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Gail Buckley & Greg Land



If Content Is King. Then The
WOW Content Club is the Kingdom
You Have Been Searching For.

Your Full Spectrum Content Provider!

**Just What Is The
Scientific Advertising
Approach?**

Plan To Succeed Online

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

"Failure is only the opportunity to begin again more intelligently."
Henry Ford

Scientific Advertising Approach

If you really want to make it big on the Internet - especially if you're starting with a tight budget - it's absolutely critical that you understand one very simple concept: If you spend \$50 on an ad and it returns over \$50 in profits, that's a good investment.

Simple right? Well, through the use of proper testing and a scientific approach to advertising, there's no reason that you can't turn your original \$50 investment into millions. You simply need to develop a system that creates a profit, and then reinvest a portion of the profits back into your business to further expand your advertising.

Building a Traffic Generating System

Okay, let's get started.

It doesn't really matter what you sell, so let's assume that you're selling widgets - and that for every widget sold you earn a net profit of \$50. Let's also assume that tracking your website has shown that 1 out of every 50 unique visitors buys a widget.

Now, can you see how any paid advertising you buy which delivers more than 50 visitors to your website for every \$50 spent is a profitable investment?

Advertising isn't hit or miss. Anything you do is either profitable or it's not, and you'll need to know which it is so you don't waste your valuable time and money on a dud. With this being said, the overall Internet marketing strategy we're suggesting to you goes like this:

STEP 1: Begin your promotional campaign with several of the free and low cost techniques to get a feel for your market. I've tried to list the activities in the approximate order in which they should be carried out. Bear in mind, however, that while there's still a lot of free advertising to be had on the Internet, it's not the best way to grow your online business.

Here's the simple reason - there just isn't enough time. Generally speaking, anything that's "free" is going to cost you time and, even if you spent 20 hours a day promoting your web site in this manner, you'll never build a wildly profitable business - not unless you come up with a viral marketing strategy that rivals that of Hotmail!

STEP 2: Once you're getting a decent amount of traffic to your website, even if it's only 100 visitors a day, and you've made a few sales (I'm assuming you have some type of tracking system in place), you can begin

to do the math necessary to determine your website metrics or the "value" of a customer in terms of dollars and cents.

If you're selling products or services directly from your website, you'll need to determine an approximate conversion ratio - the percentage of visitors who purchase something. In this case, the formula to determine the value of a visitor looks like this:

Conversion ratio X average profit per sale

For example: 1 out of every 50 visitors buys a widget, and on each widget sold you earn a net profit of \$50. In this case the average visitor is worth about \$1. (0.02×50.00)

If you're just using your website to generate leads in one way or another, you'll need to figure out the percentage of visitors who respond positively by requesting more info, filling out your survey etc.

The bottom line is that a value can be placed on each visitor you get, whether they take the action you want them to take or not - and you need to figure out what that value is as soon as possible - preferably before you begin to spend serious money on any paid advertising.

STEP 3: Once you begin using paid advertising, keep those methods that prove profitable (based on your website metrics and tracking stats for the average value of a visitor and the number of visitors generated from your ad).

STEP 4: Through ongoing testing, tracking, and tweaking of both your website and your paid ads, strive to increase both the value of a visitor and the response to your advertising. Repeat this process forever, always reinvesting a portion of your profits into more ads. This will fuel the exponential growth that is inherent with the viral marketing strategies that you should already have in place, and the rest is history.

When you find a strategy that gives you good results, don't just stick with it, write it down for future reference. Eventually, you'll wind up with a handy list of proven effective promotion techniques and services that you can use over and over again.

The power of this scientific or mathematical approach to website promotion is that once you have completed the steps you will have an almost automated advertising campaign that can literally send you all the traffic you need. Rather than spending hours and hours each day promoting your site, you simply buy more advertising.

STEP 5: Once you've been in business for awhile you can even take this powerful concept one step further by determining the average *"lifetime value" of a customer*. If you're able to determine that your average customer is worth \$10,000 in net profits to your business over the life of your relationship with them, wouldn't you be more than willing to spend \$1,000 - if necessary - to get their business? You're right, that's a dumb question.

Once you have developed a proven system for squeezing maximum profit from every prospect you attract to your Website, then your job as an internet marketer becomes relatively easy: generate targeted leads and funnel them into your profit-making system.

