

"What's a 'pointer page' anyway?"

By Nicki Hoffman

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Waking Dreams <http://members.designheaven.com/~waking>

In my time online I have seen this question all too often, so I decided to answer it. A pointer page is a simple webpage you make to describe a program you're in, like Exploit the Internet or Interboss. If you want to see an example, click on the link below my name. As to making one, here are some tips:

- Use a free host. A banner on your page will not send away a potential signup.
- Make your page compatible in most browsers; it's not as tough as it sounds - just don't use frames, if you use tables use percentages for width, or you could just make a page that fits a browser width of 640. (You don't need any fancy scripts for a pointer page so that shouldn't be a problem.)
- Avoid popups at all costs. Most people hate them and you know it. They WILL send away potential signups.
- Don't fill your page with images. You want it to load fast.
- Make sure the text is clear and easy to read.
- Don't use too bright of colors. Yellow is very hard to read on a white background.
- Use colors and font size to emphasize important points, but don't go overboard. If you have trouble concentrating on the page, something's wrong.
- Describe the program with logical reasons (you know, the ones that make SENSE) for why your visitor

should join - not just hype.

- Don't EVER lie. That will just get you an angry referral, if you get one at all.

- Most of all, remember to use your correct referral link! You will never get referrals if your visitors go to the wrong place.

That's all, thanks for reading.

~Nikki Hoffman
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Do you want to earn money online?

Do you need referrals?

I will help you.

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