

WHAT HAPPENS IF MICROSOFT BUYS YAHOO— BY BRANDON HALL

In a desperate attempt to gain search market share, software behemoth Microsoft is making another bid to buy search giant Yahoo. My first reaction is: Is Yahoo really that stupid? At first glance, this deal doesn't make any sense.

Yahoo has such a powerful brand that thrives on community and millions of registered users. Microsoft is a distant third behind Google and Yahoo for search market share, so their interest and objective is obvious.

The question remains: Why would Yahoo harm years and years of brand-building by selling out to a company that has such a bad public persona attached to it? Neither Yahoo nor Google has the privilege of making consumers cringe like Microsoft does. Yahoo wouldn't sacrifice their company or brand like that.

A deal that might make more sense would be for Yahoo to purchase Microsoft's search division, namely the MSN property, but let's be realistic that doesn't make any sense either. What could Yahoo do with MSN.COM? Uh, nothing.

Merging two conglomerates of this size is quite a daunting task. On the surface, the mutual benefit for both parties isn't obvious. What does make sense is for the two companies to partner together and devise a strategy to hurt Google's search market share.

Google has been slapping around Yahoo and Microsoft for going on 3 years now. In March, Google reigned supreme (once again) with a 48% market share in the search market followed by Yahoo at 27.5% and Microsoft at 11%.

Here's why this deal may happen...

Google has made it obvious that they do not plan to have user-driven search results and that they will always rely on a 'mysterious' algorithm to drive their search results. Can you imagine the day when Google gives its visitors the ability to vote up stories or submit new content? Sorry to say it, but Sergey Brin and Larry Page don't have that much faith in us.

If Microsoft and Yahoo partner with their search divisions it will be to build a search engine with user-generated rankings and content. Not a search engine like Digg or Netscape, but maybe an entity that puts out initial rankings for keywords and users are given the ability to vote the result up or down.

In essence, Digg has one major flaw. Everybody can submit garbage content and pages to Digg. Their database of content grows and grows and nothing else is involved.

Although it is very powerful, Digg's model does not allow the content to be "pre-approved" by an editor or algorithm to ensure it is relevant, original and useful. This is where the opportunity lies.

What if Microsoft and Yahoo banded together to create a algorithm-based search engine that relied on its visitors to alter the rankings? Imagine that scenario. The algorithm ranks the content initially and the users decide where it goes. Either up or down.

None of the major players (except for Netscape) have stepped into this segment yet and I guarantee you Microsoft and Yahoo see this as an opportunity to steal search market share from Google. Netscape has come from obscurity to being a player again because of their switch to this model.

It would be interesting to see Microsoft and Yahoo create a model that relies on algorithms to process the content and the users decide where it falls in the rankings.

You know eats at the heart of Bill Gates, Jerry Yang and David Filo each time they hear a reference to "Google It" or "I Googled" in television shows, magazines, popular media and dozens of other sources.

It is part of our vocabulary, culture and mindset. That will never change, but a merger and a smart plan from these two giants can put a dent in the public awareness of Google.

Another interesting point is that these two companies are perfectly fine on their own. They don't need each other, but they both want Google to go down and that would be the primary reason for a merger. No doubt about it.

Rumors have been shot down by both parties and called rampant speculation. The Wall Street Journal is reporting that the talks are dead. Isn't that how all mergers start?

Somebody leaks it to the public so when the announcement comes, no one is too surprised by the news. Look at what happened with Google and YouTube. It was a rumor and the next week a merger was finalized. Don't be surprised if we see an announcement soon.

THE BENEFITS OF PARTICIPATING IN ONLINE DISCUSSION FORUMS— BY BONNIE LOWE

As new Authority Site Center members quickly come to realize, one of the best ways to learn how to build a successful online business is to participate in online discussion forums—ASC's membership forum is one of the finest.

There are two key elements that make forums much more effective learning tools than, say, books (or ebooks), audios, videos, web sites or blogs: (1) they are extremely interactive; and (2) that interactivity comes from people with passions similar to yours, but with vastly different levels of knowledge and experience.

