

1 and 1's SEO Secrets of Success

There are 4 main strategies for increasing traffic and making your site (and the affiliate links it contains) profitable:

1. Good content and user interface/navigation
2. SEO (Search Engine Optimization)
3. Free and paid web traffic
4. Return visitors - frequency builds loyalty

Good content means that and more. Not only should your site be interesting and informative but even the way you integrate your banners and/or text links is very important. Does the type of banner you publish make sense for the pages you show it on? Are the text links you imbed into your site within interesting or usable content, or are they stuck in obscurity at the very bottom of your page? Every element of your site should contribute to its purpose, whatever it is: join, buy from you, or to buy from a company you recommend or advertise. These elements can include your site's coding, navigation, color, fonts, layout, text and images. These are some of the concepts you must address when designing a site that will succeed and which will earn you extra sales commissions.

If you want to read some good tips about writing for the web, we recommend Jill Whalen of www.higherranking.com and her book "The Nitty-gritty of Copywriting for Search Engines", available at <http://www.sherpastore.com/store/page.cfm/p.cfm/2020>.