

# Internet 101: Do You Use Common Sense, Before Handing Over Your Money?

By Dave Turner

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The other day, I received an unsolicited e-mail from some company offering me their search engine optimization services for "X" amount of dollars. Even though I had absolutely no interest in the offer, common sense told me to check out this company's website ranking through TrafficRanking.com.

Incredibly, this search engine optimization company wasn't even ranked. Now how can a company that isn't even ranked do anything for me except steal my hard-earned money?

What's wrong with this picture?

Now even though I had zero interest in their offer, had I been interested, this company's credibility was totally shot, for two reasons: First of all for spamming me and secondly for obviously being incompetent at best. NOTE: (Don't ever give a spammer your money).

But what if I had been interested in their offer? What if I, like so many other people, hadn't used common sense and checked out this company's credentials. That's right. I would be just another scam victim.

Another time, I was surfing the Internet, checking out different business opportunities to review in my home business newsletter, when I came across this company selling "turnkey" website packages for \$95. As I was reading the information about the various packages they had to offer, I came across their guarantee, virtually hidden, in fine print at the very bottom of the page.

This company was only offering a measly 7 day guarantee. 7 days! Now common sense told me that if they don't have enough belief in their own product to offer, at the very least a 30 day guarantee, then how on earth could they reasonably expect their prospects to believe in it?

Common sense told me it wasn't a very good deal.

What about you? Do you use common sense?

If you receive an offer from a company offering website design services, do you check to see if the design of their own website up to par?

Do you check to see if they own their own domain name, or does their URL contain the names "Geocities" or "Angelfire?"

Do you check to see if they back up their claims with cold, hard, indisputable and verifiable facts?

Do you check to see if they have a real persons name, telephone number and street address on their website?

Do you check to see if they use authentic customer testimonials, complete with website and/or e-mail addresses?

Do you check them out with the various consumer organizations like The Better Business Bureau, and the Attorney General's office?

If you can't honestly answer yes to every single one of the above questions, then "Houston, we have a problem!"--a common sense problem! And if you haven't been burned yet, it's just a matter of time before you do.

When you arrive at a website for the first time, you should be both apprehensive and skeptical. With so many scam artists and rip-offs prevalent on the Internet, you have to hope for the best, but expect and anticipate the worst.

That's why it's critical you use common sense when you receive solicitations via e-mail or when visiting websites. And the best way to do that is to utilize the steps that I mentioned earlier.

If you follow those steps, you'll be using common sense, and you'll save yourself a lot of heartache and aggravation.

Til next time...

Dave Turner is a writer and entrepreneur with over twenty years of home business and marketing experience. Questions? Comments? Dave can be reached at <mailto:internet-marketing-xpert.com>  
Website: <http://www.internet-marketing-xpert.com> Internet marketing expert will teach you how to kiss your job goodbye forever!

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