Forums provide virtual communities in which the members are encouraged to share knowledge, ideas, insights, frustrations, and successes. They were doing this long before the phrase "social networking" caused so much buzz!

Here's an interesting point. I've found that some of the most helpful forum posts are made by "newbies"—inexperienced online marketers. It's not that they are able to give guidance or advice; that's what they're seeking themselves.

But in their often insatiable search for answers, they ask a lot of questions... questions that even the most grizzled and experienced online marketers should pay attention to. For every dozen or so basic (and oft repeated) "beginner" questions such as "How do I upload a file to my blog?" there's a gem that triggers a lively and enlightening discussion!

For example, here's an excerpt from a post by a newbie that started a lively thread at The Warrior Forum on March 27th (http://www.warriorforum.com/forum/topic.asp?TOPIC_ID=142514): "When I visited the Authority Site Center I was like a kid in a candy store with so much helpful information! Has anyone else read it or visited the site?"

Two months later, more than 100 people had contributed their comments and nearly 6,000 people had read that thread!

How to Get the Most Benefit from Forums

Simply by joining, reading, and actively participating in online discussion forums, you will learn a lot, regardless of whether you're a newbie or veteran.

That interactive learning process, in my opinion, is the number-one benefit offered by forums. But there are several other benefits.

Let's take the above example from The Warrior Forum. If you'd contributed your own comments to that thread, more than 6,000 people would've read your words. If your comments were interesting and/or contributed value to the discussion (this is critical!), most of those readers would've been impressed enough to learn more about you.

If your forum post signature included a link to your blog or web site, a significant portion of those interested readers would've clicked on that link. A portion of them would have opted in to your email subscription or RSS feed. And last but not least, some of those new subscribers would end up buying your product or service.

Those benefits result from other people reading your comments. But what about the benefits you gain from reading other people's comments? I already touched on learning from forums. But here's another reason to be a frequent reader of forum discussions: content generation.

Forums are a goldmine of content!

Using our Warrior Forum thread again as an example, you could glean and rewrite the major points from the thread and create a free report titled "Authority Sites: A Great Idea or the Latest Hype?" And of course you would include your affiliate link to the Authority Black Book. ?

One more benefit from reading other people's forum comments—you'll become aware of many knowledgeable and helpful people interested in your niche topic. You can build mutually beneficial relationships and collaborate on projects and joint ventures!

Shared knowledge, enhanced reputation, increased traffic, added revenue, new content ideas, additional networking opportunities—these benefits and more are all possible from your participation in online discussion forums.

So what are you wait for? Get thee to a forum and start reaping the rewards!

Discover more great tips about learning and earning money online at Bonnie's blog: [Best Earning Strategies](#)

QUOTE:

**"In spite of your fear,
do what you have to
do."**

HOW TO SUCCEED AT BUILDING A PROFITABLE, HIGH TRAFFIC WEB BUSINESS — BY JACK HUMPHREY

I am going to share a big time secret today. It is the common thread that runs through every single successful, high traffic business on the web. You already know the secret just by being on the web. It's one of those truths just under the surface which is available to us at all times but rarely noticed. This secret will change your business into something more if you allow it to sink in and apply what it has to teach you. After I expose it, most people will ignore it. Or appreciate it, but not take action. Others will blow it off as too simple an answer to account for successful, profitable authority site building and think, therefore, there must be far more to it than I am saying. I can assure you that the core component of any success you have online from this day forward is in this post and it is complete in its description.

What An Authority Site Isn't.

First I will tell you which sites never make it to long term, meaningful success by any measure. Those are the blogs people throw up either with no intent to monetize or bring attention to them, or, more common, sites people use to scam the entire internet community. Notice I didn't say "scam the search engines" or "scam visitors into clicking ads with crap content and SEO tricks." The sites I am talking about damage the entire internet experience for millions of people. They give the web a bad name. They don't just affect search engines and they don't just affect an isolated group of surfers. They affect the entire web. These are sites people set up just to drill for money and that have no passion. No substance. No meaning in and of themselves and no reason beyond sucking in traffic for a short while to suck money out of the pockets of their visitors for nothing in return. That last one might make some people perk up and go "I'd like to own a site like that!" No. You wouldn't.

