Clickbank And Social Media

Hybrid Marketing!

Table Of Contents

USING CLICKBANK

The purpose of this section is to help you decide if, in fact, Clickbank is going to be a good match for your business needs. Make sure you read this section very carefully.

In the world of affiliates there are affiliates, vendors and brokers – all of which have their pro's and con's to consider when it comes to whether the offerings they have are a good match for you and your web sites. All affiliates have a contract or agreement of terms which you should review and understand prior to entering any agreement, and most of these contracts detail exactly what each party is expected to do, how payment is made, and what responsibilities each party has to each other and the public.

One of the biggest areas to be aware of and understand is who is liable for chargeback's, fraud and other concerns that can arise when selling goods to the public. This is normally a very big hassle to most online companies and can drastically cut into the bottom line not to mention drive you crazy with constant interruptions to your workflow and daily tasks to deal with the errant cases. In cases like ClickBank's representation all of management of the online product sales including refunds, collection of funds and handling disputes is taken out of your hands.

ClickBank really is two businesses in one. On the one hand they purchase and then resell through affiliate marketing eBooks, software and any other 'non-physical' downloadable goods you can imagine. On the other hand they are an affiliate broker or service in that they allow marketing of the eBooks and goods they handle

(or technically resale) from their list of products by anyone who wants to sign up, paying a commission on any and all sales made as detailed further down in the summary of their payment agreement.

ClickBank is a different type of affiliate network in that they are not just a broker and they are not really a normal vendor – ClickBank fulfills the best of both worlds by supplying a list of available vendors and *electronic media* goods broken down into various categories as well as handling the engines, link creation and tracking necessary to allow you to market and sell those goods on your pages. In effect you can think of ClickBank as a broker who also handles much of the legalities, payment handling and tracking while providing you assistance and guidelines on how best to legally market and sell the service products that they have available. They also allow you to list and sale your own software, eBooks and other goods if approved and if they meet their strict guidelines and policies, without a huge contractual obligation or a minimum qty of sales as many other online vendors require. ClickBank is quite simply the future of ecommerce for the everyman …

As with any business transaction there has to be an agreement, or contract which stipulates what each party is responsible for and will be held to. Depending on whether you are just joining as an affiliate seller or have product(s) to list with ClickBank for sale the terms and contracts vary, but the *client contract* which details exactly what they provide, what you are responsible for and what arbitration methods are allowed follows:

THE AGREEMENT

A quick summary of the details of this contract as of February 2007 state that the client is:

- ✓ Bound by the laws of Boise, Idaho and its jurisdiction should any conflicts, claims or suits arise

- ✓ Assuming full responsibility to use ClickBank affiliated services

- ✓ An independent party and cannot represent or claim to represent ClickBank directly and specifically that you are

  - o Not authorized to make any warranty or obligations on behalf of ClickBank
  - o Solely responsible for reporting and paying any income taxes and withholdings

- ✓ Responsible for obtaining any licenses or permits required to operate a business on your site

- ✓ In agreement that by promoting products listed by ClickBank that you

  - o Do not imply or suggest warranties or policies that conflict with ClickBank's eight-week return policy
  - o Will not allow unauthorized or unlicensed use of materials or images and will not take part in such yourself

- o Will not interfere with tracking of commissions or normal flow of traffic from affiliates
- o Will apply by and include any required U.S. Federal and state regulations and policies regarding advertising and consumer protection as discussed in their online form at: http://www.ftc.gov/bcp/conline/pubs/buspubs/dotcom/index.pdf
- o Products you submit for sell are subject to the "ClickBank product and publisher review program" and that your products may be rejected or the amount kept in reserve etc. changed as deemed necessary by ClickBank at their sole discretion
- o Will provide up-to-date email addresses and will respond within 24 hours to communication from ClickBank at any time.

- ✓ Not allowed to send or cause to be sent messages by electronic means for promotional purposes that

  - o Are sent to people who have opted out or requested to not receive such advertising
  - o It will not contain any false or misleading information including your contact or product representation attributes
  - o Such messages will not have invalid message headers or 'masked origins' nor include mousetraps such as pop-ups or other annoyances
  - o All messages have a clear and functional way to 'opt out' of future correspondence and that such

functionality will remain functional for at least 30 days from the date the message is sent

✓ Aware that ClickBank can temporarily or permanently in some cases seize all funds in your account should it be determined that you have been involved in:

- Illegal activity or violations of Federal and State regulations
- Disregarded ClickBank rules and policies
- Are involved with a lawsuit directed at ClickBank or its' employees or have participated in legal threats, abusive language, harassment or other behavior deemed antisocial directed at the company or associated parties
- If needed to secure payment and performance of any indebtedness you have incurred

✓ Aware that the contract is subject to modification at any time

To sell goods with ClickBank you need to have a "Publisher Account" set up, and bear in mind that all products sold by ClickBank must meet the following criteria:

I. They must be *digitally delivered* from web pages, downloadable files or via email

II. They must ship within 24 hours of purchase, immediately preferred

III. Shipped delivery can be offered *as a supplement* or a courtesy but must not be vital to the use or functionality of the product

IV. There must be a valid technical support email address which is responded to within 24 hours of receiving an email, and not by an automated emailer

V. Products must have English support hosted on your own web site in a domain name you own (no free sites) and be fully compliant with US law including the [FTC Advertising Rules](#) and [Disclosure Rules](#).

If you meet these criteria you need to have two web pages, both hosted on a web site you own or control under a domain name you own or that is registered to you, consisting of a:

I. Sales Letter

This page will describe and market the product or eBook to be purchased at ClickBank and will have the payment link which the customer can use to obtain the good or service. Items that need to be detailed on such a page include:

✓ Detailed description
✓ How it will be delivered and in what timeframe
✓ Details about the ClickBank payment link

II. Download Page

This is the page the customer sees after they pay with ClickBank and will only be seen once payment has been tendered and approved. It should include details such as:

- ✓ A thank you for buying your product
- ✓ Contact and technical support information
- ✓ A reminder that the charge will show up as "Clkbank*com" on any credit card or bank statement
- ✓ Requests for information for follow-up or registration purposes
- ✓ An 'exit' link to return the customer to your primary page or away from the thank you page

FINANCES

ClickBank has pay periods that end right after 12:00 midnight Pacific Time on the first and sixteenth of each month, and chooses to pay by check only, said checks to be void 90 days after the date of issue and mailed within 15 days after the end of each pay period. Any checks for amounts over five-thousand ($5,000.00) USD (United States Dollars) are sent at ClickBank's expense by US Priority Mail and amounts over ten-thousand ($ 10,000.00 USD) are shipped overnight by FedEx when possible.

