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#### 5 free traffic tips

Everyone wants to increase traffic to their website and some spend a lot of money on it. But what are the best FREE ways to get traffic to your site?

##### Free traffic Tip 1

Search Engine Optimization. Search engines will always be one of the main contributors to your website traffic. This is why you need to do your homework and optimize your site so that it ranks well for the keywords you target. SEO is still the most powerful way to get traffic to your site for free and it's well worth the time and effort. SEO isn't difficult and there is a wealth of knowledge online on how to fully optimize your website. To optimize your site you need to make sure you are getting your keywords in your content and tags and that your site is well organized and easy to navigate. If your pages are linked to each other, you are utilizing your keywords and your site is easy to navigate, it will be easy for search engine spiders to navigate it too.

##### Free Traffic Tip 2

Update your website/blog content regularly. It may seem trivial and simple, but if you have great content and you update on a regular basis, not only will you build up your recurring visitors (who will come back to see what's new), but search engines will also love your site.

##### Free Traffic Tip 3

Write articles and submit them to article directories. The people who read your article will most likely click the link in your resource box and this will send you targeted visitors

to your website. If you write a informative article, people will recognize you as an expert and will want to find out more information about you and your business. Also, every person who publishes your article must also include the resource box with your website link in it. The more articles you have published, the more backlinks you will have to your website. This will help increase your search engine ranking and page rank.

#### Free Traffic Tip 4

Post in Forums and become a regular contributor. Many forums will allow you to attach a signature to your post. Usually this signature can include a link back to your website or a affiliate link. You should pick a few forums to visit regularly on topics related to your niche and answer questions and make informative posts. You'll build a good reputation with the other members, they'll trust you, and you will get free exposure to your website. Some posts receive thousands of visitors. Posting to forums can also be indexed by the search engines. As long as you're a useful contributor on a forum and don't spam it, you'll get targeted traffic to your site for very little effort.

#### Free Traffic Tip 5

Use social media to your advantage. Social networks are a great way to get traffic for free. Building a large network of targeted followers on Twitter and supporters on Facebook takes time and effort but again, the work is well worth it. All you need to do is sign up (if you haven't already), creating a profile for your business and start contributing. Post often and encourage people to comment and share. If you are popular on networks, such as Twitter or Facebook, the traffic you get from there can easily surpass the traffic from Google and the other search engines.

There are tons of ways to get traffic to your site for free but by following our top 5 tips you'll be building up sustainable and long term traffic.

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#### Affiliate marketing mistakes

Affiliate marketing can be a great way to make money without having your own product. There are lots of niche affiliate programs out there and the key to choosing the right one for you is research. Yes, it takes time and effort, but if you don't put this effort into choosing one, you'll never become a successful affiliate. A lot of newbies make the same mistakes and here are some of the main ones that you need to avoid:

Not doing proper market research.

In order to be successful, you need to read articles, news, review sites and blogs in the market that your chosen

product is from. Not doing effective keyword research will stop you from finding out which are the most profitable ones to target in your niche. Keep up with the latest news in the industry of your chosen product and to constantly inform yourself on the newest trends and techniques in the field. Your competition will be doing this too, so being updated with the latest news is essential.

Ignoring the SEO side of marketing.

Ignoring SEO is a common mistake among affiliates. Good content is not necessarily the road to success, and a non-optimized site will never attract potential customers. If you've not done your keyword research and have these in your content and tags, your site will have poor visibility and low rankings. If you apply SEO techniques properly, you will have a more valuable site (in the eyes of both the search engine spiders and your visitors) and a higher chance of attracting new customers.

Failing to advertise.

Pay attention to the response of your target market and you will definitely be able to tell which specific form of advertising is more appropriate for your product and your niche. You should take a few steps: invest in well-made endorsements, banners, emails and links. Look at running PPC campaigns through Google and other search engines and also look at advertising on social media sites such as Facebook. Again, this all depends on your market, and if you know your target customer well, you'll know where best to reach them. Make sure that every advertisement of yours is informative and has good content. This will lead to increased sales from satisfied customers.

Promoting too few products.

It's important to know that you should offer your customers alternatives and other product options. When you first start out, sure, you'll need to focus just on one product that suits you promote it as well as you can, but if you are selling only one or two products forever, your customer base will think you are a one-trick pony. They're not going to come back to you to purchase the exact same product that they bought a couple months ago. However, if you have a few different products to offer, they'll have the feeling that they are in control of the purchase and have a choice. If you have a larger variety of products to sell, you increase the likelihood of larger sales.

Promoting too many products.

This is the flip side and is a very common mistake made by new affiliates. They want to promote as many products as possible, thinking that the more products they promote, the more profit they'll make. Promoting a product requires a lot of time so by taking on too many products you're dividing your time. With less time for each product, you're going to end up actually getting less sales overall. Your products should be well classified and indicate the top

selling ones (with reasons why)  
in order to help them make the right choice for them. Promoting too few products is a huge mistake and so is promoting too many products. You need to find a good balance between the two.

By doing your research and avoiding these common mistakes, you'll find the right affiliate product to sell and be able to sell it well. Find problem and try to find a solution in your market. If you choose products that you are passionate about, that's half the battle as you'll actively want to promote them.

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### Banner ad placement

Just like with real estate in the real world, the real estate on your website is not all equally valuable. Location is an important consideration when placing banners. Banners at the top generally generate higher response rates than those placed towards the bottom so these are usually more expensive.

So how do you go about placing your banner ads?

The two main methods are to use ad networks and contacting site owners directly to place ads on their sites.

buysellads.com is a site that allows you to do one-stop shopping with your banners.

It brings together ad space from a wide variety of websites with diverse content. You can browse by category to find sites that have audiences that are likely to be interested in your product. By looking through the market categories, you can find the one you want and then it will bring up the most popular sites that offer banner space and will show you the various statistics about the site, such as how many visitors the site gets, available ad space, size of space available, cost of ads etc. You then upload your banners and buysellads.com basically takes things from there.

Once your ads are running the site provides tracking features to allow you to see how your ads are doing.