Because sites like that are only built and profited from for awhile by criminal masterminds. Technical wizards who have forgotten more technical expertise than 100 average marketers and coders will ever compile in their lifetimes. After they have used up the techniques they develop, a marketer will come along and say, inevitably, "The party's not over friend. You still have a lot of money to make off of what you've developed. We will package this thing and sell it and no one will ever know you aren't even using it yourself anymore because it is light years ahead of what everyone else is doing or aware of right now." He will go on to say that the first order of business is to get a couple of people to squeeze some more money out of the technique so they can have some social proof. Yes, the search engines are already gearing up for combating your technique, but by the time they catch on completely, a couple of people will have gotten it to work and they will tell the rest of the web about it. "And that," he'll say, "that is all we need to make another million out of this." The sites I am talking about are barely legal phishing sites. No one can go to jail for building them, but they steal from people and businesses nonetheless. They go by names like scraper sites, blog farms, directory sites, link farms, and automated content sites (a misnomer of grand proportions). No, you don't want to own one of these sites because they have no future. Most have no present. They were done being effective a year ago and are now, and only now, being sold to the gullible public as miracle money makers. There are a lot of things that are not technically illegal in this world. But the last time I checked my conscience, being legal or illegal doesn't make a thing ethically right or wrong. Somewhere along the line, people with decent parents learned this early in life.

The Kind of Site You Must Own

If you are in online business for the right reasons, one of your goals is long-term viability and growth in whatever you sell. Be it content, affiliate products, or your own products and services. The big secret that is shared by every successful site on the web, including and even more so for blogs, is visitor value. Value doesn't just mean life-saving information or tools. It also means entertaining, fun, funny, serious, educational, or useful. Visitors value all kinds of things on the web but the bottom line is they have to feel as though they just found a site they want to bookmark and come back to or share with friends. People will argue this point to death, but remember the context of my argument. I am talking about sites that have a ton of new and repeat traffic, that are very profitable, and that can be sold for a lot of money once they reach critical mass. Given that definition, one cannot argue that "I am just going to rape and pillage for a few thousand bucks until this party ends and damn the consequences for the poor souls who get sucked in and sucked dry by my actions. This is business!" No. That's not business. It's wrong, short-sighted, and immature to set up sites that benefit no one but yourself. Sites that legally steal from everyone who uses the internet. They steal bandwidth, traffic, money from advertisers, and precious time from people who have not a lot of it.

In the real world, companies like Enron followed the same logic and paid the consequences. Longevity and profitability come from someone driving a site with passion to serve up the best content, product or service. Caring whether people actually get something out of what you create is the secret to building a profitable business. If don't care, or worse, don't even know what's on the page, why should your visitors and customers? Delivering true value and/or high quality service or experience is the secret behind the most successful businesses on the web. It is the one thing they all have in common. They bring content, utility, entertainment, products, or services to a group of people large enough to make the business profitable and stable. Everything else (and I mean everything else) is just a short term gain. Usually at someone else's expense. Provide your visitors with true value, cool factor, usability...something remarkable no one else is providing. Go the extra mile in some way such as giving away something others charge for or doing something no one else is willing to do in a market where that effort will be appreciated in visits and dollars, and you will succeed. There are many business models you can tackle online, but you won't succeed with any of them without a passion for the subject or service. A passion which will drive you to work hard and provide something of real value to a target market willing, in some way, to pay you in return. You can buy marketing courses. You can buy established businesses. But you cannot buy passion. And you cannot buy your way to respect, authority, or profits.

If you apply this lesson to your current business you might find that you need another course of action. If you find that you are only into something for the promise of riches without any passion for what you are doing, you will not succeed. I can say this with such absolute confidence because I have watched hundreds of clients over the years in both camps come and go. The bigger camp, as you've probably guessed, is the camp who thinks the world owes them something that it doesn't. They are no longer with us. They are back at their jobs hoping someday someone will just hand them a "secret" to making money without any responsibility, learning, ethics, work, or passion involved. I'm a product of the much smaller camp. I have discovered you really can be rewarded handsomely for hard work, dedication, and a passion

QUOTE:

"When life appears to be working against you, when your luck is down, when the supposedly wrong people show up, or you slip up and return to old, self-defeating habits, recognize the signs that you're out of harmony, with intention.