You are allowed to set a predetermined minimum for which you are willing to have a check cut, ranging from ten USD to ten-thousand in your preferences. The default setting is one-hundred USD. Once the minimum payable balance is reached and a payment date occurs the amount minus a $2.50 fee is issued and will be shipped as described above.

TRANSACTIONS

ClickBank obtains products from publishers at a 7.5% discount plus a $1 stocking fee, and can also collect EU VAT taxes if required. If the sale is generated by an affiliate site then the wholesale price is split between the publisher and affiliate according to the percentage set by the publisher and credits are generated as appropriate at the moment of the sale. Should a return occur due to a customer dispute the customer received a 100% refund and the payouts are debited back from the accounts and the publisher will also be charged $1 for returned online check sales but not for credit card refunds. If a 'charge back' or revoked sale is caused by a customer's bank there will charges as appropriate and should any product generate more then 1% charge backs in any 90-day period a $35 penalty will be assessed and the product may be delisted.

GET PAID

No delivery service is perfect, and sometimes deposits are not made before a check is expired or a check may even be stolen – all of which can result in payments that have been issued not being received. ClickBank handles this in a fairly standard manner: should you wish to cancel a check and have it reissued there is a $20 cancellation fee and said check will be cut on the next twice-monthly issuance date. Requests received by the 10th of any month will be handled in the order they are received. Should a check grow 'stale' that is expire and need to be reissued marking it VOID and sending it to the Paycheck Department will allow a new check to be issued.

As required by US law ClickBank will withhold payments until sales made with five or more credit card numbers including at least one Visa and one MasterCard account have been made.

Should you ever wish to close your account any balance less then ten USD ($10) will be forfeited, or if you wish to transfer or move your account to another name or payee this can be accomplished with a signed authorization statement via certified mail and a fifty ($50) fee. Accounts that have no earnings for an extended period may be deemed 'dormant' and a fee of $1 a pay period ($2 a month) or $10 a period ($20 a month) after 365 of dormancy may apply.

A WORD ON THE IRS

It is recommended that you obtain an IRS issued Employer Identification Number (EIN) to use as your taxpayer ID number from the IRS site noted [HERE](#).

This will help simplify the 1099 reporting requirement and if you earn more then $600 you are required to have some form of Taxpayer ID affiliated with your account anyway, and your social security number is often considered too private to list.

This details most of what ClickBank is about, how it's contract works and payment methods are determined, who is responsible for which elements of the sale and advertisements etc. – now only you can know if this particular affiliate is right for you and your business, but some key elements to consider include:

I. Do you have product of your own to sell and if so what is it? ClickBank for instance is an excellent place to market eBooks, software or downloadable goods but they don't handle physical products.

II. How much exposure does your web site have and does your average viewer seem the type to purchase information and eBooks or software online? If so, linking to affiliate sales and eBooks from your site can be a good revenue generator with little to no risk by participating in ClickBank's affiliate program.

III. Is starting to sell your eBook, software etc. at a low cost or becoming a vendor site for others at *no* cost something that appeals to you? Selling some products such as eBooks can be as low as a $49.95 setup fee and fees of about 8% on each sale and they handle collections, refunds and paying of affiliates.

Whether you are a creator and writer of eBooks, software, video or music that needs a cheap and easy way to market your products or just a website owner seeking to link to various information to sell to your visitors and obtain a piece of the profit ClickBank is custom tailored to your needs. If however you sell physical products or need a lot of marketing and advertising done for you then this venue may not be optimum for your considerations.

The next section will give you the exact steps you need to follow in order to get your ClickBank website setup for maximum profit…

Preparations

This section is dedicated to a fast, low down & dirty system for making sure that you get your account running without much hassle or time requirements…

Not everyone has the know-how to create online scripts and secure credit card processing. That is one reason why companies like ClickBank have flourished and why they can be such a great resource to so many individuals – but a little knowledge and some careful application of the right types of feature sets can go a long way into making your online marketing and sales capabilities for your ClickBank product or affiliate links go further and do more to increasing your bottom line.

First and foremost ClickBank requires that you not list your product on any 'free' web sites, and that you own the domain name in use. This requires understanding a little about domains, how to register a domain name, how to best select and choose a name etc. so let's go over a few of these details of online commerce to make certain you are currently set up for an optimal ClickBank experience, and if not how to prepare your site correctly.

Online commerce or 'ecommerce' as it is often referred to, is the process of accepting payment for goods and / or services sold across the World Wide Web, or Internet. In many cases, as with ClickBank or other affiliate sales the goods are downloadable products in the form of information or software, but ecommerce refers to any sale even of physical goods that are shipped from a location or locations when ordered online. There are many aspects

to ecommerce but the most important success or failure associated with online businesses is the look and 'feel of the web sites and associated pages related to the business in question.

Having extravagant and showy features while often popular and considered 'cool' by many web page designers has proven not to be of much benefit to increasing customer sales and in fact polls have shown most customers prefer a non-showy but quick and easily navigated site over the more elaborate displays, especially on sites they visit a lot. Having a quick-loading and easy to work-through site is more important then having one that impresses when you are trying to sell something.

Of course if you are *selling* flash media objects and custom design then examples and flashy entries may be just the thing – as with all 'rules' there are exceptions and you need to tailor your site to the types of customers you have and their level of knowledge and understanding. In any case the first step in creating a web site once you understand the general layout and market segment you wish to get into is identifying and obtaining a domain name.

YOUR WEB PRESENCE

What most people 'think' of as the web site name is actually a 'friendly URL' or friendly Universal Resource Location tag that is used to look up the actual web URL page on various lookup tables on internet servers and directs to the site defined in that lookup table. For instance, a listing for the friendly Internet Marketing URL of…

http://www.JeremyBurns.com

might actually show to be directed to a specific sub page on a server at an IP address of 216.19.212.714 you can also see if a name is registered (or 'owned') and if with which company it was registered by using online tools such as http://www.whois.net/

or which can also show you variants on the domain name that may still be available to be registered as well as contact information for the listed owner should you wish to attempt to buy a specific domain name from them.