Some other sites where you can find banner space for sale are:

[forums.digitalpoint.com](http://forums.digitalpoint.com)

[www.warriorforum.com](http://www.warriorforum.com)

As well as going on sites like these to purchase your banner space, you could reach out to site owners directly.

Research your market and find websites with content that is in the same niche as you. You can then contact site owners directly and work with them to place your banners on their sites.

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## Choosing an affiliate product

Affiliate marketing is constantly growing in popularity as a way to make money online. You sell another company's products (which takes out the hassle of having to have your own) and you earn a commission from that sale.

Sounds easy enough but sadly it's not that simple. If everyone could be a successful affiliate, every one would already be doing it and raking in the money. The single most important aspect of affiliate marketing is knowing which products to promote. It's not like you're short of choice as people are bringing out more products every day, but how do you go about making sure you back the right ones?

Well, a product that works for one person, won't work for everyone. You need to have a decent knowledge of the product market and ideally have some interest in it. If you're interested in the subject you're far more likely to understand the market needs, the lingo and more invested in giving people the best product possible. So for example, let's say you're an avid golfer. It makes sense then that you would look into golfing products to promote.

The best affiliate program also depends on what your customers will want, use and buy. So consider who your visitors to your site are and what they would be willing to buy. If you think you've found an interesting product, you know the market and you think you could promote it well, here's what you should be looking at next:

1. The website of the company/product you hope to promote. It is reputable? Does it look good? Is there potential for strong sales performance?
2. What is the conversion rate of the website you hope to promote? If it's poor it's likely that your sales will be.
3. What commission will you be getting? A lot of products offer as high as 50-75% commission. If your commission percentage per sale is low, it may not be worth the time and effort you'll be putting in to promoting it. You'll also want to find out how quickly you get payed.
4. Look at cookie duration. If it's a 30 day cookie, the customer has 30 days to go back to the merchant website to complete their purchase in order for you to receive your commission. If the cookie has expired, so has your commission.
5. Does the merchant provides a range of high quality tools for its affiliates. Do they provide you with email swipes and banners? If they do this takes some of the work out of promoting as you

already have tested material to help you get selling. If not you'll have to create your own.

6. Look at the product rating on Clickbank.com They're rated out of 5 stars. The higher the rating, the better the product will be in terms of refund rate, quality and popularity.

Think carefully about which products you promote and keep all the above in mind. By doing this your far more likely to be on to a winner and you'll see a good return for your time.

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### Choosing your keywords

When you're doing your keyword researching and looking at which ones you want to use, put yourself in the shoes of your ideal searcher. Ask yourself:

What product am I wanting to market?  
Who is my target market and what would the person be searching for in order to come across my site/ad?  
Is the keyword relevant to your website's content?  
Will searchers find what they are looking on your site when they search using these keywords?  
Will they be happy with what they find?

So let's have a look at how to go about choosing your keywords.

Keywords can be divided into two groups: Short Tail and Long Tail.

Short tail keywords (also known as broad keywords) are usually short, generic words relating to a site or subject. For example "t-shirt". More people search for this term in Google but also more sites use it so there is less chance you will get a click through from this result due to the high level of competition.

Long tail keywords (also known as narrow keywords) are longer, more specific phrases or keywords relating to a site or subject. For example "men's cotton t-shirt". Less people search for this term in Google but also (and more importantly) less sites use it so there is more chance you will get a click through from this result due to less competition.

A large amount of new marketers focus on broad keywords terms. This is where a lot of them make a fatal error as long-tail keywords usually offer incredible return as they're less competitive to rank for and less expensive to run in a PPC ad. Also people using long-tail search queries are often highly targeted and more likely to convert. This is because they catch people later in the buying/conversion cycle. A person searching for "t-shirt" is probably browsing, and not ready to buy. On the other hand, someone searching for "men's Ralph Lauren polo shirt size L" practically has their wallet out. Understanding the search demand curve is critical. The image below

shows a keyword demand curve, illustrating the small number of queries sending larger amounts of traffic along side the volume of less-searched terms and phrases that bring the bulk of our search referrals.

Generally when people start their searches, it's more for research and to get a bit more information on what they want. As they start to figure out what they want to do, buy, or order, their queries get more specific when they know what they're looking for. By Making sure you target some of those long tail keywords as well as short tail, you'll catch people in the "action" phase who can be more likely to buy rather than browse.

When you're doing your keyword research always make sure you're keeping track of all of your "possibles" in a spreadsheet.

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## Email copy

Writing effective email copy can be trial and error and can be frustrating when you first start out.

It all boils down to knowing a few basic best practice copywriting tips that you can incorporate in your writing.

So how do you write great email copy?

Start out with a compelling subject line. This is the first thing your recipient will see and is one of the most important aspects of email marketing. If you don't get this part right they won't even open the email. You should aim for around 50 characters or less as any more is pointless. It won't show up in full on monbile devices and super long subject lines always come across as "spammy". Make it content related and the more interesting and unique, the better.

Use actionable language. For example, you might get an email that says "Take your mum to Brunch" in the subject line.

This is one way to use actionable language in email subject lines. Some other examples of good actionable language are "take," "download," "reserve," "ask," "buy," etc. Use language that makes it clear what they can do with the information in the email if they open it. Keep the value for the user in the forefront of your mind.

Personalize your emails when ever you can. And we don't mean by using the dynamic field to insert someones name. What we mean by this is try and tailor your emails to certain segments of your list.

Let's say you run a pet store. Some of your list owns dogs, some own cats and some own lizards. You don't want to send a blanket

email to all your list advertising a sale you're running on dog food. You need to target just the dog owners on your list. Depending on the amount of information you got from your subscribers when they subscribed you may be able to personalise even further. Keeping with the pet store example, when people signed up you asked them not only what kind of animal they have, but also what breed. So if you're having a sale on biscuits for small dogs, you wouldn't want to send this email to those who signed up and told you they had a rotweiler. You'd want to send it to those with shih tzus or poms.

Make sure your email delivers what it says on the tin. What your email subject line promises, the email content should deliver. If readers don't get what they're actually promised in the subject line, click-through rates plummet and in the long term, so will your email open rates.