“

10 MORE REASONS TO ATTEND THE AUTHORITY SUMMIT 2007 – BY RACHNA D. JAIN

QUOTE:

“The way to get started is to quit talking, and begin doing .“

- 10) You'll learn about testing and tracking. Which 20% of your efforts are producing 80% of your sales?
- 9) The members only happy hour.
- 8) You'll learn how to be THE authority in your niche.
- 7) It's in Las Vegas, baby!
- 6) You will build more traffic to your sites.
- 5) You've saved your nickels up all year to play the slots, haven't you?
- 4) The trip may be tax deductible.
- 3) You'll learn effective ways to monetize.
- 2) You'll learn powerful strategies for leveraging your content- write it once, re-use it 10 times. (Without worrying about duplicate content!)
- 1) You'll have a whole lot of fun!

The Authority Summit 2007 is slated for September 6-9, 2007 at the Tuscany, Las Vegas.

If you are an Elite member, plan to arrive by September 5, 2007, as we'll have an all afternoon Elite-only training on September 6.

If you are an ASC general member, plan to arrive by September 6, 2007, as we'll have an all afternoon members-only training on September 7.

On September 8 & 9th, you'll learn strategies for publishing, marketing, and monetization from some of the top professionals in the business.

Plan to leave late on the 9th or, better yet, on the 10th- so you don't miss a thing.

You can book your hotel rooms now:

Tuscany Las Vegas (<http://www.tuscanylasvegas.com>)

Phone: (877) 887-2261

Fax: (702) 947-6053

Email reservations: reservationsinbox@tuscanylasvegas.com

Use this code to get the group rate: "Authority Summit" and the group code is 11H7ER

Can't wait to see you there!

Rachna

Director, Authority Summit 2007

p.s. Register at <http://www.AuthoritySummit.com> if you're not an ASC member.

p.p.s. Register at <http://www.AuthoritySummit.com/backdoor/> if you are an ASC member

YOU BOUGHT WHAT? – BY RICK BUTTS

Why less is more in Internet marketing success.

It happens every day to even the best intentioned web marketers. You sit down to get some work done - "I'll just check my email real quick," you think and up pops an irresistible email subject line from an ezine list you are on.

CLICK - open the email. Irresistible offer.

CLICK - the link - enter your name and email

CLICK - you are watching an irresistible video

CLICK - you read the sales letter

CLICK - you buy the Hot New Thing!

CLICK - you confirm your email.

CLICK - you download the product.

CLICK - you open My Documents folder and install your new software or save your ebook.

CLICK - you run the new software or open the eBook.

And that's when it hits you. Now you have to actually DO SOMETHING. You have to read the information, learn the strategy, buy more stuff, do research, and one thing leads to another... So you decide that you just don't have time to learn this new thing - and the time you spent shopping, deciding, downloading, installing, and taking your first look - have put you even further behind than when you first opened your email!

Time passes. You see the confirmation and follow up emails for what you bought over the days that follow, and each time you feel a pinch of guilt for not having taken the time to get going on the new thing. But, you are busy with what you are doing already. A few days or a week go by and you happen to see the icon for the new thing on your desktop - so you click it. With a fresh energy you get all excited again and start to dig in. You get a lot farther this time, and now you are actually getting it going. Regardless of the progress you make on the new thing - you soon come to realize that when you are doing A - you aren't doing B. There are only so many hours in the day and you aren't using all the tools you already have. So you open your email to get caught up - and there is an irresistible subject line... If this all sounds familiar, welcome to the club. It isn't so much information overload - it is OFFER OVERLOAD.