Domain names have value, for instance the ".com" extension, while by far not the only extension out there now was the first and is still the most widely recognized method of web page friendly URL's and as such is more desirable then a ".biz" or ".net" alias would be, so buying a site like "Goldwing-world.com" to sell products tailored to Honda Goldwing motorcycles vs. obtaining the nearby site of Goldwing-world.net or .biz might be worth several thousands of dollars – especially if the existing site has been there for years and is heavily seeded throughout search engines already. The important thing is to identify and know a name that is:

- ✓ Easy to remember and spell
- ✓ Can be given over the phone and written down correctly every time
- ✓ Relevant
- ✓ Available

For instance if you are targeting Honda Goldwing motorcycles a site called "scooter.com" while related doesn't tell the searcher that you are specific to or involved with Goldwings in any way, and may in fact make them think of handicap transports or two-wheeled toys: motorcycles.com on the other hand would be closer but is perhaps too broad for such a targeted market segment. Catchy derivative like "WideBikes.com" or "TwoWheeledCaddy.com" might work but also risk offending some … taking the time to identify or buy a good domain name is vital.

One option is you are stuck on generating a good name is to use a service such as www.nameboy.com

which allows you to enter keywords and it will generate domain name suggestions based on those or rhyming words.

DOMAIN STORES

There are as many domain registrars out there as you can shake a stick at, and each has their good merits but the one of the older registrars out there is www.register.com

however they tend to be pretty overpriced. Your mileage may vary, and a good resource to identify who to go with is the www.internic.net

– the site that defines and oversees all domain name registrations. The following are a few other 'big names' in the industry follow for your consideration:

- ✓ www.DomainAbbey.com One Of The Best And Cheapest Domain Resellers on the Internet.
- ✓ www.Register.com

- ✓ www.Networksolutions.com

YOUR WEB HOST

The next thing you need is a place to create and store, or 'host' your actual bits so they can be accessed from the Internet. It is possible and in some cases where very private information or large databases are going to be stored to have your own servers and pay to configure and maintain an internet connection yourself desirable – but most often people pay others to host and backup their sites in exchange for a fee.

The fees you are charged depend a lot upon the amount of disk space you use, and the amount of 'bandwidth' or traffic to and from your site that occurs. If you are selling or hosting large files to be downloaded or uploaded this cost can be substantial, so sometimes cheaper alternatives such as http://www.gowebserver.com that only charge a flat rate based on size of files stored is a better way to go, even with the lesser customer service and capabilities that may be available.

One of the top Internet Marketing Hosting companies can be found at http://www.JeremyBurns.com/a/hosting

GETTING "IN THE KNOW" WITH THE BASICS

Most of the tools ClickBank (and many other affiliates) provide require at least a basic understanding of how html and xml and the TCP/IP system works, so for the few who only know how to use the 'front end' tools like FrontPage to create a website and have no clue what is going on under the hood let's spend a few moments discussing the basic concepts to make certain you can implement the tools and suggestions that they make to secure and update your site(s).

First we should define a few terms, including:

- ✓ **What Is TCP/IP?** This is the 'language' that the internet or 'world wide web' uses to communicate and is fully known as the Transport Control Protocol / Internet Protocol but is often called the TCP/IP Protocol, which you can see is actually a little redundant!

- ✓ **Href Tag** Actually viewed as <a href="linkdata"></a href> this refers to a hyperlink reference to another URL or resource.

- ✓ **HTML Defined** This is another 'language' just like English or French that is used by web pages and the TCP/IP protocol to define certain actions to be taken by browsers. For instance the HTML language to display

THIS would look similar to the following:

<B>THIS</B>

In this case the keyword for bold (<B>) is used … fans of WordPerfect who understand 'reveal codes' will find HTML a familiar concept as formatting and beginning and end points are turned 'on' and 'off' just as with that once highly popular word-processing package. The list of keywords, how they are to be used and what all actions browsers are supposed to take when they encounter them is handled by the W3 (world wide web) Consortium who can be found online along with a vast array of tools and assistance at http://www.w3.org/

- ✓ **Img Src For Images** This is the 'image' or logo equivalent of an a-href URL, and points to a picture or image location to be loaded in conjunction with a href or just displayed at this location on the page.

- ✓ **XML Coding** This is a 'later version' of html called the 'extensible mark-up language' which allows for some rather broad and dynamic interpretations of underlying data and is useful in features such as RSS feeds and displaying data on various sites in a variety of ways without having to completely restructure the code itself.

For most of us the html or Xml code is just the underlying bits that tell our browsers how to display and handle the text and images that we want our viewers to interact with. And in most cases that is enough – but since many code 'snippets' are provided by vendors such as ClickBank to accomplish tracking or certain actions the one thing you need to understand and know is how to 'view' your html code, and where to insert the code they provide you to accomplish the goal(s) desired. Knowing that all 'opening' tags such as the bold command <B> have a corresponding 'end' command such as </B> is the first step in achieving this goal.

Another vital aspect of understanding html and web pages is knowing that just as the code or 'language' has start and end points so do certain 'areas' of the web page itself. For instance every web page will have a 'header' which contains among other things the 'doctype' which defines the specific w3 encoding the html subscribes to, and details about the page including keywords and scripts to run when the page loads such as background images, sounds etc.

Img src or 'image resource' links just like hrefs will normally be looked for in the existing folder first, but a 'full resource' to a specific location can be supplied if necessary as is done in the sample code below, assuming the file is on the local hard drive in the 'localimages' folder and is named lgo_blue.gif ... In this instance a header sample code showing a simple department name and an image would be displayed:

<center>
<table>

```
<tr>
<td align="left" valign="center" width="60%">
<font size="4" color="000099"><em><b>Department
Name</b></em></font>
</td>
<td align="right" valign="top" width="40%">
<img src="/localimages/logo_blue.gif" alt = "Image Missing?">
</td>
</tr>
</table>
</center>
```

If the image shown below was 'logo_blue.gif" then the page that this code would display in a browser would look similar to the following or if the image couldn't be found the text "Image Missing?" would be displayed due to the 'alt' keyword in the img src code:

The amount of capabilities that html and today's browsers provide can be quite overwhelming, but understanding these basics and remembering to KEEP A BACKUP of your site PRIOR to any edits you make and thoroughly test will allow even a novice to ramp up fairly quickly.

The next section will show you even more cool stuff to help you setup your site properly and get a high ranking ClickBank site…

CB How To

If you didn't already know, there is a ton more available to you in the way of resources that you don't even have to pay extra for!

