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Gail Buckley & Greg Land



If Content Is King. Then The
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**How To Go About
Researching Your Market**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"Don't try to be everything to everyone! The secret is to focus, focus, focus! Everybody does not want your product, so concentrate your efforts on the people who do. Develop your product with these people specifically in mind, and you will be far more successful than you will be trying to sell your product or service to everyone."

Corey Rudl, [The Insider Secrets to Marketing Your Business on the Internet](#)

Researching Your Market

Tempting as it is to rush online when you're all fired up about a *hot* new business idea, it really is best to hold your horses. The WWW isn't going anywhere, and taking a few extra days to do some research and think things over will only stand you in better stead when you do jump into the fray.

Fact is, if you aim to have a solid shot at success, it's not enough to know the answers to the what, where, when and how questions about your proposed venture. You also need to know why people would be interested in what you have to offer in the first place. All successful business owners must know their markets, competitors, customer wants and needs, and "what it takes to be competitive."

In a nutshell, to succeed in an online business venture you need to:

- Determine the needs of your customers
- Analyze your competitive advantages
- Select a specific market or specific markets to target
- Determine how to satisfy the needs of that market

This is especially critical for small business owners. If Procter & Gamble puts out a product that doesn't sell, they move on to the next idea. If you put out a product or service that doesn't sell, you're out of business - period!

So, the first thing you're going to have to do before you go any further in defining the specifics of your proposed venture is to decide just what market are you going to target - and determine whether or not that market is large enough to support your business.

Deciding Upon Your Market

This is especially important when it comes to internet marketing. In order to have a solid shot at success, you must be able to scale down the hugeness of the market the worldwide web affords you to a size you can both accommodate and dominate.

One of the best ways to locate and define your target market is to hit some popular search engine keyword suggestion tools listed below and find out what people who are interested in your area of expertise are looking for in particular. The best tool by far is...

[WordTracker](#) - Here's a short list of its many features and abilities include the following:

- It will estimate the amount of "projected" traffic you can expect from each search engine, if you achieve an optimal ranking for the keyword you input.
- It's up-to-the-minute database gives you a count of how many times a keyword was searched over a period of time. It also lets you see the 1000 most popular keywords for both the last 36 hours & the last 54 days.
- It has the ability to *brainstorm* for you! It will take a single keyword or phrase from you, do a search for Websites matching that keyword and then extract keywords from their meta tags.
- It then assembles a list of dozens of keywords, many from your competitors or related sites, doing what would take you hours of effort in mere seconds!
- Once you've gone through this list and selected the words you deem appropriate to your site, it will perform a "*competitive analysis*" and rank the keywords based on how often they are searched and how competitive they are. It estimates the competitiveness of the term by how many times it appears on the Web for a search on over a dozen major search engines.

[GoTo's Search Term Suggestion Tool](#) - Since the premise behind this "bid and buy" search service is to sell the best keyword listings to the highest bidder, the powers that be at GoTo know exactly what the most popular keywords are, and you can utilize this knowledge to develop and refine your list.

[Jim Tools Keyword Suggestion Tool](#) - This tool is helpful for generating keywords that do not necessarily contain your search term in them and for coming up with new combinations of keywords.

[7 Search "Related Keywords" Tool](#) - Just type in your keyword or phrase and you get back a listing of related keywords, number of bids and estimated monthly searches.

When using these tools, all you do is type in a keyword and you will be presented with results that tell you not only the number of times searches were performed on that keyword but also the number of times related keywords were searched on. This information will give you a good indication of the amount of interest in your proposed venture as well as the size and scope of your market.

In order to get the most out of your keyword research, I suggest you make use of our *Keyword Research Record Template*. (Don't worry, instructions are included!)

When you've completed your research, review the numbers in the DEMAND (POPULARITY) and SUPPLY (COMPETITION) columns of your keyword record, paring down your list to the keywords for which the supply demand ratio is the most favorable (words that have high demand and low supply). These are the profitable words you'll be smart to build your business around. They are your "niche" market in the making. If you have too many "profitable" keywords, narrow them down to the one or two that appeal to you the most.

Defining Your Market

In further defining your market, you have three assignments to perform.

1. *A Customer Analysis* - The best products and services are those that people want. So, before you pump your life savings into a scheme, you'd best be sure there are actually people who want it.