How Much to Budget for Online Advertising

The primary challenge of preparing an advertising budget is in determining how to spread or stretch your available dollars in order to achieve your sales objectives. The best way to determine how much you need to

spend for advertising is to determine your sales objectives and then work backwards, using some educated guesses.

For example, let's say that you have created a nifty software tool and it's your aim to sell 2000 copies of this software from your website over the next 12 months. How much will you have to spend on online advertising to achieve this result?

To answer this question, you'll first need to know your...

1. **Web site Conversion Rate or CR:** the percentage of your site visitors who actually make a purchase. This typically varies from 0.5% to 5%, depending upon a number of factors. A safe "guestimate," if you have no track record, is 1%.

2. **Advertising Response Rate:** the percentage of ad impressions or exposures that elicit a response. For online media, this response is usually termed the **Click-Through Rate** or **CTR**. Here are some ballpark rates for various kinds of online ads.

Banner ads: the average CTR for ads shown to a general audience is usually around 0.5% or 5 clicks per thousand impressions. This can go up to 5% to 10% when the site is more targeted or when the banner ad is shown in response to a search word.

Text ads in email newsletters or ezines usually result in a 1% to 3% CTR - or more - depending upon how targeted the newsletter is, and a standalone email ad, sent out to a targeted opt-in list, might yield a CTR of anywhere from 3% to 5% - or more.

NOTE: When estimating advertising costs, it's always best to err on the side of caution.

Once you've figured out or estimated the above two rates, you use the following formula to calculate the number of ad impressions needed to achieve your desired sales volume.

Ad impressions Needed = Units to Be Sold / (CR x CTR)

As an example, let's assume a 1% CR (conversion rate) and a 2% CTR (click-through rate) for your software ads (were assuming your using primarily e-zine or opt-in email list advertising). Your goal is to sell 2000 units of your software in 12 months. Here's how too determine the number of ads you'll need to reach your goal:

$2000 / (1\% \times 2\%) = 1000$ ad impressions

Once you know the number of ad impressions you need to sell your goal of 2000 units of your software product (1000) you can begin to set a budget.

Let's say that it costs you an average of \$5 per 100 ad impressions. (I'm really shooting from the hip here.) If you need 1000 ad impressions to reach your target software sales of 2000, you will need to divide 1000 by 100 and then multiply that result by \$5.

$1000 / 100 = 10 \times 5 = \50 - This is your advertising cost per software unit sold

If your software sells for \$75 - \$100 and it costs you \$50 to make each sale, then you can expect to clear a profit of \$25 - \$50 per sale. If, on the other hand, you are charging only \$39.95 for your software, and you are spending \$50 on advertising to make each sale, then you'd better go back to the drawing board and reconfigure your ad budget dramatically or reduce you advertising cost per unit.

Ways to Decrease Your Advertising Cost per Unit

When you analyze the above formulas, you find three variables - CTR, CR and CPM (Cost Per Thousand). So, in order to decrease your ad cost per unit you need to either raise the Click-Through Rate and/or the Conversion Rate, or reduce the Cost Per Thousand of advertising impressions.

Raising the CTR: You can do this by improving your banner ad, writing a more effective text ad or finding more targeted locations in which to place your ad. Doubling your CTR will cut your advertising costs in half!

Raising the CR: The conversion rate on a new web site can usually be improved dramatically just by following the advice and examples of experts. Along these lines you might want to take a look at Ken Evoy's [Make Your Site Sell](#) or Ralph Wilson's [12 Ways to Give Your Webstore a Sales Boost](#). Doubling your conversion rate will also reduce your advertising costs by half!

Lowering the CPM: If you're focusing primarily on ezines and email, you might want to explore more inexpensive traffic building methods, such as pop-up or pop-under traffic generating programs or banner impressions - or try some free methods like reciprocal link exchanges, search engine optimization, news releases or the best alternative of all - set about building your own email list!

Website Metrics - The Foundation of Your Business

Think about this for a moment...

What would you do if you knew that (1) it was going to cost you \$100 to drive 500 targeted, unique visitors to your website, (2) that your website would convert 1 out of every 100 visitors into paying customers, and (3) that on every sale made, you generated \$50 in net profit?

Would you pay for the traffic? Or would you look for a cheaper alternative?

If you know the metrics of your website and you've done the math, the answer is obvious!

You convert 1 out of every 100 visitors into paying customers. This means that, out of the 500 visitors you've bought, you will close 5 sales. (500 divided by 100 = 5).