ClickBank itself offers quite a bit of information and tools to help publishers and affiliates alike in selling and managing their stats and calculating their earnings. As mentioned above many of these tools are code snippets to be put into your page so a basic understanding of how your editor works and how to view the underlying code is required, as well as at least a quick summary of HTML itself to ensure you place your data into the correct spots. A few of the more common suggestions and tools required to really optimize your site for ClickBank include:

ORDER URL'S

- ✓ Your "payment link" is a URL reference which informs ClickBank of the target and publisher so you can get credited with the sale. It will be formatted like all 'hyperlink references' or 'href' links similar to the following:

    CLICK TO PURCHASE

- ✓ In the actual link the publisher and item will be replaced with the ClickBank account nickname and item number you wish to sell, and the display test of "Click to

purchase" should reflect any verbiage you wish to display to inform them of what they are buying.

AFFILIATES

- ✓ This refers to the JMAP (join my affiliate program) where you create links offering commissions of anywhere from 33% to 75$ of the sale of your online product to an affiliate who lists the product on their site for sale.

- ✓ In this case the code snippet (below) needs to go on the affiliate's page and to encourage them to join and become associated ClickBank allows them to register for free. Currently over 100,000 affiliates are registered with ClickBank … the code sample again has to be edited to replace Publisher and "CLICK HERE" but will look similar to the following:

  ```
  <a href="http://PUBLISHER.jmap.ClickBank.net"
  target=jmap>CLICK HERE</a>
  ```
  NOTE: the 'jmap' is what causes the link to open in a new window and is required for proper functionality

Some additional code and tips that you should consider include cloaking your payment link so others can't find your customer Publisher ID and perhaps spoof your account which can be accomplished with code similar to that listed below (Just remember the Publisher and Item values need to be changed to your values):

```
<html>  <head>  <title>Loading page...</title>
```

```
<meta http-equiv="refresh"
content="2;URL=http://ITEM.PUBLISHER.pay.ClickBank.net"
>

<script>
url='http://ITEM.PUBLISHER.pay.ClickBank.net';
if(document.images) { top.location.replace(url); }
else { top.location.href=url; }
</script>

</head>  <body>Loading  <a
href=http://ITEM.PUBLISHER.pay.ClickBank.net>page</a>..
.  </body>  </html>
```

You may also want to prevent frames or pop-under windows which can cause unexpected issues with many browsers, and this can be accomplished by the following html code sample script:

```
<head>

<script>  if(self!=top) { url=self.location.href;
if(document.images) { top.location.replace(url); }
else { top.location.href=url; } }
else { self.focus(); }   </script>
</head>
```

Once you get the hang of ClickBank's unique selling methods and ramp up on basic html editing the sky is the limit for your marketing capabilities. Adding logos, images and exciting testimonials as to the success of your eBooks and data don't have to be intimidating, and even if you find these capabilities are

beyond your skills hiring assistance from vendors at sites like
www.ifreelance.com

 to do the actual edits for you can be inexpensive and easy ways to enter the exciting world of ecommerce with very little investment. And after all – your web site is already there right? It might as well be earning you a living!

THE NEXT SECTION IS GOING TO SHOW YOU HOW TO GIVE YOUR SITE THE TRUE PROFESSIONAL APPEAL THAT YOU DESIRE…

REPUTATION MANAGEMENT

There's no question that if you don't have a smooth looking
website, people aren't going to feel compelled to buy from you.

A web site's look is vital to marketing success – when you are
making a site to wow others or just for fun you can do anything
you want, exciting animations, unique and different approaches and
odd visual images or menus can even be fun to a one-time visitor,
but if you are going to make a go of a business your site needs to
be clean, crisp, functional and neat in appearance. There are many
suggestions that indicate light colored pages and simple menus
work best, but again this may or may not be true for the segment
you are approaching. For almost all people however the ability to
quickly and easily move through a site without confusion or long
delays is vital to a pleasant experience. A few keys that many web
site developers don't think about that can help with this as well as
save money and space include keeping pictures just large enough
to display in their onscreen size at an adequate rate, finding ways
to store content efficiently and removing unused or unnecessary
items like background music and videos which may slow down
performance and delay page loads.

IMAGES

There is a need to understand a few elements of the images used
on your web page for marketing to make sure they download
quickly, look good and do the job. First and foremost why is it
important to know the 'full size' of a displayed image and carefully

tailor the DPI and image size stored on the server to *just meet* that need? The reason is download speed – a visitor to a web site won't wait around forever for an image to download, but at the same time if the images are *too* small they may be blurry or of inadequate quality to be of use.

One of the most confusing aspects of 'image size' to most web site owners is that the DPI and 'actual' image size bears little importance to the *file* size that is stored on and downloaded from the web site. When an image is created with most software packages the size is very large (as much as 20x30 inches) at a DPI or 'dots per inch' setting level of anywhere from 20 to 200 DPI – the amount of information *stored* is calculated by the DPI and the area just as the amount of paint to cover a wall requires both the area (physical size) and depth or coats of paint (DPI) to use a common analogy.

With computers most screens default to 72 DPI regardless of size so this is a good starting point. If you design your web page for an image to 'fill' the screen you can calculate the largest likely screen size (20") so you should always calculate using the known DPI setting and the average or at most largest size image you need to be perfect to create the image quality setting that will meet your needs.

The other consideration is how that data *is* stored and interpreted – for this you need to understand the two most used image types on the World Wide Web: JPG and GIF. Let's go over a few facts about those before we continue:

- ✓ **.jpg** This is also called JPEG at times, and is short for the "Joint Photographic experts Group" file format. It is the most commonly used and best compressed version but is "lossy" which means that every time the file is *saved* the compression algorithms will cause the image to degrade or become less crisp and clear. This means you should keep your original images on hand if you are going to be constantly editing the image and save to the JPG format only to use on the page.

- ✓ **.gif** This stands for the "Graphics Interchange Format" which is lossless, but supports only 256 colors unlike the 16-million colors JPG and other formats can support. In cases where a logo or an image with only a few colors (such as greyscale, black and white, line drawings etc.) is used this is an excellent option. There are also 'animated gifs' which can be used in which a series of GIF images are combined into a single file and looped creating a simple animation without any code.

The size of the image itself is set in the program creating or editing it and can be any size from 1 KB to several MB – and no matter what the final size and DPI to be displayed is going to be the entire file has to be downloaded by the browser to be displayed and in fact sometimes may display with even less quality then a smaller image that is not having to be modified to be displayed by the browser.