Use calls to action. Your email call-to-action should be REALLY easy to identify. Most people scan their emails instead of reading every word, and if there's one thing you want your recipient to pick up on, it's your call-to-action. If you want people to "view deal", "download now" or "find out more" make sure you put this in your content and make it very easy to spot. Even if you write the most engaging content and get them hooked on whatever it is you're selling, it's all for nothing if they can't find what to do next. Make it big, make it bold and make it obvious what they need to do next.

By following these simple rules you'll be well on your way to writing effective email copy and improve that all important click through rate.

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## facebook marketing

Facebook has a massive base of users (which is constantly growing) and is the main reason why advertising on Facebook is a must for any business. You can increase your customer base as well as keep your existing customers coming back to you.

Here are the main benefits of Facebook Marketing:

Reach - Virtually everyone is on Facebook at one time or another. This means that most of the people you would want to target are already in one place.

More internet real estate - Although Google recently changed its algorithm to allow single domains to have more than two listings in their standard Web results for any particular search, social media profiles are a great way to gain more real estate within search results for your business.

Niche market - Any ads you run will only be shown to your target markets.

Build relationships - Sometimes blatant advertising doesn't work. FB pages or groups allow you to answer questions, publish useful content and develop a following which can build up your reputation and set you up as an expert.

Free marketing - Although the best proven way to get more traffic through FB is with paid ads, traditional social media exposure costs nothing. By creating a profile, group or page you can get free traffic and keep people up to date with your business.

You can utilize paid advertisements and free methods (such as pages or groups) but ideally you need to be doing both.

In order to get set up your on Facebook you'll need to create a page for your business. You'll need to have your basic business information to hand. Decide on a page name and find any images you want to upload. Your company logo is usually the best image to use for the profile picture but if you don't have one you need an image that represents your business. When you create the page you will need to include a description of your Web site, product, brand or company.

When people sign up with Facebook, more often than not they'll divulge a lot of personal information for their profile. When you're advertising on FB, this is perfect as instead of spending a lot of money running an ad that won't reach your target audience, FB's Ad process lets you pick and choose which groups you would like your ads to reach. You can target a specific age group, gender, location, college, relationship status, and even target specific interests. You can also advertise only to users who mention certain words in their profiles or status messages.

If you've done your basic market research (which you should have) you will already have a clear vision of your ideal customer and with Facebook you can target location, age, gender and a whole range of broad or specific interests. If you're running an ad, you can set your budget per day where your ad will run until you cancel it and will not go over your amount set for the day. Or you can set a budget for the lifetime of the ad. If you are setting a budget for the lifetime of the ad you'll choose when the ad starts and ends but obviously if you run through all of your budget it will stop when the money runs out.

If you're wanting to increase your traffic, the ideal place to do this is through Facebook as you can target who sees # your ad and control exactly how much you want to pay to run it. You can also take advantage of the free side of Facebook marketing, increase your brand awareness and keep in contact with your customers.

Below is my business FB page:

<https://www.facebook.com/smscovegas>

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## Killer Ad Copy

There are 4 main components that you need to include in your ad copy. These are:

Keywords

Headlines

Body

Calls to action

Getting your keywords right.

It doesn't matter whether you're creating banner ads, writing content for your blog or tagging your images, the single most important aspect of getting people to your site is making sure you're targeting the right keywords. You need to know what specific keywords your customers will search for. If you are selling recipes for people who want to avoid gluten, use "gluten-free recipe" in your ads. Don't use synonyms or more generic terms like "healthy recipes" or "wheat-free recipes". You want to make it as easy as possible for your ideal target customers to find your ads.

This also gives you a better conversion rate as if you are getting targeted customers to your ad they already know that the product is exactly what they are looking for. If you haven't already done your keyword research, do it now. If you have, double check them to make sure.

## Headlines

In order to make the most of your headline you need to make it attention grabbing and interesting. Something that makes people want to find out more. Here are some simple, proven methods to create headlines that do just that.

Your customers are looking for a product to solve a problem.

Many times problems can be stated in terms like, "how do I...?" The answer to these questions would naturally start with, "How to." For example, if someone wants to lose weight, their question may be, "how do I lose weight \_\_\_\_\_," and the blank you may fill in would be whatever makes your weight

loss strategy unique.

People like to feel good about the decisions they make and one of the ways they make themselves feel good is to validate their decision by seeing everyone else making the same decision. Here's an example: "How Thousands Are Losing Weight, and Loving It." Again, there is an added element of surprise with the ending, "And loving it," because most people don't associate losing weight with feeling good doing it. Most people dread diets.

Headlines that use reverse psychology can work really well and you can have a little fun with these.

For example, if your headline read, "Stop trying to lose weight!", that would take someone off guard when they are looking for help losing weight. It may cause just enough surprise to create curiosity. You just want them to read on. That's your headline's goal.

If you are marketing a low cost product in your niche, you can lead with that. "Lose weight without breaking the bank".

If your products are low cost, point that out. The same can be said about expensive products. If you're selling a luxury item state it. This will weed out a lot of prospective customers but it means that the customers who are interested will know they are looking in the right place.

## Great Body

The body of your ad copy can again use some of the tips we covered with headlines. You want to hold your reader's attention, so keeping some of the same concepts in mind as you write the body of your ads is helpful.

Emotion Sells, Facts Support. Understanding how people make buy decisions is helpful in creating effective ads.

People do not generally buy based on facts. There are, of course, exceptions to every rule, but let's stick with the majority of situations. If you're selling computer hardware to very experienced corporate IT professionals, you certainly want to provide them with all the facts about your servers storage capacity, processor speed, etc. Just remember, they're people too, so once you satisfy their need for the facts you still want to focus them on what the product will do to solve their problem. If they need a new server, it is not because they need a small metal box filled with circuit boards, wires, and disc drives. They need to be able to support the people in their organization effectively, need additional computing power and they need to do it within a certain budget. Focus on the benefits to them, then the facts can support their decision.

Once you have caught their attention and sold them on the benefits of owning your product, you need to make them an offer that they can't refuse. Be specific, don't just refer them to some product list or menu of services you have to offer.