The incestuous nature of affiliates marketing to affiliates and the inbreeding and crossover of email listing has got every one of us sifting through an endless barrage of offers, today only's, limited launches, and AMAZING NEW SHINY THINGS. How do I know this? Cause am such an putz for this kind of thing. I can't resist looking at how stuff is marketed - and despite my best effort toward sales resistance - I can't help but get caught up in the whole thing. I admit it - I'M A JUNKIE! An OFFER JUNKIE! I crave the excitement of a new Internet marketing software, membership, ebook, video tutorial - anything to keep from having to sit here and do the real work of creating content, getting links, and testing to improve conversions on the sites I already have!

About six months ago I had a giant epiphany (if that is too spiritual - let's say wake up call). I realized that most of the things I was buying, in one form or another were simply about one word: Traffic. While it felt like I was working on new stuff - I wasn't really - I was just trying to do the same thing a whole lot of different ways.

Here's the secret formula for Internet marketing success: Traffic + Conversions = \$.

Traffic = any visitor to your web property.

Conversion = a profitable action.

And you already know what \$ is - you've spent enough of it on everyone else's methods for getting one of these two things! See, once I realized that most of what I was buying was for traffic - like ebooks on building mini-nets for SEO, SEO strategies, linking, Pay Per Click, articles, press releases, blogging or any of a whole host of things - was really all about 1 thing - getting a visitor to my site - I knew that I had totally lost my way. I had forgotten where TRAFFIC fit into the big picture - and I was working non-stop on just getting traffic. Forgetting the other end - which is WHY? What am I going to do if these people show up? I don't say this to in any way diminish the value of getting traffic - it is paramount - but hear this: "In order to get traffic - you don't need to do 500 things at once!" Learn how to do 1 thing and do it. Then learn another and do that. Frankly, if you have a decent offer on your site now - you can turn on the traffic for a few dollars with Pay Per Click and be done with it. The same goes for conversions - pick a couple - get them rolling - and sharpen your rate of return. The biggest mistake you can make is to buy up a bunch of stuff in cross-disciplines and then end up confused, frustrated, broke and dead in the water a month from now. In the end, nearly EVERY traffic and conversion strategy works at some level, but reading about them, learning new one's doesn't pay squat. Choose a clear path, a straight forward strategy, set goals, measure your results, and stick to them. Write your path and strategy down or draw it - and put it where you can see it. For instance, maybe your goal and strategy is to: Create and grow a site on (topic) monetized with affiliate offers, adsense, capturing emails and following up while creating my own ebook from the feedback I get, and getting traffic from blogging, social bookmarking, linking and some Pay Per Click. Now you can change all these around to article writing, press releases, SEO or any other combination - but keep it simple to start. Now - with this clearly in front of you - when that IRRISISTABLE EMAIL pops up - you can go ahead and look at it - but unless it fits right into your strategy - just let it go. I'm serious as I can be. Today, if someone comes out with a new video about how they do AdSense Arbitrage to make \$1,000,000 in 30 minutes, THIS DOESN'T FIT YOUR STRATEGY! No matter how attractive it is, delete it. Get back to DOING what you already know - and you'll be a whole more profitable a whole lot faster!

Rick Butts [1 Affiliate Link](#)

QUOTE:

"You don't have to be the biggest, to beat the biggest."

CREATE UNIQUE CONTENT FROM OFFLINE RESOURCES – BY RENA KLINGENBERG

I've noticed that a major percentage of people who create content for the Web do their research online. How do I know this? Because often when I'm searching for information online, nearly every page that comes up in the search engine results pages has the same information – just worded a little differently.

A lot of webmasters are simply rewriting or recycling the same content they're finding on other websites, giving the same facts, statistics, and examples in their articles or blog posts. Of course, if you're using your computer to write an article, the Internet is the easiest and most obvious place in the world to gather information to use in that article. You don't even have to leave your chair.. And that's the problem – it's too easy. It's the way almost everyone researches these days, and it can make your content blend in blandly with all the other pages that recite different versions of the same thing.

That's why I think it's important to go beyond the Internet for information when you're writing accurate, useful articles and posts. It can really make your content unique and refreshing.