Ideally you will set your actual 'file size' in whatever graphics editing package you are using to be set to 72 DPI and the largest

physical size to be displayed on any browser. Using a GIF with lower colors and a JPG so the file to be downloaded will be smaller due to the compression for other high-color images will further optimize the image performance. When creating the JPG or GIF image some important things to bear in mind is that the order and way you set color depth and 'resolution' (the DPI and image size) is important too – for instance having higher colors at a larger size you should FIRST resize (set the size and DPI) and then reduce the colors otherwise you will risk getting a 'jaggy' image. When resizing always use the same 'aspect' ratio as the original too and then crop if necessary to make changes to the orientation or shape of the image and remember to KEEP ALL ORIGINALS and save to the GIF and JPG image format only to upload to your site.

The safest way to obtain images is to take your own pictures, although even then be aware some copyright aspects can come to bear – once you take, edit and crop the image in a 'high resolution' file format like TIFF or WMF you can export or save a copy to the JPG or GIF image to use on the site, in addition it is a good idea to keep the image prior to *any* edits permanently and label it in some way to help make it clear that is the archive copy.

ADVICE

We've mentioned the possibility of animated GIF images for effect already, and that can be a very useful and powerful tool – but there is also a 'layered' JPG technique most web page development software can apply which allows JPG images to be displayed 'in low resolution bands' *while* they are still being downloaded to allow web pages to become viewable sooner. Using this technique when a higher-resolution large image *has* to be used is a good idea but

otherwise optimizing the images to be small and download quickly is the best approach. Taking time to learn a specific program like Adobe PhotoShop or Corel PhotoPaint and researching tips and suggestions from user groups can often help.

The types of images you show is also important – first and foremost you are not legally allowed to use images you 'found' online or modified from other sites or scanned in without specific written permission. Also many public-domain images or purchased clipart has restrictions about use with 'for profit' sites so you need to understand the basics of copyright and what you can and can't use first. Assuming this is understood the marketing aspects of images you show on your pages are pretty simple. Images need to:

- ✓ Be of relevance and interest
- ✓ Have enough detail to be of use, but small enough to download quickly

GETTING IT ALL RIGHT

With the right file types sized correctly at the right resolutions and an understanding of what images you can legally use and which will bring value to your site you are now ready to lay out your page. Many software packages restrict to one degree or another how and where you can place images, normally the choices provided are sufficient and some packages even allow you to use 'thumbnails' which are smaller placeholders for large images that can sometimes work well for inline image links.

Many website owners seem to think that the more images the better, but in reality images should be used to illustrate key points from the page text or descriptions and should be placed close to the related areas. An optimally laid out site will be visually exciting and easy to read, will have content that makes the viewer want to read it and enough useful information within the pages to provide value when they do so. Failure to meet these aspects of marketing will result in less then optimal results from your site.

If you want the bad with the good, the next section is going to give you all of the "nitty gritty" that you don't expect to get from other authors…

PROS & CONS

This section was meant as a way for you to get a real good insight into ClickBank as a company before you go diving in 100%.

ClickBank is an awesome affiliate market and has lots going for it, but like any company there are some bad points that may benefit from considering and maybe even offer a savvy fellow an opportunity for success. One of the issues that is less then perfect is ClickBank's current built-in affiliate program:

ClickBank lets a seller set what percentage they offer an affiliate such as yourself anywhere from 1% to 75% on each sale and limits initial prices of goods to a maximum of $49.95 per download or sale. There are many of us out here eager to sign up to see that percentage and sell those products but the way ClickBank has its website organized it can be difficult to find existing eBooks and products that meet our needs – if an eBook isn't in the top 100 in sales they may not list in the category and sub-category fields at all unless they are new and then they will be available in the "new releases" category.

This means that a very saleable product that is a perfect fit for your site may exist on ClickBank already and you just haven't found it yet … to address this problem some third-party companies have created ClickBank "Malls" that use special scripts to help you do in depth searching, including one at
http://www.pagex.com/ClickBank_mall.cfm

- the problem is these guys are making money doing what should be built into ClickBank. I'm sure this will be addressed in the future fully but for now careful queries and searching through the database may be required to be sure you are not overlooking some 'gem' in the ClickBank archives.

Another issue with ClickBank from a seller's point of view is that any of us can join their affiliate and take a commission and they have little to no say about that. Normally I'm sure they welcome us with open arms since a sale is a sale, but there will probably come a day when someone selling bible references will find their product on a porn site and a lawsuit will commence!

From our side of things since there are limited tools in place for sellers to communicate with we affiliates available graphics, images and suggestions for how to best market their products are not easily available and even if supplied we may not have the expertise to implement them on our sites. All in all the ClickBank tools and features are pretty good and getting better – but identifying issues like how best to combine and track the customer data you are emailed from each sell into a viable customer database can still be a headache for some.

THE NEXT SECTION GOES INTO THE SECOND PHASE OF THIS INCREDIBLE SYSTEM…

THE WORLD OF SOCIAL MEDIA

This section will break down the mindset of the social book marking user so that you can see how that might help you in your business…

The fundamental reason why consumers build social bookmarking profiles is to create an identity to share. After doing so, they are able to interact on social networking sites on a regular basis, and marketers can use this behavior to their advantage by:

- ✓ Monitoring their favorite brands
- ✓ Reading about new products
- ✓ Learning about competitor products
- ✓ Identifying with other users
- ✓ Seeing what friends and family find interesting
- ✓ Finding out what the latest trends are
- ✓ Identifying new products to purchase

In order to create a profile on many of today's leading social bookmarking sites, a user simply creates a screen name, login information, and possibly uploads a picture. Depending on the theme of the site, the user will then go ahead and 'upload' the relevant information such as links or products to their profile pages. After that, they can become a part of a community.

Community members and leaders rise to the top 'ranks' of the site based on a variety of factors including:

- ✓ Level of activity
- ✓ User feedback
- ✓ Number of products reviewed or discussions created
- ✓ Popularity within the community
- ✓ Number of fans

In many ways, social bookmarking is considered to be a form of collective intelligence. Collective intelligence based on a few trends in the marketplace, news, or other information can provide very important data to a third party observer. Filtering data has become even more important today as it provides insights and information on direct experiences with many of the goods and services available in the marketplace.

Social media offers the latest roundup of online technologies that is based on the concept of community. Sharing opinions, posting comments, participating in discussion boards, and simply exchanging media files are all facets of social media on the web today, and social bookmarking and networking are just a couple of these online activities.