If you've gotten this far make them a simple, concise and easy to understand offer. Add a guarantee to your offer to take away any perceived risk they may have. If you don't believe in your offer enough to offer a guarantee you should rethink your offer. Here's an example of a good offer:  
"Early bird discount - Buy now and save 15% off our regular price!  
Click here to checkout now."  
This is telling your customer what to do, to buy now. It is short and to the point, telling them to click here to checkout now.

#### Calls to action

Unless you are reading this as a hobby, you're running an internet business.

If you don't use calls to action your readers won't know what they're supposed to do.  
If all you are doing is providing information about a topic or product, but you never tell your customer to, "click here to add this to your cart," or "buy now", or some other call to action, your readers may just not do anything about what they read.

Here are some effective calls to action:

- Order now
- Buy now
- Click here
- Subscribe now
- Download here
- Add to cart
- Click here to sign up
- Join now
- Start now
- Contact us now

There are many more you could use, but these are some of the most common, time-tested calls to action. They're specific, action oriented, short and simple.

By including all these components, you'll make your ad copy engaging, interesting and make people want to find out more about what you have to offer.

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#### link building basics

Sadly you can't just sit back when your website is live and watch the back links roll in. Although backlinks aren't the only thing that is taken into account when search engines decide your

ranking, link building has and will always be an important part of SEO.

When you're trying to build up links to your site, not only do you have to think "why would someone link to my site" but also "who should I link to?". If you're not linking out to any sites it's pretty unreasonable to expect others to link back to you, so keep this in mind when you start link building.

Here are your link building basics that will get you natural back links:

1. Linking starts with great content. If you want to outrank your competitors, start your efforts by publishing content that's better than theirs. If you don't already have a blog, set one up as this is your chance to set yourself up as an authority in your market and get you noticed. When people notice you, they'll naturally want to link back to your site.
2. Participate and become part of the community. Do this by sharing your knowledge by answering questions and commenting in market related forums, blogs, Twitter, Yahoo Answers etc. When you see an interesting post and you have something useful to add, make sure you say it. You'll build up relationships with people who may own websites and may be willing to link to you in the future. With a lot of forums and blogs any signature you have will have a "no follow" link. Although this won't make any difference to your rankings, you'll get the extra traffic from those who come across by your comments/posts and want to find out more.
3. Promote on social media sites. Create an email newsletter to drive traffic to your new content. Do the same with social media - choose the platforms that people interested in your market would use and start building a community there. A loyal base of newsletter subscribers give you a perfect way to get your new content out there and attract links and visitors.
4. Give people an incentive to link to you. Give them something of value for free. This could be something as simple as a WordPress plugin, a piece of open source software, a free service, or free ebook. You're giving something the community in your market will find valuable. This means people will want it and will link back to it in order to pass it on.
5. YouTube is a great way to promote your site and the content you have on there. Put some of your content into a short YouTube video. You get the chance to promote your site and attract links from anyone who likes your video and posts it on their own site.

If you're not doing the link building work yourself and are sitting waiting for people to link back to you, you could be waiting a long time. Find other sites in your niche and offer to guest post for them, or comment on their posts. Make a YouTube video and become part of the community within your

market. By doing all this you will get high-quality natural links from people who genuinely want to link back to you.

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## List building

List building is the process of adding subscribers to your mailing list. This is your list of potential customers. Once you have them on your mailing list you can email them your new products, offers, adverts and build up your relationship with them. It's also a great way to keep people up to date with what's new in your market and your company.

List building is an ongoing process. You're not going to build up a huge list overnight, but every new subscriber is a potential sale. You list is basically where your money is. So the more you can build up your list, the better.

So how do you go about building up your list?

Make your sign-up forms very easy to find. On a ridiculous amount of sites their sign-up forms are hard to find. They're hidden below the fold and only on the main index page of the site. When someone comes to your site and can't see it straight away, they won't even realize you had a newsletter. You've then missed out on a valuable prospect for your product or service. Put your sign-up forms or even buttons in prominent places and on as many pages of your Web site as possible (ideally EVERY page). That way, you capture the subscription of everyone who is interested before they leave your website.

Have a privacy policy. People are rightly concerned about the privacy of information that they give you. When every other company seems to sell or pass your details on to other companies or 3rd parties it's no wonder why people don't want to give their emails out to just anyone. Make sure you have a privacy policy that states clearly that you will not rent or sell their information to other companies. That helps to build the trust needed for someone to give you their valuable email address.

Give them an incentive to sign up. In order to get people to sign up and part with their email address you need to offer them something of value. This could be anything from a free report, a "how-to" tutorial, special discounts or offers that are only available to email list subscribers. It's all about enticing people with the prospect of receiving valuable information through your e-newsletter that they won't get anywhere else.

Asking for details.

There is a fine line between asking for too little information and asking for too much. You don't want to end up with lists where you know very little about the industry or preferences of your subscribers. One of the keys to email marketing is to be able to personalize your emails and target specific sections of your list. If you aren't asking for any details you can't personalize your emails. On the other hand, you do not want the sign-up form to be so long that the potential subscriber decides it is not worth the trouble. It is a tough balancing act and it will take some testing to get it right.

Share your knowledge.

If you share your knowledge of your industry in articles, blog posts, etc., you can drive more traffic to your website and get more email list subscribers. Many websites that publish articles have space for you to include a "bio" section where you can include a little bit about yourself including a link to your website. Try to make this a text link to drive traffic and work toward increasing your search engine ranking. Sharing your knowledge is a great way to get more email list subscribers and prospective customers. Once you have people on your lists, continue sharing your knowledge as well as making offers.

Emails that your subscribers find relevant and up to date will keep them on your list and keep them interested. Consistency is the key to long-term subscribers and customer loyalty.

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Master the art of email subject lines

People now get inundated with emails every day and from a wide range of companies. Most people don't read every single one of those emails and the way people determine which ones to open and which ones to trash is by looking at the subject line. Sure, who the sender of the email is comes into account but the subject line is what will grab their attention, or not.

At only around 50 characters, this small component really can be the make or break of any email marketing campaign.