Here are some easily accessible, excellent offline sources of information for your articles and other content:

Magazines and Trade Journals

Subscribe to a few different magazines and/or trade journals in your niche. Or be a frequent visitor to your local bookstore or newsstand and browse through them there. In addition to reading the articles in these publications for content ideas, pay attention to the advertisements. You can really tune into profitable trends in your niche by seeing what products and services people are paying to promote. Reading magazine and journal articles is also a good way to develop a feel for the mechanics of writing successful articles for your niche – the type of content, angle, and voice that work for your topic's audience. As a bonus, you may come across some magazines or journals you'd like to submit some content to. Offline article marketing can really build your reputation as an authority in your niche, as well as help a wider audience discover your online presence.

Books

Order a dozen new or used books on your topic through Half.com or Amazon.com.

Books can be fantastic, unique resources for your articles and other content. I have a big stack of books for each of my content sites, and I use them constantly. They're great for content ideas, fact-checking, looking up niche-specific words, and finding info that isn't on the Web.

Old Books

Go to your library or used bookstore and find some older books on your topic – books published anywhere from 25 to 100 years (or more) ago. In the fast-paced Internet world, we get used to thinking that anything that wasn't written within the past month is outdated. And while that's probably true in high-tech niches, many other niches can really benefit from the wealth of information contained in older books. (Just look at some of the "new" ebooks people are publishing these days, using the text of public domain books that were originally written 100 years ago!) You can find practical advice, useful tips, forgotten lore, and interesting projects in older books if you take the time to seek them out. Some information is timeless.

Interviews

Find experts to interview, and offer a link to their website (if they have one) in exchange for the interview. One way to find good interviewees is to go to Amazon.com and do a keyword search in the "Books" category. Book authors are usually outstanding experts to interview. They tend to be articulate and knowledgeable, and very willing to give you an excellent interview in exchange for a blurb about their book(s) and a link to their website at the end of your interview. Also look for potential interviewees in the magazines or trade journals in your niche. Article authors are usually happy to be interviewed. And consider contacting one of the businesses that has a full-page or half-page advertisement in the magazine. Often the business owner or someone else in the company can be an interesting and knowledgeable interview resource.

(See Bonnie Lowe's excellent interviewing tips in "How to Get Top Experts to Provide Content for Your Information Products" on page 1 of the April 2007 issue of Authority Site Center Buzz newsletter.)

Take the extra step of going offline for your research, and your unique, high-quality content will really stand above all the recycled stuff in your niche. Your article or post will be the one that gets visited, social bookmarked, and ranked!

Rena Klingenberg is the author of:

[Squidootrafficpower](#), [Jewelry Books](#)

and the publisher of:

[Home Jewelry Business Success Tips](#), [Jewelry Display Ideas](#), [Sleepy News](#)

QUOTE:

“Broke is normal, why be normal? “

HOW TO RIDE "THE LONG TAIL" — BY PETER LENKEFI**Can you give me any examples of "The Long Tail"?**

One example of this is the theory's predictions that demand for products not available in traditional bricks and mortar stores are potentially as big as for those that are. But the same is also true for videos not available on TV on any day, and is also true for songs not played on radio.

In other words, the potential aggregate size of the many small markets in goods that don't individually sell well enough for traditional retail and broadcast distribution may rival that of the existing large market in goods that do cross that economic bar.

How to ride "The Long Tail"?**1. Rethink Reach**

Reach metrics are the currency of the advertising community. Marketers are obsessed with gross ratings points and page views. But in a Long Tail world, reach has entirely new meaning. Many niche sites, for example, can't hold a candle to the traffic at the head of the media curve. However, what they do have going for them is credibility. If your brand is mentioned five times on a site that your 20 most influential customers trust, that's gold. Word of mouth will only ripple from there.

2. Find Niches

In the last few years, some niches have crystallized nicely. For example, it's easy to find thriving communities obsessed with Black Berries and other IT innovations. The same goes for political blogs. Whether you're a Lefty or a Righty, you have a home. However, sometimes the Long Tail doesn't flow down into the niches you care about most. Marketers should play a role in funding the development of communities that give these birds of a feather places to flock together.

