

Internet Marketing: Super Bylines

By Polly Hummingbird

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A byline is a section of key information relating to a person, company, or organization that is sometimes called a "resource box".

Bylines can be found at the bottom of an article, on a webpage, in a directory listing, or as a part of a promotion.

If used well, bylines can become an opportunity for promoting a product or service on the Internet and getting online business. However, in order for a byline to become a viable marketing tool, it must be carefully planned and structured.

What are the necessary components of a super byline?

One, there must be a message. This is a one-line summary of a service or product that is offered by the person or organization. This message should be clearly stated and fact-based. It should also be appealing to a reader and make them curious to find out more.

Some authors use an accomplishment as a part of their byline, something they did in the past. While this is a positive way of establishing trust for the author, it does not give the reader anything to "go to". Readers need a reason to act. If, instead, an author were to offer a service "writing website copy" in their byline, then this might inspire an interested person to seek out their services.

"Subscribe to this newsletter" is also a weak byline message, unless the newsletter has many subscribers.

Having a promotional message in a byline can be a great way of getting online business. And it is a free one.

Examples of super byline messages:

1. Rocco Valdo is a web-designer for multi-language websites.
2. Erin Walters arranges online educational seminars.
3. E-book Consultants provides advice on preparation of e-books.

Two, there should be a link in the byline to the page that provides information on the product or service provided by that person or organization. This page should have a link to the "homepage" where further resources can be accessed.

Three, there should be an email address where the person or organization can be contacted. This can be a separate address from their main email address. Any way to contact by email could be the start of future online business.

A byline should be kept together like a single paragraph or with an extra line between each section. The neater and simpler it is, the more effective it will be.

Summary of a super byline:

Part A - One-line message of a product or service provided.

Part B - Link to the information page.

Part C - Email address.

When a reader reads a terrific article, or website copy, there often is a moment when they are impressed. At this prime moment they may ask, "who is this person?" or "what does this person do?". This is the time when they will look for a byline or resource box.

If a byline is well-made and enticing, there is a good chance the reader will click the link and begin an exploration. But if the byline is confusing, unattractive, crowded, or vague, then that reader will probably shrug their shoulders and go on to something else.

Super bylines are a way of turning a good impression into a "super buy".

AUTHOR

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