Knowing how to develop your website so that it is conducive to social media applications can help you interact with your customers in a variety of new ways, and ultimately, lead to the traffic levels you desire. Increased traffic is a necessary result of innovation, and attractive websites that encourage user interaction are making the business of marketing much easier.

Social media sites encourage users to set up a profile and interact with other community members. Communities and niche channels develop organically, with limited effort from a company or site owner. By joining some of these networks as a business entity, you can create a valuable presence with a variety of customers and find out what they are most interested in.

Submitting valuable articles and content, and then sharing it in a niche community, is an excellent way to create a positive presence in the world of social media, but there are some specific steps involved when publishing on the web. SEO-friendly content is not the only way to develop a presence, as there is an element of interacting with community members involved as well.

But why is social media so important in your everyday business and marketing efforts? What role does it play in reaching your target market?

These are both questions that many website owners and businesses ask, and determining the effectiveness of social media will be a part of your internet marketing strategy.

Social media is quickly becoming one of the web's fastest growing online activities, a place for customers in a variety of markets and niche communities to learn, educate others, and interact with other buyers. As a result, it is in your best interest to track and gauge different patterns. Consider social media just one channel to accurately gauge your customer's interests, tastes, and preferences.

Each contributor is essentially volunteering testimonials on products, likes, dislikes, and other information that was once only available from direct market surveys or interviews. Social media platforms offer you some insight on what the customer truly wants at any given time.

Developing your website so that it uses at least two to three of today's leading social media technologies can help boost traffic with less and less direct marketing efforts. Consider the value for social media activities such as:

- ✓ Wikipedia
- ✓ Social networking communities
- ✓ Video sharing
- ✓ Virtual reality and events
- ✓ Online audio episodes
- ✓ Livecasting
- ✓ Media sharing

WIKIPEDIA.ORG

Wikipedia is quickly becoming a valuable way for businesses to attract fresh visitors, simply through educating and informing them on a specific subject. Developing an article with your business link, and then submitting it to a Wikipedia directory, can easily help you reach a variety of <u>targeted</u> visitors who have a specific interest in your subject. The only effort you need to make in this case is to provide a quality article or material, and submit it to the appropriate category on Wikipedia.

Wikipedia receives thousands, even millions of web visitors each day. Simply creating one link to your information can be all it takes to reach a wider audience. In the event that a visitor finds the information especially useful, you have the chance to join a social bookmarking network as well; social bookmarkers are always looking for valuable content to link to and submit, and you have a chance to join a new community with each submission as a result.

OTHER NETWORKS

Social networking communities offer another opportunity to join the social media channels. Every effort you make to identify your brand and web presence can be increased tenfold when you join a consumer-driven and user-generated community such as MySpace

LinkedIn

These sites encourage regular interaction in a casual and conversational style; although you won't be submitting specific articles or content, you will be growing your brand presence with your users. IN addition, you can use the Search features on any of these sites to narrow down your target market.

VIDEO SITES

Video sharing can work well in conjunction with your article and content submissions, and is becoming especially popular with social bookmarkers. Creating and publishing videos to deliver a message can easily be picked up by many social bookmarkers and shared instantly; the idea is to create something unique and creative so

that more people are driven to view it—and ultimately, head back to your website!

THE NEXT SECTION IS GOING TO GIVE YOU AN INSIDE GLIMPS OF THE PEOPLE THAT YOU ARE GOING TO BE TARGETING WITH YOUR MESSAGE…

THE ACTIVE INTERNET

This section is going to give you an insider's look into the actual mindset of the people that you are targeting with your message…

Social bookmarking offers many opportunities for marketers to collect information and learn about the behavior patterns of their customers, as well as firsthand reviews for particular brands and products. Social bookmarking sites are chock full of different perspectives and information, and all of this is stored in an easily searchable database.

Since like-minded individuals are creating tags on every item they post, it becomes easy to find relevant products and related subjects within each area of interest.

Social bookmarkers are primarily interested in learning more about products and ideas that interest them, and will network accordingly. They are more exposed to new information, whether this is pulled from blogs, media sites, or simply a product page from a business. The more involved marketers are with these social networks, the higher the chances of increased brand exposure. As more social bookmarkers participate in their communities, the buzz about a particular product or idea can easily be broadcast across multiple markets with very little effort.

The thinking process of a social bookmarker is relatively simple. First, they find an idea or product of interest. They then upload this information to the social bookmarking platform, whether this is

a news site such as Digg.com, or a social shopping sites such as ThisNext.com.

Next, they describe the product or idea, usually posting a brief summary that includes keywords and other relevant information. This is noted on the social bookmarking site's search engine, as well as the tags that are added to the item after this. Once complete, a picture or other media clip may be added, followed by the social bookmarker's signature (if it does not automatically get posted as part of the profile). Once submitted, the new item is organized and implemented into the appropriate category on the site.

Any new information posted to the site can now be viewed by the entire audience; subscribers to various channels will see new topics posted immediately, in a very similar format to an RSS feed on a blog. In either case, this fresh information will be on the 'roster' of all the people in that community. If others find it important as well, this increases the chances of sharing as they are more likely to 'note' it and include it on their lists.

But what does all this mean for the marketer?

Essentially, this means that the marketer or business can create unique content and products to *send* to various social bookmarking sites. Once they create a valuable presence, it becomes much easier to influence the decision makers in each and every community. This is the essence of social bookmarking and networking at its best; community building can create a network of

influence that can now also be enjoyed by marketers and entrepreneurs on the web.

MAXIMUM EXPOSURE

Given how simple it can be to get information in front of influential customers, it only makes sense to take the steps to get on the front page. The front page of social bookmarking sites offers an opportunity for increased page views, visitors, and increased exposure across multiple channels. Getting on the front page makes it easy for millions of visitors to get the 'first impression' with very little effort. Still, it's not an easy process. Sites such as StumbleUpon.com, for example, can generate as much as 20,000 page views after just one showcase on the front page. But how is this possible?

The first step in reaching the top ranks is to develop a creative headline. All articles on social bookmarking sites that have some leverage contain a unique and compelling opening; they encourage readers to click on the link, and essentially draw people in. It may be helpful to brush up on article-writing and effective web copy to understand the guidelines for writing compelling headlines.

The next step is to right an appropriate description. Descriptions are essential for ensuring your captive audience stays with the article through completion. The first 10-15 words can make or break the article, and this is the time to keep the information short and concise but informative enough to keep the reader engaged. Some social bookmarking sites don't allow more than 150 characters, so you may need to edit the text down according to site standards.