2. *A Competitive Analysis* - Like it or not, when you put your business on the Web to offer products or services globally, you are bound to face some pretty stiff competition. To succeed you need to identify your primary competitors, find out their strengths and weaknesses and trump them.

3. *A Market Analysis* - Is there a large enough market for your product or service? If so, how much income can you expect to derive from it?

TIP: *I suggest you perform these assignments in the order listed, as they build upon one another.*

Keyword Research Record

Begin by listing the most popular keyword phrases relating to your site concept in the KEYWORD column. (I say phrases because people rarely use single words in their searches.) You're looking for keywords that are popular but not so popular that they are over-utilized and therefore ineffective.

Under the DEMAND column, list the number of searches your research turns up for each keyword. The ones with the higher numbers are your "in demand" keywords. Once you've got a sizeable list of high popularity or "in demand" keywords representing what people want, you're ready to check out which "wants" are in short supply.

You've heard of the basic supply and demand principle of economics. The more there is of something, the less the demand, and conversely, the less there is of something, the greater the demand. You're going to base your business on this principle, creating a Website around keywords (or wants) for which there is high demand but low supply.

To pare down your "high demand" keyword list, pick a search engine of your choice. Any one of the top ten will do, although [AltaVista](#) and/or [Google](#) are your best bets. Start feeding in your list of keywords, one by one. (Remember to use quotes if you want the engine to read phrases rather than the individual words.)

In doing this, you are essentially putting yourself in the shoes of your potential customers. How many choices would they find when they input your keywords. What you'll get, along with a list the top 10 or 20 matches, is a report on the total number of matches or pages found. Enter this total number of matches for each keyword into the SUPPLY or COMPETITION column of your keyword record.

TIP: *While you're at this, you might want to take note of the types of businesses or sites your searches are turning up. Who knows but what you might come up with a few more ideas for your own business.*

Assignment #1: Customer Analysis

Exactly Who Will You Be Selling To?

Do you know precisely who your potential customers are? A surefire formula for success online is to thoroughly understand who your customers or clients are (or will be) and what they are looking for. You may think you already know - but don't rely on assumptions.

If you don't know who your customers are, then who are you planning on selling to? Everyone? No one? Upper class? Middle class? Lower class? Men? Women? Employed? Unemployed? Seniors citizens? Teenagers? Parents? Families? Single parents? The family pet?

Unfortunately, all too many new marketers fall into one of two traps.

1. They either assume they know who their best or "target" customers are.
2. They try to be "all things to all people," reasoning that the more people and attempt to market their product to everyone.

Both traps are costly. One simple technique you can use to begin defining your niche is to start thinking along these lines:

- Who you intend to serve, specifically
- What you intend to provide, specifically
- Where you work (this is pretty much a given if it's online)
- When you work (this is only applicable if you're offering a service part-time, in which case you might limit your work to after-hours or weekends)

Actually, the last two, while being valid options for narrowing down your market, are also going to cost you business if you define them too narrowly.

Before we go ahead and get into the specifics of who your customers are, you must thoroughly understand why it is so important for you to know who they are. Or odds are you aren't going to take the trouble to find out.

Why Targeting Your Market Is So Important

Market targeting means to precisely define those who will be the most appropriate customers for your specific product or service.

It has been proven, time and time again, by some of the greatest minds in marketing, that you are far better off targeting a well-defined, "niche" market and dominating it - focusing on those sales that come easily - than trying to sell your product to everyone and their dog. For one thing, not everyone and their dog is going to want your product - whether they need it or not - so you are bound to be wasting time, effort and money making everyone aware of it.

All too often marketers are told by the Internet establishment that getting traffic to their site is the key to online success. While it's true that if you put your offer in front of as many eyeballs as possible, you get more hits to your site. But, getting a lot of hits is meaningless unless those hits can be converted into sales.

Let's take an example of two website owners, we'll call them Mr. Smith and Mr. Jones (how's that for originality?) Both Mr. Smith and Mr. Jones have created websites to sell computer related merchandise.

Now, let's say that Mr. Jones has dutifully performed a customer analysis and learned that his "ideal" customer is a computer programmer, aged between 25 and 35 and earning over \$25,000 per year. Mr. Smith hasn't bothered to perform one, because he is working on the assumption that getting the most hits is what counts.

