is now on page one of the major search engines. But the client hates it! Why? Because he is still in love with the flashy website that was his original dream. He insists on keeping his original website (after all, he probably paid thousands for it.)

The real solution: We set up a special highly optimised website of our own, featuring a number of web pages each based around a number of keyphrase search terms that potential customers would type into the search boxes. We then set up a link from our optimised site to our client's flashy site and in doing so we drive web traffic to that site. The client sets up a third party tracking system which monitors all traffic and sales, and we take a percentage of the vastly increased profits as a reward for our hard work. This is what **affiliate programs** consist of. Because payment is by performance and on a percentage of sales, and because there are no additional fees, it is a win-win situation for everyone and for this reason affiliate programs are increasingly very popular.

Affiliate Programs - You as Publisher/Advertiser

In this scenario you already have a website. Your traffic is good. You decide to seek extra revenue from this traffic by putting a link to another website which sells related (but not competing) products or services. As the owner of the website you are the publisher, and your affiliate client is the merchant. Every time one of your site visitors clicks on the link that goes to the merchant's site and makes a purchase you get a percentage of sales resulting from that. Again, everyone is happy because affiliate programs are a win-win situation. You are getting revenue that you would not have had before, and so is your merchant client.

If you are choosing from a number of affiliate merchants to do business with then you should make your decision based on a number of considerations: the fee or commission payable to you, whether it is pay per sale, per click, or per lead, and the cookie length (a cookie is a piece of code that designates a visitor to your merchant's website as having originated from your website. If the cookie length is 30 days and the visitor only buys after 60 days then you are not credited with the sale. However, if the cookie length is 90 days then you will be. The longer the cookie length the better). Also, have a look on the various affiliate forums to get a feel of the "reputation" of a particular merchant or particular affiliate programs. You might also want to go to Google and type in "name of merchant/product" + "scam" to additionally see if there's anything dubious about that merchant or any individual affiliate programs.

You will also want to check the small print about frequency of payment and minimum payment amount. Ideally you'll want payment from affiliate programs to be at least monthly. The minimum payment is the amount you need to generate in order to trigger a payment being made at all. Acceptable minimums are $25 or equivalent. Avoid like the plague those affiliate programs that stipulate that a minimum must be achieved within a certain time period and **not carried over to the next time period**. Such a system will never allow affiliate payments which may be slow to accrue over time. People of this mindset who operate such affiliate programs may well think of other reasons not to pay you even when you *do* reach the minimum threshold. Give them a wide berth. Even better, join an affiliate programs forum and tell your affiliate colleagues around the world about them! As in all aspects of Internet marketing, with affiliate programs reputation is everything.

You will also want to avoid affiliate programs that have become "saturated" by affiliates reselling the same products or services. Identifying these can be easy; they may have been around for a long time, so you may have seen the names of these programs over and over again. If it is not so obvious, and you actually decide to join a particular program, there is something else that gives away the saturation level - that is the size of the number in the affiliate ID. In other words, if the affiliate identification code you're allocated is something over 5,000 then you should think carefully about going through with following it up (you might want to sign up for a related affiliate program that has a lower affiliate

ID number instead). The most recent the program the better. That way you are guaranteed getting in early and establishing yourself.

Affiliate Programs - How to Set Them Up

Firstly you must decide whether you are an affiliate **merchant** client (you have a product or service to sell) or are you a **publisher, advertiser or webmaster** (you have an existing website with plenty of traffic - upwards of 3,000 unique visitors (UVs) per month would be a realistic minimum figure).

If you are a merchant then you should sign up with a third party tracking service, to monitor visitors to your website and also to monitor sales from other affiliate sites where those sales originate via similar affiliate programs. It is important that this system is fair and transparent. It is particularly important that you gain the trust of your affiliates through the practice of honest reward. After all, if your affiliate has done the work of generating all that traffic for you then he or she should be rewarded with a decent percentage of sales. If your affiliates think that they are being deceived out of earnings they will simply drop your links and change them (easily done in a matter of minutes) in favour of another supplier, and here is your problem: the affiliate's website is optimised very tightly and specifically to what **you** produce, in terms of the keyword phrases and the descriptions used. So the only links that can be reasonably applied would be to a supplier of the same product or service - yes, *to your competitor!* So keep your affiliates onside.

There are several options to getting good third party monitoring and tracking systems. The following are for merchants.

Quickpay Pro. There are two versions - a single product order form or full shopping cart for multiple products. This does truly cover all the bases if your intention is to have a pro-active marketing system - it's a seamless collection of paymaster, autoresponder, affiliate programs manager and return-on-investment accountant. There's a 30 day trial version for $2.95, and the full version costs upwards of $37 a month. The system is designed to enable both the sale of "real" and digital products. Click here for the trial.

My Affiliate Program (MYAP). From KowaBunga! Technologies, who are leading players among the third party software providers. MyAP Pro software is an affiliate tracking, reporting and management solution for your business. There are over 1,800 merchants worldwide already signed up. Prices start at $995 set-up fee plus from $50 a month. Click here for more details.

DynaTracker. A very economical solution to tell you exactly which advertising methods are working and which are not. Track clicks from pay-per-click search engines,

ezine ads, classified ads, link exchanges, newsgroups, ebooks, autoresponders and more! A one-off payment of only $67 and with a 90 day guarantee. Click here for more details.

Affiliate Wiz Affiliate Management Software Automates all aspects of a pay-per-click or commission based affiliate program. Starts at $549. Click here for details.

All Affiliate Pro software provides a full set of tools and resources for affiliate program managers. From $40 to $2,000. Click here for details.

