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Powerful Words When Marketing

When marketing online it is very important that you use powerful words. When I get asked questions about my [online](#) success there are two reasons that I give. First is dedication and second is marketing ability. Dedication is of course a must when you are trying to learn [internet marketing](#) and then you will also need dedication to be successful when marketing a website. Now after you learn the basics of marketing online you will know that increasing your web presence is crucial, but it is also important when promoting your website or blog on promotional platforms to use words which people will click on. This usually takes quite a bit of practice mixed with some trial and error. The most important thing when beginning an online endeavor is to never give up keep trying testing and remember the great websites out there did not reach the top in a day.

You may be asking yourself what is a powerful word? Death, hate, love, conspiracy, really any word that you would see in a tabloid is a power word. When marketing it is good to try and either upset or excite your web traffic. Now after reading words from some of the great internet marketers I notice the ability they have to pump up the traffic to their website. Let say you enjoy throwing up classified ads for your website and you are in the niche of selling something boring like shoes. Now if you want to be like the 90% of boring webmasters put something like "shoe sale", "selling shoes", or other very plain bland crappy title. Now if you want to be like the 10% selling shoes and making money doing so then place something exciting within the title of your ads. You may have to exaggerate what your site is and/or about, but to stand out your title must be something to push past the rest. Now if for some reason I thought I could make money selling shoes and wanted to excite my customer rather than picking a title such as "shoe sale" or something else bland I would put some thought into it and come up with something a little different such as "Walk on Air" or "Crushing Blow To Shoe Stores Everywhere" these are two just off the top of my head. Which ones do you think you would be more likely to click on if you were browsing the classifieds looking for shoes?

Do not go overboard when advertising your site. Even though it is a play on words sometimes I have seen internet marketers go too far when marketing their website. Now if I were to say in the title of my ad "free shoes" and not even have a sale going on then this will probably piss some people off. Do not piss off the wrong people!! If you want to lose credibility and have your website blacklisted all you have to do is piss off a blogger with a couple hundred thousand followers who also blog and have thousand of their own followers. If you screw someone like this over then you are looking at an attack of epic proportions so DON'T flat out lie when promoting.

Find important hints for [free traffic](#) - this is your own guide.

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