Mr. Smith	Mr. Jones
Website message and ad copy is aimed at everybody and anybody who has any interest in computers or the internet. The message generates 200,000 hits/visitors per month.	Website message and ad copy is dedicated exclusively to identified niche market of computer programmers. The message generates 5,000 hits /visitors per month.
Out of those 200,000 visitors, only 1% fit the "ideal" customer profile, which means that only 200 of the visitors are actually computer programmers.	Out of those 5,000 visitors, 100% fit the "ideal" customer profile, which means that all or most are actually computer programmers.
Since the site's message is so broad and ambiguous, of the 200 computer programmers who arrive, only a small percentage, say 0.5%, will likely hang around long enough to figure out the offer and eventually buy. In this case, 0.5% of 200 would translate into just 1 new customer/sale a month for Mr. Smith.	Since the site caters specifically to the needs, goals and concerns of computer programmers, the percentage of interested leads that are in better qualified to buy will be far higher. To be conservative, let's say 5%. This means that, out of 5,000 targeted hits, Mr. Jones can expect to achieve 250 sales a month.
Mr. Smith knows his business can't survive on 1 sale a month. He needs to achieve at least 1 sale a day. So he does some math. He reasons that if it takes 200,000 hits to achieve 1 sale, he will have to get 6 million hits per month to get his conversion ratio up to 1 sale per day. Not only does he have his work cut out for him, but he is not sure he can afford what the increased promotion is bound to cost him.	Mr. Jones reasons that 250 sales per month should average out to at least 8 sales per day - which is acceptable to him. What's more, by tightly focusing his promotional message and targeting only those spots where his "ideal" customers hang out, his cost per sale is only a fraction of what it would cost him if he were to promote to the public at large. He can put the money he is saving to use in further expanding his business.

As you can see from the table above, Mr. Jones can expect to spend less time, effort and money to achieve at least 8 sales per day, while Mr. Smith struggles to achieve a single one. Because he focused or specialized his website and offer, Mr. Jones was able to attract more qualified, interested leads and therefore generate more sales - for less money!

The moral of the story? You actually do get more with less - if you go about it right. If you're looking to find a cost-efficient means of selling more successfully online, then attracting a higher quality stream of website visitors - interested, pre-qualified visitors that are ready to buy - is definitely the way to go. Simply put - **narrow your focus if you want to broaden your sales.**

Okay, so now you know why targeting your market or defining your “ideal” customer is so important. But just how do you go about figuring out who your best customer or customers are and what exactly do you need to know about them?

You begin by...

Creating a Customer Profile

Everything flows from who your best customers are: your product or service, your website design, your modes of advertising, where you advertise...

Target Customer Demographics & Psychographics

Once you’ve pinned down your niche, you’re ready to pin down your customer - to prepare a customer profile. I know, I know... How in tarnation are you supposed to figure out who your typical customer is if you haven’t even opened for business yet - much less made a single sale?

To begin with, you’re going to have to use common sense. If you are thinking of marketing computer games or accessories, for example, you can pretty much eliminate anybody over 60 years old. You know that your market is probably going to consist of younger people, probably primarily males, probably somewhere between the ages of 10 and 50.

Would you buy your own product or request your service? If so, then you would fall into the target group. How would you define yourself?

In defining your target customer, you have to consider both demographics and psychographics. (No, I’m not talking Greek - these are actual marketing terms!)

Demographics are the basic qualities and characteristics of your market. They include age, gender, culture, employment, education, industry, economic background or income level, marital status, location, and so on. For instance: Does your product cater uniquely to women? To older women? To older, wealthy women from Westchester county?

If you do cater to a diverse market, then find out who buys from you the most or the most often. Once you know this, you should market to that audience more than any other and as often as possible.

Psychographics are made up of the behavioral qualities of your market. They include the emotions, reasoning, history, psychology, and thought processes behind people’s decision to buy your product. For example, they include hobbies, special interests, previous purchases made, other related products your market has consumed, what they like, dislike and would like to see more of as consumers.

Stated differently, demographics describe who your typical customer is, while psychographics deal more with what, where, why, when and how questions.

Demographics include the segment of the population that needs your product, while psychographics is the segment within your demographics that wants your product.

Don’t worry, you don’t have to think of the questions yourself. Our [Customer Profile Template](#) has them all laid out for you.

Secondary Research Resources

Try to put yourself in the shoes of your potential customers. If you're new to the Internet and you don't already have a Website or pre-existing business, you'll have to dig in your heels and do a bit of research.