When you're crafting your subject line, keep the following in mind:

Deliverability

Not only do you need to get past the SPAM filters, you also need to get past your readers BS meter. If you're using "spammy" words like "free," "act now," and "limited time only" you're not going to get far at all. Using all caps in your subject line is also another red flag and IT FEELS LIKE YOU'RE SHOUTING AT YOUR READER. This isn't a good thing. Excessive use

of dollar/pound signs and exclamation points is also another way to fast track yourself into the junk folder.

Is it actionable?

To have an actionable subject line, ask yourself this: does the reader know what they can do in the email and what they'll get out of it? You also need to create a sense of urgency and excitement when they read your subject line.

For example, "Meet your favourite singer at our new club opening" is much more effective than "Favourite singer at club". In the first example you know that by reading the email you'll know how you're going to meet your favourite singer at this new club opening.

With the second example it doesn't have that urgency and could just be about the fact that your favourite singer was at a club last night.

Is it personalized?

The only way you can give your readers what they want is to know what they want, even just a little. If you've set up your list properly, you should have your list segmented. Even if it's just by price point. If someone signed up for a freebie and have only purchased a low cost product, you don't want to be sending them emails advertising your high end products.

Is it clear?

You need to be specific with your subject lines. If your subject line is too broad, they'll not know what to expect when they read your email. You want your subject line to be creative but if you're being too obscure this can hurt your click through rates in the long run.

Be clear and concise. Put identifying keywords in there.

Is it short and sweet?

Keep the subject line as short as possible. Aim for around 50 characters or less if you can but make sure you keep the above pointer in mind. You want it short so that as much of it as possible is displayed to your recipient and longer subject lines tend to get stuck in the spam filter a lot.

Testing your subject lines is key here, as you won't know 100% if it will work or not until you try, but as long as you have these basic questions covered, you're good to go.

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Outsourcing - call in the experts

One of the best reasons to consider outsourcing is to focus on what you do well.

By hiring someone to do things jobs that you've never done before or don't do all that well, you can focus on developing your business strategy, implementing your strategy, managing your business and making sure that your business stays on track. That's one of outsourcings strong points.

Freelancers are abundant in the current economy, and many of the most skilled ones work for a very reasonable rate. You'll be surprised at the quality of work you can get for your money if you know how to outsource properly.

Because you are hiring a specialist for the job, your project will get done quicker and more efficiently than if you took the time to learn how to do it yourself. There is also no long-term commitment, you only pay for the work that you need done.

However, when someone else does the work for you, you have less control than if you did the work yourself. This is magnified when the person doing the work for you does not work in the same location as you and may not even be in the same time zone as you; both very common situations with outsourcing.

The 2 most popular freelancing websites are:

Odesk and Elance

With both of these sites you can find someone who is capable of the work and will work to a timeframe that is best for you. You can set your price for the work and detail exactly what you expect. You'll get people applying for the jobs that you list as well as search for people that would be appropriate for the job. You can check previous work, previous feedback and find someone that is going to meet all your needs. But when outsourcing work, you need to remember that you will have to check the work after it's been done, make sure it's going to reach your target market and make sure it's going to give you the desired result (whether that be more readers, clickthroughs or sales). So, although outsourcing is a great way to get the work done by a professional, you will still need to have some knowledge to check that the work has been done right and that you're satisfied with it.

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Mistakes to avoid when running a PPC campaign.

With the ability to set your own keywords, the cost you pay for each click and what you full ad budget is, PPC is one of the most controllable ways to market your website. However, that doesn't make it's easy. There are many mistakes that people tend to make when running PPC campaigns, especially when they are new to it. Here are

some of the most common mistakes that we've covered but you ABSOLUTELY NEED to avoid when setting up your campaign.

Linking to a general page.

One of the most simple mistakes that gets made is taking clicks through to your homepage.

Advertisers always seem to think their homepage allows visitors to find whatever service or product they want.

This isn't really the case and most people can't be bothered to filter through your entire website to find the one tiny thing they're looking for. It is important to make sure that the process from keyword, advert and landing page is as streamlined and relevant as possible. Keywords and ads should be given appropriate landing pages, this makes it simple for the user to find exactly what they are looking for and then execute the purchase or enquiry.

Using the same strategy for search and display networks.

Google AdWords search and display networks are different platforms and work very independently. The search network is where a user actually types in a search term and results are displayed based on that search term (in the 'Sponsored links' along the right hand side of the results page and at the very top). The display network (formerly the content network) is Google's network of partner sites, where your ads are delivered based on content or demographic usage for that particular platform. It requires different ads and targeting settings to run the two strategies successfully and it's important to separate these into individual campaigns.

No negative keywords.

If you're going to have keywords that are set to broad match, having negative keywords is essential.

Negative keywords prevent ads from being shown when you don't want them to be. Negative keywords are only needed

if you are using phrase or broad match keywords, but if you are using those you WILL need negative keywords.

Because broad match is so broad, your ad could be triggered for all kinds of search terms that will have no relevance. This will affect your CTR (Click Through Rate) and that will affect your quality score and that will affect how much you pay per click.

Low Daily Budget.

If you want to achieve high amounts of traffic you can't expect to do that with a low daily budget.

If your budget is \$5/day and you set your campaign to reflect this budget, chances are that you won't get much

traffic at all. Google displays your ads based on a number of factors including your budget. If your budget is

set too low your ads will rarely be displayed (if at all). If you

only have a small budget, run your ad but don't expect miracles and up your budget when you can afford to do so.

No Tracking.

If you don't have any tracking for sales or leads then how do you know your campaign is working? It's great that you're getting people to your site but what are they doing when they get there? Running a campaign without analytics or any tracking implemented on your site, ends up being a waste of time and money. It means you won't be able to identify which keywords and ads are working and where you are making a return. Google Analytics is a must have for any website, but especially those that are running PPC ads. If you're not constantly tracking how your ads and sales are doing, you might as well be throwing your money away. You can't just set up PPC campaigns and then simply leaving it to run.

It's easy to make mistakes when it comes to setting up a PPC ad for the first time but By taking all these into consideration you can save yourself a lot of time and heartache.

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Sales copy

So, you've got a great product that you want to share with the world. How do you get the world to listen? You need to convince them you're worth listening to. Your copy has to be irresistible. It has to get them hooked and wanting to buy. Here are our top tips that will give you the edge and get people to pay attention.