After reviewing the headlines and description, you will need to make sure the first paragraph is just as compelling. You've grabbed the user's attention, and now it's time to continue on with a unique presentation. Posting irrelevant information may result in banning from the site, so it's important to stay within spamming guidelines.

If you are posting information from a blog, it may be simpler to just add a bookmarking button on the site. Bookmarking buttons can be pasted within a website or blog with some simple HTML code. You will simply copy the code and implement it on the site so that others can link to it easily. Or instead of adding bookmarking buttons one at a time from each social bookmarking site, you can run simple scripts that will add multiple buttons all at one time like the free script from http://addtobookmarks.com/

Once you've submitted your piece, it's important to network and 'socialize' with other people in the community. This can help you create an active profile with various communities, but also provide added exposure for relevant posts or links. Cooperation and collaboration on social bookmarking sites are essential for creating a valuable network, and you can gain an even more influential presence as you find the right networks and communities to join. Responding to comments, posting information on other people's articles or blogs, and just staying connected to various channels will help you build a positive online reputation.

Building a brand in the offline world involves maximizing exposure and creating easy access to your business. Online, this takes the

form of communities and social interaction. It is even more important to become engaged and get the right level of exposure on the web today, and community building is a part of this process. Joining relevant networks, providing appropriate content, and building an online profile are all effective ways to make this possible, and building a strong foundation requires some skill and knowledge about social networking overall. Ensuring that positive feedback, comments, and relevant information are posted is one way to promote a brand or identity with ease. As more readers begin to learn about your particular topic or niche, it becomes easier for them to associate and grow with you.

Finding the right networks and communities to join will take some time; you will need to set up your profile first, highlighting key areas of interest, tagging your information appropriately, and sharing the information in already-established web communities. After that, you can start communicating with other social bookmarkers to learn about the different groups available.

Many social bookmarking sites are organized by topic and subject, and you'll want to narrow down your fields of interest to about 4-5 different areas. If you are selling beauty products, for example, you may choose to set your sights on Fashion, Lifestyle, Shopping, and Style. If you are promoting a home products-based business, you may choose to focus on Stay at Home Mom groups, Entrepreneurs, and Small Business networks. It's important to think in larger terms when choosing communities and networks to join, as you can narrow down the crowds after entering and introducing yourself.

Introductions are very informal on social bookmarking sites, and are different than joining a discussion forum, group, or portal. On these sites, your ranking and seniority is largely determined by the date you joined, and the level of activity. It may also be calculated by the number of positive ratings or comments you have received, as well as a calculation of page views. Whatever the case may be, it's important to learn about community rules and guidelines, and then begin posting in areas that are relevant to your identity.

Link building is a natural by-product of social bookmarking sites, since you are using your links and blog posts as leverage while you network. It becomes very simple to locate groups of interest, and then to proceed with sharing your links through article submissions and relevant posts. Building a profile with a link to your website is the first step, since the more prominent your position on the network, the more that other community members will want to learn more about you.

Increasing links to your website can be done in a few different ways, without spamming:

I. Commenting on blogs, articles, and posts and providing link back information of relevance

II. Including your link as a tag on your profile name

III. Making sure people are aware of new information that you have posted, by copying and pasting the link on relevant discussions or comments

These are all effective traffic builders for your website, and can start to spread the message about a particular topic or article of interest.

BEST BOOKMARKING SITES

The Internet is filled with successful social bookmarkers on a variety of topics and subjects, but its sites such as Reddit.com and StumbleUpon.com that can really get a startup noticed. Even if you are joining these networks on a personal level, it can help to begin learning about a community, understanding key preferences and 'lingo' of particular communities and utilizing the common applications and tools available on social bookmarking sites today.

Some of the most attractive opportunities lie in:

- ✓ **Reddit.com**:

http://reddit.com/
where news and topics about the most recent lifestyle and daily topics is ranked in a Top 25 on the front page, as well as a listing of popular 'subreddits' for upcoming topics

- ✓ **Digg.com**

http://digg.com/
is a popular site that lists topics in the last 24 hours, 7 days, 30 days ,and 365 days in the 'All News' section. Categories filed here include Technology, Science, World & Business, Sports, Entertainment, Gaming, and a listing of the Top 10 overall.

- ✓ **Del.icio.us**

http://del.icio.us/
is one of the most used software applications available, and was one of the first active social bookmarking websites. The site hosts a "Hot List" of social bookmarks, and can easily be tagged and searched.

- ✓ **De.lirio.us**

http://de.lirio.us/
is another well-established social bookmarking website that includes 2-3 line descriptions with all headlines for easy reference. The simple site is just a list of the most recent bookmark posts, and is also easy to track and review.

- ✓ **ThisNext.com**

http:/www.thisnext.com
is a social shopping service that specializes in online shopping. The dedicated shoppers on this site share and recommend specific products, and anyone can upload a profile and start creating wishlists.

- ✓ **LibraryThing.com**

http://www.libarything.com
is a bookmarking site for sharing books and reviews. Similar to Amazon.com's recommendation service, the site hosts multiple

books for sale (through Amazon), and categorizes all information with tags and keywords.

- ✓ **RawSugar.com**

http://www.rawsugar.com
is a simple and easy bookmarking site that focuses on internet news, web 2.0, programming, blogging, and silicon valley.

- ✓ **TheThingsIWant.com**

http://www.thethingsiwant.com/
is a social bookmarking community that specializes in wedding registries, gifts, and baby items. It is another social shopping community that allows users to create wishlists, discuss products, and share reviews.

How To Be Social

This section is going to take you through the process of socially bookmarking your content to get exposure, traffic, subscribers and sales!

When you get involved with social bookmarking, you are essentially submitting a link to the content that is displayed on your website. In order to reap the most benefits from your hard work, it can be helpful to create and devise specific pieces of content that can easily reach the top ranks of social bookmarking sites.

Today's leading sites such as Digg.com are very efficient and user-friendly. It has become important to push content that is relevant and useful to readers, and the right headline and description can make way for a variety of opportunities for exposure.

After adding the appropriate social bookmarking widgets to your website, you'll also need to make sure you are importing links and RSS feeds. Opening up at least 3-4 RSS feed modules will ensure that your visitors can have easy access to another way to review your content.

Setting up a link roll or blogroll will also help you improve web traffic. Almost all bloggers are involved with social networking to some extent, and when you add them to a list or insert their link as static content on your website, you are offering them a service. Make sure you send an e-mail informing them that you have created a space for them on your page, and you'll instantly start to

build rapport. Savvy bloggers are more likely to do the same, and may engage in your budding social community as a result.