A good place to begin would be with online news or discussion groups in your area of interest. Try these sites to locate some.

- <http://www.deja.com>
- <http://talkcity.com>
- <http://theglobe.com>
- <http://forumone.com>

Other great places to learn what products consumers are buying and why are consumer review websites, such as:

- <http://www.consumerreview.com>
- <http://www.consumersearch.com>
- <http://epinions.com>

(If you go this route you'll also get a leg up on your next assignment by finding out what consumers like or dislike about your competitors' products!)

If you feel more comfortable with second-hand research, you can try media sources - online e-commerce statistic sites or off-line trade/entrepreneurial journals or magazines (most of which also have online versions.)

- <http://www.entrepreneurmag.com>
- <http://www.ecommercetimes.com>
- <http://www.iconocast.com>
- <http://www.e-land.com> (eMarketer.com)
- <http://www.clickz.com>
- <http://www.forrester.com>

Other great online resources for finding out who's doing what online include:

- [Ecommerce Information Center](#)
- [The Center for Research in Electronic Commerce](#)
- [Electronic Commerce Page](#)
- [Know This Virtual Library](#)
- [NUA Internet Surveys](#)
- [WebTrends](#)

As well as these online demographic resources:

- [American Demographics](#)
- [E-commerce Research Room](#) (Links to hundreds of articles & studies on online shopping buying behavior and web marketing demographics - some links are accessible to subscribers only)
- [CyberAtlas](#) - a reference desk that provides valuable statistics and demographic information, as well as web advertising, e-commerce and other marketing information & resources.
- [Nua Internet Surveys](#)
- [Dr. Bruce Klopfenstein's Links to WWW User Research](#) - A comprehensive listing of links and articles having to do with Web use and demographics. May not be up-to-date.

Granted, if you're just starting out you may have to spend a bit of time at this but, if you're as fired up about your idea as you should be, learning more about it can't be construed as hardship duty. (If so, perhaps you should re-think your options.)

And the information you gather will help you in two very important ways. Not only will you discover whether the product or service you plan to offer is a true fit for your potential customers' wants/needs - and be able to modify it accordingly, but you'll also have a heads up on how best to reach your target buyers when you're ready to begin promoting.

Learn What Your Site Visitors Like

On the other hand, if you already have a business online and you're looking to start another, you are way ahead of the game when it comes to getting customer feedback. All you need to do is... ask your site visitors.

The best way to get to know your customers, to find out what they want, is simply to talk with them, communicate with them in any way you can. Ask the right questions, and frequently, you'll get some very revealing answers.

Here's some information you might want to find out.

1. Why did they buy your existing produce/service? And if they didn't, why not?
2. If they shopped around, why did they? Where did they go?
3. What do they like the most and the least about your product/service?
4. Would they refer you to others? Why? If not, why not?
5. What specific benefits do they see in your product/service?
6. What specific benefits do they see in your competitors' products/services?

These are immensely important questions that can help you, guide you, or even cause you to change your approach altogether. You want to know not only who buys from you but, more important, why they do.

One question that E-commerce expert Ralph Wilson claims elicits more good customer feedback than any other is:

"If there were one thing about our product or service you could change, what would that be?"

This simple, open-ended question lets you know:

- what the problems are in what you are offering
- what will keep this particular customer coming back for more
- what threats your competitors could pose should they offer this change.

Monitor email inquiries and complaints. When you spot a question occurring repeatedly, its a sign you need to address it. Don't be afraid of complaints - look upon them as constructive criticism.

You might also want to examine your order files - the information customers fill out in order forms can be very revealing - and study your website traffic logs. Learning how visitors come to your site, which browser they use, the route they commonly take to surf through your site, the most popular pages, the exit pages etc. will tell you a lot about what your customers are looking for and whether they find it or not.

The easiest, cheapest and most effective means of getting to know your customers, however, is through an online questionnaire or survey.

Survey Your Existing Customer Base

Running a survey is a great, easy way of gathering all the critical information you need to know about the people who are buying your product or service. It will not only allow you to get a clear picture of exactly who your target customers are and what they are looking for, it will also help you to identify your strengths and weaknesses, enabling you to build upon the former and address the latter.