Nail you headline.

The headline is like the gatekeeper to your copy. A weak headline is going to lock that gate forever. So you need to have an attention catching, killer headline. A successful headline needs to have these basic elements:

It needs to be useful - Your headline must promise that your copy will be useful to the reader. Offer something that is essential. It should make the reader think, "I'd be stupid not to read this!"

It needs to be urgent - Your customers are busy. You have one chance to get them to read your copy and it needs to be immediately otherwise you'll never get them to read it. They'll forget about it if you don't create a sense of urgency.

It needs to be unique - Your potential customers get inundated with information on a regular basis so you need to gran their attention

with something unique. Why should they read about what you have to offer when there are millions of others offering the same thing? You need to convince them that you're different. Tell them something that no one else can. Offer what no one else can offer. Make it witty and interesting. Having an unique headline is the key to getting noticed.

It needs to be specific - You need to be specific about what you're offering and in your overall message. Using a non specific headline won't get people to read your copy. It needs to clearly state what they can expect if they read on.

Sell the benefit that your product offers.

What about your product do you want to highlight? This is your "principle selling position". Ask yourself what specific benefit makes your product or service different, better, special or unmissable? Is it price? convenience? quality? What exactly are you offering that no one else can? You absolutely have to put this in your copy. People aren't going to buy a product from you if they can get something similar from elsewhere. What benefit are customers going to get if they buy from YOU? List the features of your product. Look at each feature in turn then ask yourself "So what?" Imagine you're a customer; why should you care about this feature? What will it do for your customers? For example, don't just say that your product is fast, tell the customer that it will give them more free time (a benefit). Paint a picture of them using their free time to go to the beach, read a book, or relax.

Include testimonials if you can.

Testimonials sell. Good, believable testimonials from real people will help your sales, particularly on the web, where establishing credibility is tough. People like to know that others have tried this product and that it worked out well for them. Knowing that a real person has used the product and is happy with it encourages them to buy.

Use the right tone.

Decide who you're writing for and why. What tone are you trying to convey: light hearted or serious? What level of jargon are you going to employ? If you're targetting a newbie, make it easy to follow and understand and if you're writing for someone who should know the market, don't dumb it down. Make sure your language suits your intended audience.

Offer something a little more.

Strengthen your offer with some or all of the following techniques:

Offer a good deal e.g. "20% off".  
Create urgency; e.g. "This week only".  
Offer it risk free; e.g. "Comes with a 60 day money-back guarantee!"

Tell them what to do.

End by telling the reader what to do. E.g. "Ring now" or "Click here to order now". Ordering details need to be easy to see and simple to follow. If they aren't how are they going to buy your product. If they can't find exactly where they need to do this, they won't.

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## Setting up a product on Clickbank

If you're selling a digital product, you should be selling it on Clickbank. The process is simple and straight forward enough and the main areas you need to focus on are your pitch page and your thank you page.

First off, you need to sign up with Clickbank (if you haven't already).

If you're selling your own product, you'll need your own website, hosting and domain name. You can't sell a product through ClickBank using a web page hosted on free sites, and ClickBank doesn't provide hosting or any help with your website, so make sure you have all these already. You need two pages on your site that you're going to use to sell your ClickBank product: a Pitch Page and a Thank You Page.

Your pitch page describes your product and convinces them to buy. It's also referred to as a "sales page."  
When customers are ready to buy they click on a ClickBank payment link on your Pitch Page that links them to the ClickBank order form, where customers can place their order. In addition to the ClickBank payment link (see Step 3 for specific instructions), your Pitch Page needs to have the following info on there:

Product description  
Cost

If your product is a recurring billing product you need to have the rebill schedule, number of times a customer is billed, and how often they will be billed.

How the product will be delivered and how long delivery will take (e.g., direct download, via email, etc.).

Your contact details such as your email address, or a contact us

link on your Pitch Page.

The Thank You Page is what is displayed after they purchase your product and payment has been processed. As well as thanking the customer for their purchase, your Thank You Page must include the following:

Contact details in case customers have a question about your product need technical assistance after the purchase.  
A reminder to the customer that his or her credit card or bank statement will show a charge by ClickBank or CLKBANK\*COM, rather than a reference to your specific product.  
Clear instructions on how to download or access the product.

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tell tale signs you need a redesign

If you're running an ecommerce site, or even just a blog, you need a strong web presence in order to succeed. Your site design is how you represent your products and if your site isn't up to scratch, your potential customers will think your products aren't either. Think about how you yourself view sites online. There will be times when you instantly dismiss a website. A single glance is all it takes to make you hit "back" in the browser. So you only have a few seconds from when someone lands on your site to make a good impression.

So how often should you redesign your site?

You can't get your website up and running and not touch it for the next 10 years. What looks good at the minute probably won't age well. You should be constantly updating your site anyway as your business grows, but a full redesign may be necessary ever 2 or 3 years to keep your marketing fresh and up to date.

Does your site still look good?

Most website redesigns are kick started because the site just doesn't look good. Compare your site to your competitors, do most of your competitors have a better site than yours? Why? What makes it more attractive? Are you comfortable with how your website is representing your business's image? What image do you want to convey? You need to think about all these questions and make sure that you're representing yourself and your business in a way that you can be proud of.

What's your sites functionality like?  
Even if your site looks good, it still needs to work like a well oiled machine. There are more ways than ever for # people to connect with your business, so your website has to the task. If it only works in one specific browser you're losing potential clients as we're way past just using IE now. Can you view it on a smartphone or tablet? Do images display correctly and load quickly? If your website isn't delivering in regards to functionality, it's probably time for a redesign as if you don't you're missing out on potential custom.

Does your content engage your visitors?  
Have you got all the best information on your site? Is it market related and offers your visitors something of use? What content are they getting from you that they can't get somewhere else? The information needs to make a case for using you over your competitors, and if a potential customer comes away from your site still unsure about what exactly it is you offer, you'll lose them for good. Informative, market relevant content and keywords mean people will be able to find your website easily. If your not doing so good in the search engine placement, a redesign and full content shuffle could be just what you need to start bringing in those visitors.

