

How To Stop Your Site Disappearing Into The Void

By Ofa Morgan

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Repetition is the key to getting your adverts and promotion efforts noticed but when does repetition become over saturation which inevitably leads to boredom? Boredom and apathy. This is one of the biggest challenges you'll face when promoting your site in the hit exchanges. So how do you cut through this and get people to read your message and take an interest in what your advertising?

There are three tips listed below on how to make your site stand out and draw people in to see what you're offering, but before reading and applying them, you might find it useful to ask yourself this question: What would make a fellow surfer visit my site even if the incentive of getting a visitor back to their page didn't exist?

This last point is pivotal to successful hit exchange promotion. The "What's In It For Me?" (WIIFM) factor has already been satisfied to a large extent, by the fact that the people that visit your page will be getting a guaranteed hit back to theirs. You need to work hard to fuel their desire, interest and curiosity even more!

So whilst using the tips listed in this article, try and shape your hit exchange promotion with this in mind. It will help you to come up with the biggest benefits that people will gain from visiting your site AND reading your offer.

1) Be unusual

Create interest by writing curious, unusual headlines with pizzaz! Wake people up. Surfers are often in a trance like state and in a flow that you need to wake them out of.

In an article called "The Hypnotic Power Of Confusion", by Dr. Joe Vitale, he speaks about the power of confusion to get hold of people's attention, and more importantly to then embed within their minds, suggestions as to what you'd like them to do next.

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It's a hypnotic technique that helps to make the mind more susceptible to commands and suggestions. If you're interested in finding out more about this, you'll find a treasure trove of information at <http://self-hypnosis.co.uk>

I've tried it out and it seems to be working! "Are You Eating A Banana Or Surfing For Credits?" Huh? "Download Your Free Report On How To Get The Most Out Of Your Hit Exchange Promotion!". Does it work on you? Would you be more likely to pay attention to this page and maybe even download the report if you saw this headline whilst surfing? Or would you, very quickly, click away from it?!

Headlines that speak directly to surfers are also good attention grabbers. I've seen some nice examples of this whilst surfing such as:

"Wake Up Surfers" (and lo and behold, I did wake up!),
"Attention Hit Exchange Surfers!" and
"Are You Still Having Fun Clicking?"

2) Be original

It seems that every other page being promoted in the hit exchanges is an affiliate site. Unless it's for a relatively new program or the program has a variety of sites you can choose to promote, people are going to get weary of seeing the same pages over and over and over again.

Whilst repetition is important so that people become aware of a product or service, over saturation can sound the death knell for your promotion activities.

If you're an affiliate, you need to create your own page, with your own take on the benefits of the program, product or service you're promoting. Write your own recommendation and if possible, add on a freebie as an incentive for people to join through YOUR link.

Or offer a free gift in exchange for people's email addresses and then follow up with your product/program recommendations.

3) Be short & sweet

Shout out the largest benefit of what you're promoting as

soon as possible because unless your copy is particularly engrossing, most surfers won't hang around long enough to read it all.

Remember, you've only got 30 seconds max for your site to be viewed and WIIFM is very much in full swing! The next page and the guarantee of another visitor back to a surfer's site all beckon.

But if you absolutely can not do with out long web copy, then you need to give them a reason to remember your site, to bookmark it and to come back later.

This may sound a bit "new agey", but here's a final tip. The obvious reason why people use traffic exchanges is to get visitors to see their sites, but this stems from a deeper motivation.

Everyone who promotes their pages in the business related categories of hit exchanges is most likely doing so because they want to earn a living online and fulfil a dream of working for themselves.

When you think about it in this way, you can't help but feel a kind of kinship or bond with the owners of the sites that you see as you surf. So wish them well as you look at their sites and visualise people looking at your pages with interest. By doing this you'll be increasing the success of your campaigns and on a more practical note, don't forget to give yourself regular breaks!

Ofa Morgan is the owner of Blue Moon Offers, a site where you can submit your articles, get free content and win a great prize for your "rant 'n' rave". Find out how at:

<http://www.bluemoonoffers.com> . She's also a hit exchange enthusiast and for more details on one of the top traffic exchanges, visit: <http://www.bluemoonoffers.com/wmq.html>

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