3. Demand More from The Media

Big Media has done a nice job adapting in the Long Tail environment. For example, news sites regularly link to blog posts, photos or videos uploaded by the ordinary web user. However, where they're just getting started is in the sales side of the house. The Washington Post took a big step recently when it launched a blog ad network. Demand that your media partners help you find ways to build your brand through niches like the Post does.

QUOTE:

"Leaders are made, not born. You learn to become a leader by doing what other excellent leader have done before you. You become proficient in your job or skill, and then you become proficient at understanding the motivations and behaviors of other people."

BLOGGING FOR PROFIT—ADVERTISERS CALLING IN MONTH 3? - BY MYRTHA CHANG

In the days when I operated static web sites, it was a challenge getting new visitors, let alone advertisers. Sure, there are affiliate programs you can join, ebooks you can sell on your site, add Google AdSense, but a niche big-name advertiser can enhance your brand and put you in a totally different league.

To this day, I still don't know how Outside Hub (Outdoor niche advertising network for Chevrelet, Orvis, Eddie Bauer, etc) found me but I know when your traffic goes up, many good things happen along with it. As Steve Pavlina, world-renown blogger on Self-Improvement said, "The essence of blogging for profit is traffic. No traffic, no money. Lots of traffic, lots of money."

Just applying one of the Web 2.0 technique on my blog posts, I saw my traffic go over the 1,000 mark and even hit 2,000 on one of those days when all the stars lined up. Now you may think hitting 1,000 unique visitors in one day is nothing to shout from the roof about. But my blog, www.JoyOfCamping.com is only a few months old, so pardon me if I get very excited with my little successes.

QUOTE:
"Change is the law of life. And those who look only to the past or present are sure to miss the future ."

Summary			
Reported period	Month Apr 2007		
First visit	01 Apr 2007 - 00:00		
Last visit	30 Apr 2007 - 23:59		
	Unique visitors	Number of visits	Pages
Traffic viewed *	12914	20551 (1.59 visits/visitor)	386984 (18.83 Pages/Visit)

Yes, I want to shout from the roof top that my blog had 12,914 unique visitors last month.

Other good things that drifted in with the traffic increase? Google. It is mind-boggling to me that my site appears on page 1 in Google for these competitive terms: campfire recipes, camping dinners, how to choose a tent, Eureka tents, how to choose a camping stove, just to name a few. My static web site, which was very pretty, mind you www.BaliSerena.com never made it under page 38.

Now how to keep that traffic coming back? That's another reason blogging has worked for me versus static web sites. With a blog, you can ask readers for comments, votes, add video and audio, provide easy ways for readers to share or spread their favorite posts to their friends or their social bookmarking sites - WITHOUT being a programmer. Those features (the technical term is: plugins) are provided for you, free, thanks to the generous folks at Wordpress, my blogging platform.

According to my stats above (Pages/Visit), my visitors really stick around my blog. I know I've got cool videos and humorous blog posts, but that's still a staggeringly high pages/visit. No way could I have accomplished that with my static website.

Myrtha Chang is an online publisher and member of the Authority Site Center. You can learn more about her sites here: [Joy of Camping](http://www.JoyOfCamping.com) and [Joy of Camping TV](http://www.JoyOfCampingTV.com)

AMAZON AND WEB 2.0 — TOM SEBASTIAN DIGGES

Amazon is one of the most visited sites on the web. They have built into their system some very powerful web 2.0 features that segue very nicely into a niche marketing web 2.0 strategy. There are a few features that allow you to create a powerful presence in your niche or niches.

1. Your profile page and its links
2. Posts to your connect blog
3. Your Reviews
4. Your Listmania Lists
5. Your So you want to lists

All these features give you a tremendous amount of latitude to create an "expert" status. Maybe even more so than writing articles. If you go about this correctly you can literally reach millions of people in specific niches. Everyone reads books, so your potential audience is... everyone.

Basically it works the same as other Web 2.0 tactics. The exposure gets you noticed. The community aspect allows the noticers to comment and communicate with everything you do. In amazon, people can sign up to read your posts or your rss feeds for any and all of the features you take part in. The more reviews and lists you create, the greater your reach.