If your website hasn't been updated recently or you feel that your traffic is starting to slow to a trickle, then your site could be due for a redesign in order to kick it back into gear. If you site seems to be lacking on some of the points in the post then it's definitely something you should consider to get your business back on track.

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top 10 seo tips

Sadly there's no quick fix when it comes to SEO. If you're hoping that you can get your site live and you'll have a massive influx of traffic straight away you're going to be disappointed. It's a process that takes some time and effort, but it's well worth it if you want your site to be successful.

SEO done well will not only increase your search rankings, it also improves your entire website for your visitors.

So let's have a look at our top 10 tips that will improve your SEO campaign

1. Content is king.

Regardless of everything else you have going on on your site and the other SEO tips you should follow, your content should be the single most important aspect you focus on. If you have

content that is poorly written, doesn't offer anything of value to your readers and is simply there to be stuffed with keywords in a vain attempt to boost your rankings, you're not going to get the visitors you want.

Good content, on the other hand, will be something that your visitors will enjoy reading, will be shared by others (often on their own websites) and will turn a one-off visitor into a subscriber and regular reader/customer.

You need to make your content informative, as unique as possible, and give them the most up to date information. Make it funny or witty, get your own voice and opinions in your content and your visitors will feel like they are getting something more personal out of it.

You want to get your keywords into your content, sure, but if your content is well written and tailored to your niche, this should come easily and blend well. Don't stuff keywords in there just for the sake of it as it won't read well and will be painfully obvious to your visitors.

## 2. Choose your keywords wisely.

Keywords are essential for SEO and although you don't want to over do it, you need them in order to bring someone from Google to your site. You should always try to be as straight forward and specific as possible when deciding what keywords to target. It's better to target keywords that will reduce the general traffic to your site and instead bring in your ideal customer who knows that by clicking through to your site they'll find exactly what they were searching for.

You should always do tons of keyword research. Use as many keyword tools as you can to get a good idea of what you want and you'll want to think outside the box too. Think about your ideal customer. What would they type into Google to come across my site? Will they be asking a question that they want the answer to? Are they searching for a specific product. Keep this in mind when choosing your keywords and phrases.

## 3. Good page-to-page connectivity.

A well-designed site will funnel users from page to page effortlessly. By interlinking your site so that relevant pages connect to each other, you'll find that even the less visited branches of your website will see more traffic.

As a result, you can expect your website to have better domain authority and, as a result, a higher ranking.

In other words, as many pages as possible should be connected to each other with text-based hyperlinks. Pay particular attention to creating connections between your main pages and your homepage.

## 4. Avoid Flash and text based images.

The search spiders that index websites only read text on websites and are incapable of analyzing Flash or

image files. So, in general, stay away from both as content mediums. Don't use Flash-based navigation and stay away from creating content text that is in image form. Image-based text may contain useful information and keywords but it will be invisible to the search engine spiders.

#### 5. Tags, Meta Descriptions and Alt tags

Create informative meta descriptions of all your Web pages with the keywords for that page appearing in the description; you'll have 150-160 characters to fill. These meta descriptions are likely not used by Google any more for ranking, but they're useful in attracting attention from human readers in the search results page, so use them anyway.

Include title tags for EVERY important page of your site. You get 70 characters for this and should give a quick description of the individual page they represent (with at least one or two page relevant keywords).

More often than not you'll have content-relevant images on your site. Image search features on Google and other engines will bring these up in image searches for your keywords. However, search spiders can't analyze images if related text is not included. You need to create description tags for each image you post and they should give a quick description of what the image is of or what it relates to in your content.

#### 6. Building links

Getting backlinks to your site from other websites is essential. If you want to build external links without resorting # to black hat tactics (that will get you penalized or banned), you're going to have to spend a hefty chunk of time posting links to social sites, finding guest post opportunities and leaving comments on other websites in your niche. Try to ensure that those links are not "no follow." Links with a no follow attribute are ignored by search spiders as a valid back link. You can still get visitors as a result of those links because people will click on them and end up on your site.). Building up backlinks is a slow process, but it does pay off in the long run.

#### 7. Social Media

If you haven't already got your business on the many social media sites out there, get on it as soon as possible. Create accounts on Facebook, Google+, Twitter and LinkedIn. Social media is an extremely popular and effective way to generate long term website traffic. As the number of people following and sharing your content on these sites increases, so will the potential customers that will frequent your site.

#### 8. Make sure your site's performing well.

You're going to lose out if you have a site that loads super slow. Slow loading times are frustrating. Optimize your photos and watch the number and types of plugins that you use. They can slow you site down, visitors will get fed up of waiting and this is going

to hit your bounce rate.

Your bounce refers to how many visitors come to your site and leave pretty quickly. Your bounce rate will hinder your rankings as search engines take this into account and assume that your content is poor and you're providing a poor user experience.

9. It's an ongoing process.

You can't put in a lot of effort for a few weeks and then kick back and relax. You need to be carrying out SEO on a regular basis.

Constantly building backlinks, building up your regular visitors through social media and updating your content regularly.

This doesn't mean that you have to spend hours every day on it, but work it in to a routine where you do a little bit but often.

You have to remember that your competition will be doing it too so if you get lax, your competition will start to rank better than you.

10. Have patience.

Keep your expectations realistic. SEO can dramatically improve your site traffic and search engine rankings, but they do

take time. After having built up momentum your website's analytics will rise sharply. However, getting there may sometimes

take a month or two. Keep this in mind throughout the duration of your new SEO campaign as if you forget this it can make your SEO efforts seem futile and you'll give up before you start to see the results.

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test and track

A/B testing is one of the easiest ways to increase conversion rates and learn more about your target audience likes and doesn't. A/B testing does pretty much what the name suggests, it tests a control (version A) against a different version (version B) to measure which is the most successful based on the metric you are measuring.

With A/B testing, it allows you to split the traffic that comes to your website so that visitors experience different web page content on version A and version B of a page. So visitor 1 gets to see version A, visitor 2 gets to see version B and so on. You can then monitor visitor actions to see which version has the highest conversion rate. A conversion rate details which percentage of visitors performed the desired action on your site. By testing with live visitors on your site you learn from real users and find out which version they prefer.