As you can see, there are many different approaches to social networking and effective uses of social bookmarking tools. You'll need to handle each area accordingly, but ultimately want to encourage as many people as possible to make use of all the content on your site.

RULES

Even though submitting your own content first hand is a practical way of getting some immediate results, it will not work in the long term. Ideally, you will set up a system where fans and visitors are voluntarily submitting content that they find on your site. If a story is on your site, you will want to have a friend submit it on your behalf. Remember that anonymity is difficult to keep on maintain on most social bookmarking sites, and it is better to be a participant as a social bookmarker with relevant links than actively promoting your own. The idea is to create a positive presence within the community of your target market; the chances of interactivity are much higher, and you won't be breaking any community guidelines as a result.

Buying votes has become a popular way for many 'successes' of content on social bookmarking sites, but will not necessarily help you grow authentically. A large part of successful networking is the organic growth involved; this means you need to put time and effort into community-building, and the success of your site will

largely depend on the quality content you create and the frequency of visitors.

It is essential to avoid spamming in any way or form at all costs; spamming will break community guidelines and possibly have your website delisted from the network—for life. You'll want to participate positively and build a reputation so that you do not become vulnerable to spamming as often as possible.

Be generous about linking. You can do this by including links in articles, linking out to sources, and even including links within a blog. AS you develop fresh content, make sure to send a quick e-mail to the article owners that you link to; this can create an instant new fan or prospective customer, and will help with building business relations overall.

After a significant amount of time and effort, you can become a top user on a variety of sites. Gaining this status in different communities will provide additional exposure, and thus increase the likelihood of others linking to you. If you can submit quality content on a regular basis, it will help you build a reputation that's hard to break!

Stimulating traffic by using social bookmarking leverage is a very effective way to grow your online business. The key benefits of using social media in this way are to:

- ✓ Become linked on as many social bookmarking sites as possible
- ✓ Create a pool of new subscribers

- ✓ Obtain backlinks from authority sites-these will naturally drive traffic with little direct marketing effort
- ✓ Comparable return on investment from e-mail marketing and direct SEO

Keep in mind that there are five main sites to focus on when you first start out: Digg, StumbleUpon, Netscape, Reddit, and Del.icio.us. Furl and Yahoo MyWeb are two others that offer some benefits, but you will need to take some time to review their potential.

Apart from the active work of submitting each piece of content, it's important to pay attention to the *type* of content that you are developing on the website.

Quality is even more important today as search engines are only indexing relevant and appropriate content that is balanced in keywords. The days of excessive keywords and even SEO-based content are declining, and search engines are becoming much smarter at recognizing and identifying information that is relevant to a site, subject, or topic. As a result, it's important to create content that is both informative and search engine friendly.

By providing useful content on a regular basis, you are building site popularity, encouraging new visitors, and giving search engines a chance to index your site on the top ranks.

CONTENT CREATION WEB 2.0 STYLE

There are some specific rules that apply when creating content for websites, and you will either need the expertise of a proficient web writer, or pick up the skills to make your content both readable and search engine friendly. Keep in mind that effective and compelling content is what will get circulated on social bookmarking sites, and it has the potential to *stay* on the web for far longer than 'disposable' or time-sensitive material.

MAKE THE SEARCH ENGINES HAPPY TOO

Developing SEO-friendly content needs to be a part of your plan when you develop an article or piece of media on your website. SEO-friendly content allows search engines to index and find your information much more quickly than a standard spider search, and you will reach the top ranks of search engines much faster. Still, this does not necessarily mean it will be well-received on social bookmarking sites. Keep in mind that social bookmarking sites are looking for creative, unique, and appropriate content and much of today's SEO-focused content has become mechanical and almost robotic in format.

The trick in creating appropriate content is to think of it with the 'evergreen' concept in mind. Evergreen content does not get outdated easily, and you thousands of people will be able to turn to it over time. Evergreen will require some skill and creativity to develop, but it is the best way to ensure that the article will be shared time and time again.

How to write better content:

I. Don't use hidden text. This is a tactic used by many black hat SEO artists, and search engines are simply getting smarter at spotting these. You'll want to keep things clean.

II. Use keywords in all ALT tags in images; these are effective ways to get search engine spiders to pay attention

III. Create keyword dense paragraphs in your first few paragraphs and headers. The first couple of paragraphs offer the most potential for a search engine crawl, but you do need to make sure that these sentences make sense and 'flow' with the rest of your article

IV. Keep the website up to date; making sure you are posting new content regularly and frequently will help you develop a strong search engine presence, and also allow any RSS subscribers to take note. Remember that the more visible you are to potential subscribers, the higher the chances of being bookmarked.

V. Use major keywords inside the H1, H2, H3, Title, Anchor, and META Tags. This will be an element of your web publishing platform and it is very important that you pay attention to headings and sub headings as a result.

VI. Break up the content into multiple pages; remember that most people lose interest after about 400-500 words. You can separate our content to make it easier to read, simply by adding bullets and spaces as needed.

Writing articles for the web is very different than standard copywriting, and you will need to ensure that the information is provided in an easy-to-read format, and that you have included enough links and relevant information to track back to your main site. Even when an article is only published on one page of your website, you will need to include linkbacks, links that go out to resources, and even interlinking for the maximum effect.

The first step in writing relevant articles for the web is to develop a central topic. Remember that you can easily turn off visitors, (and lower the chances of having this specific piece bookmarked) if you provide something poorly written or something that is not legible. Paragraphs are organized differently on websites, as well as headings and titles. Keep in mind that web readers are looking for:

- ✓ Quick reading
- ✓ Simple concepts
- ✓ Illustration
- ✓ Easy to understand words
- ✓ Simple examples
- ✓ Keywords

When you are developing a story for print, it's likely that you'll use multiple resources and quotes from interviews. Web writing can also do this, but ultimately you are writing to inform and illustrate with just a couple of examples. Blogging culture has made it even easier to simply link out to another article to show an example; it's no longer necessary to quote or paraphrase in a complicated

format, and your content will benefit immensely from simple linking out like this.

Structuring content for the web reader involves:

- ✓ Keeping it short and simple
- ✓ Using a conversational tone
- ✓ Making sure you are providing references and additional resources whenever possible
- ✓ Creating scannable content; the page must be easy to read from top to bottom, not necessarily left to right
- ✓ Providing specific information, and avoiding generalizations and complicated information