In order to maximize the effectiveness of your survey, you need to keep a few points in mind:

- It should take no longer than 5 minutes for your customers to fill out. Any longer and many of your customers will not bother filling it out, so only ask questions that are absolutely necessary!
- Keep the answers simple. Yes/no and multiple-choice answers are the easiest to analyzed, although fill-in-the-blank questions may give you some valuable insight and information you won't get otherwise.
- If you post your survey on a web page the results will be easier for you to decipher and organize, but if you don't own a website or if your survey is unrelated to the content of your current site, you can also use e-mail or avail yourself of the services companies offering survey services online, like [Zoomerang](#).
- Provide your visitors some incentive for filling out your survey. Something as simple as a free report or e-book will increase the response to your survey tenfold. Your customers' time is valuable, so when you recognize this by offering a free gift for their efforts, the response you receive will be much greater.

Keep these four simple points in mind when running a survey to your existing customers and I guarantee that the information they will provide you with will be worth its weight in gold!

Customer Profile Template

<i>Demographic Parameters</i>
1. Where do most of your customers come from?
2. What is the predominant age group of your customers?
3. Is your typical customer male or female? Married or Single?
4. What is the predominant family make-up of your typical customer?

5. What is the average household income or purchasing power of your typical customer?

6. What is the typical educational background of your typical customer?

7. How do your customers get information? What magazines do they read? Where do they hang out online?

8. What are the typical recreational/entertainment activities of your typical customer?

Psychographic Parameters

1. What do your typical customers buy?

2. What do they want that they cannot buy?

3. What do they buy that they don't like or aren't satisfied with?

4. Where do your typical customers buy, when and how?

5. Why do your typical customers buy?

6. What are your typical customers buying more of?

7. What else might they need that they cannot get?

8. What are the predominant hobbies or interests of your typical customer?

9. What groups or associations do they belong to?

10. What are the predominant values that your typical customers share?

11. What is their attitude toward your kind of product or service?

12. How well-informed are your typical customers about your product or service?

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Web Business Basics?** Portfolio.

Click the link below to download this mighty pdf publication right now for FREE!



[Web Business Basics](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

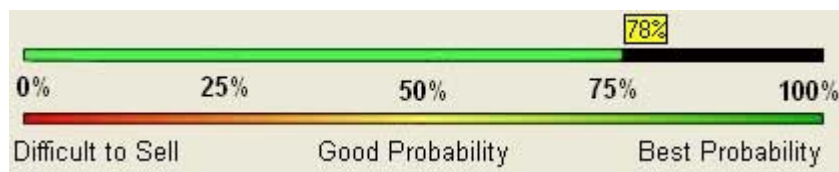
[Market Research Wizard](#) by Chris Malta and Worldwide Brands



Not sure what you want to sell. The folks at World Wide Brands have come up with a nifty solution in their new [Market Research Wizard](#). All you need to do is type in three words describing the product you want to sell, and in minutes, The Wizard will Analyze and give you detailed information on:

- How much Demand there is on the 'Net for that product
- How much Competition you will be up against
- What kind of Advertising others are using to sell that product
- Who your Competitors are
- How much they pay for Advertising
- eBay Auction listings and bids for your product
- The Keywords your competitors are using
- ...and much more!

Then the [Market Research Wizard](#) will give you an easy to read Analysis on whether you should try to sell that product online:



Sound easy? It is! You can download a Free Trial [at the website](#), or Take a Tour of the Wizard to learn more!

[Niche Finder](#)

[NicheFinder](#) is a marketing tool that speeds up your market research, makes your search engine optimization more effective with keywords research, and gives you good products or business ideas. [NicheFinder](#) provides a list of ideas by finding the most promising products or topics in a given field. It does it by first searching several search engines for a specific phrase and tries over 200 combinations. Then it measures the demand by judging the number of requests to the search engine that contained that key phrase for a certain time period. The software then rates the estimated market niche size.

