

# The Value of Value

By David Ryan Hamner

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In designing your content, for whatever it may be, it is crucial to focus on value. In particular, I am talking about the value of your website's content. This is what will ultimately build repeat traffic to your website and gain the trust of your visitors.

So you might send 2 million emails every week inviting folks to your website, but what good is traffic if you can't hold a visitor's attention, if you can't provide useful information and establish credibility. If you can establish yourself (your website) as an authority on the subject matter you represent, then you can gain your visitor's trust, and when visitors and potential customers trust you, that is when they begin to take action. This is especially important with affiliated marketing. When I am skimming through various websites looking at new affiliate marketing programs, I don't want to just logon to a site and see a neverending page of banners to click on, I want some information on the programs, maybe a testimonial, the commission structure, the key points right out in front, and I want to know that I can trust the publishers of the website; only then will I take action.

Building the value of your website is a neverending process. It involves consistent monitoring, tweaking and flexibility. So as you design your content, remember the value of value!

\*\* Ryan Hamner is the creator and author of 24HourCashMachine.net - The Ultimate eBay Selling Program & AffiliateProgram101.com - Affiliate Marketing Directory.

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