MyReferer.com MyReferer offers a hosted solution to performance based Internet marketing. $150 set-up fee plus $25 to $45 per month. Click here for details.

AssocTrac allows you to find out which ads and promotions are making you money, and which ones aren't. Keep the profitable ads, and stop the non-profitable ones. Click here for details.

Affiliate Program network providers are suppliers who serve both the merchant and the affiliate. If you're an affiliate then go to their site and select the affiliate programs that are relevant to your website. If you're a merchant then just sign up with them and have your product or service listed there. Most will offer publicity to likely potential affiliate partners as part of their service, including email newsletters to their existing subscribers.

ClickBank. A well known supplier of digital or "virtual" products for purchase by your customers. If you sell things like e-books or informational material or anything that can be downloaded as a file, then this would be the obvious first choice. There is a one-off $49.95 activation fee per account, plus a charge of $1 plus 7.5% of each sale. You can sell up to 50 products through the same account. Click here for more information.

PayDotCom is a good alternative to Clickbank. It has good affiliate tracking features with the ability to set two levels of affiliate commissions (ideal for Joint Ventures) and enhanced security. It integrates easily into your sales page and uses Paypal. Click here for more information.

LinkShare A fast-growing US based company with over 10 million affiliate partnerships with an emphasis which prioritises technology, enabling accurate tracking and reporting of sales. More details.

ShareaSale which "uses proprietary technology, along with web and browser standard technologies to bring together eCommerce Merchants and Affiliate partner sites". More details.

Affiliate Window. Popular with UK affiliates and merchants alike, and with a very user-friendly interface. More details.

Commission Junction Well known affiliate provider; has thousands of merchants. Less than intuitive navigation. More details.

Trade Doubler is a European leader in providing online marketing and sales solutions. More details.

Affiliate Future. Click here for more information.

The above list is by no means exhaustive, but these are all reputable. For a comprehensive listing, type "affiliate programs" into any search engine.

Warning: If you plan to set up as an affiliate you should avoid certain affiliate programs. First and foremost, steer clear of any affiliate program that actually charges you to join it. There is absolutely no reason why any merchant or third party should charge a joining fee unless the product or service cannot sell itself - and that is the whole point of the exercise after all. Also, remember that it's a free country and people are allowed to say that something is great when it isn't. Be careful and use your judgment. If something seems too good to be true then in general it is. There are lots of affiliate forums you can join on the Internet, so you can get a feel of what's good and what's not. These forums are very useful for tracking trends in the market and can provide useful early warnings for emerging scams (these are very much in the minority but, sadly, they do exist). Affiliate program providers often have their own forums, but make sure that you're also aware of independent forums so that you get unbiased opinions. You should also be aware of the rules regarding Spam (unsolicited commercial emails). In general, affiliate programs providers have a zero tolerance attitude to Spam and will close your account if you transgress their rules. They mean it.

You should also avoid other schemes that try to pass themselves off as legitimate affiliate programs. These include pyramid selling, MLM (multi level marketing) and get rich quick schemes of all descriptions. A lot of misinformed people still think that affiliate programs fall into these other dubious categories. Affiliate programs are not dubious at all. They are honest, honourable and, if done well, can be highly lucrative given effort and time. Like everything else, you will only get out of affiliate programs what you are prepared to put into them. Be honest and diligent, and your efforts cannot be criticised by anyone.

But how do you discover which affiliate programs are for you? An excellent resource, mentioned above, supplies you with details of affiliate programs and details about what they pay, how they pay and when they pay. It's free. This is related to the digital products that can be downloaded from ClickBank only, but is very useful nevertheless. Download Affiliates Alert here.

Another useful tool is the Niche Marketing Database. This provides a huge number of "niche" keywords that have a high KEI figure (in other words, lots of searches for those

keyword phrases and very little competition) and which may be linked to appropriate affiliate programs. Click here to download a trial version.

Important: If you decide to sell Clickbank products from your site using Clickbank affiliate links, it is important that you "cloak" your affiliate link to prevent online theft. Unscrupulous people may easily replace your Clickbank "nickname" with their own, and so take away your affiliate commission. To prevent this you can download a software tool by clicking here, which effectively hides your link from view, thus protecting your money. At $59.00 it is money well spent.

Highly Recommended: James Martell's Affiliate Marketers Handbook. A downloadable, 8-step training manual regarded as a seminal work on affiliate programmes and how to make money from them, written by a man who does! (There's no theory here; it's all tested and it works). Click here for more information.

See also the section on Merchant Accounts in this ebook, and alternatives to them (there's a plan to suit all budgets), on this website before returning to the Affiliate Programs page.

Also Useful: For merchants and affiliates alike, there are many useful online forums. ABestWeb is probably a good place to start as it is so large and as it caters for the needs of both merchants and affiliates. Merchants can also post new affiliate programs to the forum as well as to the various networks outlined above.

And Finally…Contact Details

Hopefully this ebook will have been useful to you. We will try to update it as and when it becomes necessary, and keep you posted on new developments. In the meantime, if you'd like to contact us, our group company Inteltab can be reached by post at:

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Compatibility: Some of the software products discussed in these pages may only be compatible with the Microsoft Windows operating platform. Many are available in cross-platform formats or in formats for use with either Windows or Apple Macintosh machines, or with Linux or Unix and its variants. Clients and visitors to this site should check the details of these products for compatibility before purchasing them. Ideally, the evaluation version of any products should be tried to assure satisfaction before any purchase is made. We cannot accept responsibility for lack of compatibility; nor can we accept responsibility for software conflicts that may result from the downloading or usage of these products. We cannot undertake to supply technical support for any products. Users should refer to the technical support departments of specific product suppliers directly through the suppliers' own contact lines.

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