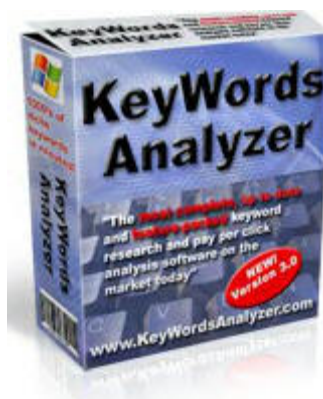
"This amazing new marketing research tool is fun to use while also being fast and efficient. It lets you find out what business ideas of yours might fly online. And better than that, it helps generate tangent ideas you may never have thought of. It's well worth getting." -- Joe Vitale, Hypnotic Marketing, Inc. #1 Best-Selling Author - "Spiritual Marketing" and author of far too many other books to list here



[Keywords Analyzer](#) by Goran Nagy and Chris Lee

If you are going to have a profitable website, it all starts with the right keywords. [Keywords Analyzer](#) is, bar none the most complete, up to date and feature-packed keyword research and pay per click analysis software on the market today"

Looking for ideas? Brainstorming a niche? Let [Keywords Analyzer](#) do the work for you by doing a simple "related terms search". Just plug in your master keyword, enter related terms and sit back while the software goes into Google and pulls out hundreds of related keywords. None of them containing your keyword - but all of them related. Before you know it, you've got a whole new angle to explore. It's so easy - just start with a master concept that describes your basic subject - and then expose the underserved keywords and related terms that you design your page around - this way you're never short of new angles to exploit.



And once you've decided on you're niche, you're going to need to come up with niche keywords. Sometimes, on tightly targeted niches coming up with a lot of descriptive phrases is far easier said than done. But not with [Keywords Analyzer](#).

This is one of the hottest tools on the market for niche keyword research. Because Goran and Chris have packed it with a secret weapon. Something unique to [Keywords Analyzer](#) - called "Advanced Search." What this means is you can take your results from your first search and searched them again. And then take those results and do it again - and again and again - automatically, as many times as you want. And, of course this tool performs all the necessary search engine functions as well, and makes it a snap to find underbid AdWords or Overture keywords at a fraction of the cost of everyone else. To learn more about the many outstanding things it can do to make your life easier and your business more successful, [click here](#) now...



"THE ULTIMATE E-COMMERCE OPERATING SYSTEM FOR SMALL BUSINESS."

No question about it, the arrival of [Site Build It!](#) has leveled the internet marketing playing field, so that even novice marketers can sell like the pros. For anyone who wants to be virtually assured of success in their online venture, this innovative tool is an absolute "must have." It leaves very little to chance. What makes [Site Build It!](#) better than the other major small business hosting solutions? They do not grow traffic (warm, willing-to-buy visitors), nor publish and e-mail your newsletter, nor do *anything* to build your business. Have a look at some of the features that come bundled with SBI:

- *Brainstorming and Researching* (profitable topics that attract targeted, motivated traffic!)
- *Point-and-Click Site-Building* (Create a site with your own custom look and feel and navigation, or choose from professional templates).
- And yes, *SBI is now compatible with FrontPage and Dreamweaver and other HTML editors*, so if you use these tools, you can use them on your SBI site!
- Powerful Graphic Tools, including LogoCreator and NavBar Maker (Build your own totally custom, polished, and professional Logos, Navigation Bars and templates)
- *One Click Domain Name Registration*
- *Top quality Web Hosting*
- *Email* (including catchall and redirects, forwarding, even "spam checking")
- *Search Engine Optimization* (SBI! analyzes your pages and tells you how to optimize them to obtain high Search Engine ranking)
- *Automatic Search Engine Submission*, Re-submission, Tracking, Rank checking, Reporting and Re-evaluation of pages to improve ranking
- *Pay-Per-Click Search Engine Research and Mass-Bidding*
- *Traffic Stats and Click Analysis*
- *E-zine Subscription and Delivery* (with the point-and-click HTML builder and automatic text translator for subscribers who can't read HTML)
- *Step-by-Step Action Guide and Guru-in-your-ear Help* (It's literally like having the world's top Internet guru helping you every step of the way, leading you, clearly and cleanly, all the way to where you need to go!)
- *SBI! E-goods* (Sell and fulfill ("e-ship") e-goods securely with your own merchant account! Do it all through the power of your very own 2-tier, customizable affiliate program.)

With SBI, you get it all - all wrapped up in one neat, amazingly easy to use "*e-commerce for the rest of us*" bundle! [Site Build It!](#) goes so far beyond basic Web design and hosting that there is simply no "close second place." This streamlined site-building and Net-marketing system of highly automated tools helps you build a professional-looking, "in-demand" Web site that attracts people on the Net who are interested... and who want to buy. No other web presence solution to date can offer as much for as little... so before you just go and put up any old web site, do yourself a favor and stop by the [Site Build It!](#) site.

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