You start with the hypothesis that certain content changes could be impacting your conversion rates. For example will a download button result in more downloads than a download link. Will a red button attract more clicks than a grey one?

So let's say you're looking at your conversions for sales and you're looking at the number of sales per 100 visits. If you average 2 sales per hundred visits your conversion rate is 2%. Raising this conversion rate from 2% to just 2.5% would mean a 25% increase in sales, when viewed this way conversion rates really should be something worth paying attention to. But your conversion rate could be virtually anything. Conversion rates could be how many leads you get, how many people sign up for your newsletter, how many clicking on your banners or affiliate links. You get the idea.

Once you've decided what conversion rate you want to improve, the next thing you need to do is to work out what to change on your page. Look at all the various elements you have on the page that you could change. These could be:

Headings - wording, colour, size etc  
Images - placement, alternative image etc  
Content - amount of content you have, wording, font, size and placement of content on the page  
Call to action buttons: size, colors, placement and different wording.  
Logo and strapline - different logo, size, placement etc

When it comes to the changes you want to make, just remember that you shouldn't make your changes too inconspicuous. Don't be afraid to make big, bold changes as these are often the changes that work best.

Think about which elements you think could use improvement. What about your page could be better, more enticing?  
Once you've identified potential changes that you could make you need to:

Set up two designs you want to test (A is the control/original version and B is the version that has your changes)  
Don't be afraid to be bold and test big changes to start with.  
Chose a tool to run your tests or work with a professional company specializing in testing

Obviously the more traffic to your site, the more accurate your test statistics will be. It's important to remember that having a high volume of traffic to the target pages doesn't mean you'll have enough data for accurate results; It's not just about the amount of traffic to the pages you are measuring but the number of conversions and the difference in the number of conversion between versions A and B.

If you feel like your page could do with an update or your conversion rate isn't looking too good, don't overlook A/B testing as sometimes it's the small or simple changes to a page that make a huge difference when it comes to conversions.

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What is PPC?

If you have any sort of ecommerce website the key to its success is traffic. Building up your site traffic through Search Engine Optimization and link building takes time and it can be a lot of work if you want to do it right. If you're looking to increase your website traffic and sales, and you're wanting to do it quickly, one of the easiest ways to do this is through a PPC marketing campaign. It's more than likely that you've at least heard about PPC campaigns, have thought about running one or already have.

PPC (Pay-per-click) advertising, also known as Cost-Per-Click advertising, is a method used by many search engine marketing companies to drive traffic to a website. PPC entails bidding on specific search terms (or keywords) that people might search for to find information or find a product that they're looking for.

So how does it work?

When someone searches for specific keywords using a search engine, the search engine will separate the paid listings from the unpaid listings when showing the results. Pay-per-click advertising is a paid listing. Down the centre of the search results page are the organic results; these are ranked solely on merit, with no advertising attached. Just above the organic results, and down the side of the page, you will see the sponsored results - these are the ad campaigns, bought by advertisers on a pay-per-click basis. The sponsored results are extremely simple, they show nothing more than a heading, brief description and URL. Despite their simplicity they are usually very effective. This is because a pay-per-click ad is run for a specific search term so it will only appear when the user types in that term, meaning you reach a highly targeted audience.

PPC is essentially like an auction. You bid on the keyword(s) you want your ad to appear against, for example 'weight loss tips,' 'lose belly fat' etc and you tell the search engine company how much you are prepared to pay each time someone clicks on your ad. You can also specify the total amount of money you want to spend on your ad campaign.

Once they know how much you're willing to pay, the search engine will then decide on your ranking. The more money you bid, the better chance you have of getting a high ranking. They also factor in the quality, and relevance of your ad. If you bid a fortune, but your ad is poor and offers nothing to the site's average user, you'll struggle to get a high placed ranking.

Google is undoubtedly the most famous name in the search engine

arena and pay-per-click advertising. If you are looking at running a PPC ad then the first place you should go to is Google. You can also run PPC campaigns with Yahoo and Bing but if you're just starting out with PPC ads, stick to Google.

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## Youtube Marketing

When people are searching online for information, a lot of the time they end up watching videos they came across in order to get easy to digest information. A lot of people are visual learners and they prefer watching a video over reading a wall of text. A video lets your viewers watch the information at their own pace, follow any on screen tutorials easily and come back to it at any time they want. Videos are also great for sharing and passing it on to others that might be interested.

When you create your videos, keep the following in mind:

Create content that meets your target audience's needs. Your goal should be to create videos that are helpful, valuable and compelling. If you can blog about it, you can create a video about it and it doesn't take much more effort. Your video content may consist of how-to's, answers to frequently asked questions, interviews or product reviews, screen video captures or a mix of these.

Make your video easy to find. You need to make it so that your videos are easy to come across both within and outside of YouTube. Videos often appear on the first page of search results now, and are a proven method of leap-frogging your competition to the top of the search results page. So make sure you're using your target keywords in your video title and description. With your title, make sure your keywords are in the first few words of your title. Add a colon after your initial keywords and rephrase your title for maximum effect. Make it as engaging and enticing as possible. Your description needs to have your full URL and it needs to be as descriptive and keyword-rich as possible. This will make your video easier to find when searching YouTube for your type of content. You can also include more URLs throughout your content.

Use your other social media platforms to bring in traffic to your videos. Every time you post a new video, you should create a blog post around it, post it to Facebook, Tweet about it and email your subscribers. Spread the word and more people will come across your video and are more likely to share it.

Make it unique. If you can make your videos that little bit

different, you'll stand out from the crowd. Funny and witty videos do well and are more likely to be shared around and go viral. This all depends on your market of course as the tone of your video needs to reflect your niche. But the more unique you can make your videos, the better. Get your voice and opinions in there and make it feel more personal. If people feel like they are getting to know you through your videos you'll build up a good relationship with your viewers, which in return means they'll want to share your content.

With these basic tips you can start to create videos that will bring you tons of viewers and will hopefully mean more links back to your content. By giving your viewers good quality content and information that is useful to them you'll get them clicking through to your site and turn them from a one time viewer into a subscriber.

Steven Mark Stafford  
<http://coffee12drink.com>

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