The key to using Amazon's web 2.0 features is to focus on a niche. Most people read books about what interests them, and your reviews and lists will reach many people looking for books in the niche you're working with. Your blog articles will interest them and possibly bring them to your site.

If you don't have an Author Profile yet you need to sign up and create one. Creating a Author Profile will give you a blog on amazon and an enhanced profile page. You do not need to have written a book yet. If you already have a profile that's fine and good, you still need to get an "Author Profile". Amazon will allow you to automatically connect your Author Profile to an existing profile.

The instructions on Amazon are really great and creating your profile and working with the different features is pretty simple. Each of the features below has detailed instructions in your profile area.

The Steps To Take In Brief: (more details below)

Go to [Amazon Connect](#) and sign up there.

1. Add your profile features and details.
2. Review some books in your niche.
3. Create a "listmania" list in your niche.
4. Create a "so you want to..." list ""
5. Invite as many people as you think might be interested.

In your profile use the website links to your main blogs. You can do this in your signature and in your "interests" section. Try to do at least one of each feature as soon as possible to make your profile interesting enough so people want to sign up as a friend. Yes, you get a list of friends you can contact.

Your reviews and lists are able to be voted on or commented on. Because of this feature, Amazon's web 2.0 features beg to be used by "buzz groups". Inviting people is the kicker. This amounts to creating buzz. The more interesting your profile, the more people will hang around.

More Action To Take With Your Amazon Profile. Integrate your Amazon Blog with feeds from your Authority Blog. This strategy will give you a backlink to your Authority blog on Amazon. Obviously a good thing. This is really simple and takes only a few minutes. Your posts will show up in your Amazon Blog. Take these steps:

1. Go to your profile and click on "visit your amazon blog" right in the middle.
2. On your blog page, upper right corner click on "add rss feed to your blog"
3. Add the url to your feed and click "preview"
4. When you see your most recent post, click "add"

Rinse and repeat for any other feeds that you genuinely author. Using Amazon is a perfect strategy for long term business minded people. It compliments your content site and allows you to build expert status and resilient targeted traffic. If you are a book author or intend to be, an Amazon Author Profile is one of the most important foundational actions you can take.

T. S. Digges is an ASC member, author, writing in the self development, natural health and web 2.0 internet tech fields, among others. He also works as a life coach and website publisher. His website is located at [Web 2.0 Magic](#)

QUOTE:

**"Bad gardens copy,
good gardens create,
great gardens tran-
scend."**

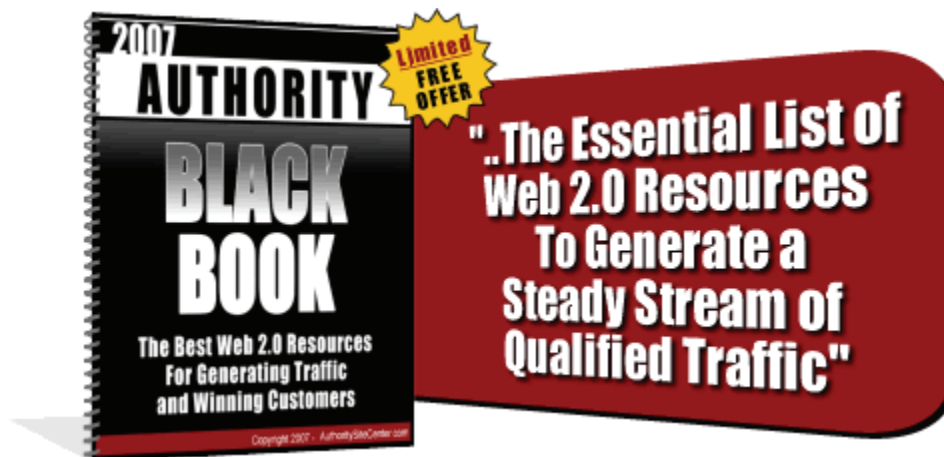
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Newsletter Layout and Design by Melissa Trippel

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