For each sale you close, you earn \$50 profit, so you've just made \$250 on 5 sales! (5 sales x \$50 profit = \$250).

So basically, you paid \$100 to earn \$250, a net gain of \$150! (\$250 minus \$100 = \$150 pure profit!)

So do you buy the traffic or not? Of course you do!

Do you think I'm over-simplifying this? Well, I'm not! These are very simple statistics to figure out. And I'll now do my best to explain, in plain English, the easiest way to calculate the metrics you need if you want to guarantee the success of any promotion you run.

Click-Through Ratio

The "click-through ratio" is a calculation of how many visitors clicked-through an ad or promotion to your website versus how many people actually viewed the advertisement. (The number of times your ad is simply viewed is referred to as "impressions.")

For example, if you are running a banner campaign and your banner is displayed to 1,000 unique visitors (1 CPM), and out of those 1,000 unique visitors, 100 of them "clicked through" the banner (i.e. clicked on the banner), to your website, this means that your "click-through ratio is 1/10 or 10%.

Of course, this is an extremely high conversion ratio for banner advertising -- the industry standard is actually about 0.5% or 1/200.

It is important to establish your click-through ratios with:

- Banner advertisements
- Pop-ups or Pop-Unders
- Classified advertisements
- Ezine advertisements
- Direct e-mail promotions

Basically, you'll want to know the click-through ratio for any advertisement that presents a potential visitor with a headline, article or advertisement and then asks them to click on a link to visit your website.

When calculating your click-through ratio, depending on the type of advertisement you are running, here are some baseline click-through ratios that you should be striving for:

- Banner/PopUnder Advertisement (Targeted Network): 2% - 5%
- Banner/PopUnder Advertisement (General Network): 0.5% - 2%
- Ezine Advertisement: 5% - 15%
- Direct e-mail promotions: 15% - 30%

Keep in mind that these are baseline numbers and will vary depending on how targeted the audience is and how receptive they are to the advertisement.

Customer Conversion (Sales-to-Visitors) Ratio

The most important metric any site owner must know is their *customer conversion ratio* or CR. Before you go hog wild on advertising, it is essential that you spend some time assessing what percentage of the visitors to your site actually go ahead and buy from you. As this ratio lets you know how much you have to spend on advertising in order to turn your customers into buyers, you cannot run a business successfully without keeping tabs on it. If it goes up - you're doing a bang up job! If it goes down - you'd better go back to the drawing board and figure out a way of improving it.

Once you've tallied up and averaged out your number of visitors for a month or so, take this figure and divide it by the number of sales you've made during that same period. The result will be your *customer conversion ratio*. For example, if you were to receive 1 sale for every 200 visitors to your website, your sales-to-visitors conversion ratio is 1/200 or 0.5%.

By simply understanding this particular formula, it is very simple to calculate whether or not a promotion or advertising campaign is going to be profitable. If you know how many targeted visitors a particular promotion is going to drive to your website, and you know the average conversion ratio of the product or service you are promoting, you should be able to estimate how many sales you are going to make - and know whether or not the money you are spending is worth the return.

Keep in mind, the sales-to-visitors conversion ratio is going to change depending on the type of visitors you are sending to your site. For example, a highly targeted ad is going to drive more qualified visitors to your website, thus increasing your sales-to-visitors conversion ratio. So make sure you know the specific market you are advertising to before you spend thousands of dollars driving traffic to your website.

Customer Acquisition Cost (Visitor Value)

Although often overlooked, this is a crucial figure to determine if you're going to run your business profitably. It is based on the total cost your company spends on advertising and marketing promotions divided by the total number of new customers obtained through that spending.

For instance, if you were to spend \$200 on ezine advertising and that advertising resulted in 100 new prospects visiting your website and 20% of them go ahead and purchase your product, then your customer acquisition cost would be: $\$200 / 100 \times .20 = \10 per customer. If you are selling a \$50 product, and it only costs you \$10 to make a sale, then you are netting a profit of \$40 per sale!

Although it may cost online merchants a few dollars more to acquire customers than it does off-line merchants, primarily because there is less one on one interaction, the good news is that it costs online merchants a lot less to retain the customers they acquire. Once you have a satisfied online customer and you have his/her e-mail address in your customer database, you have considerable leverage in building repeat business.

Why is this information so important? Simple.

The days of free traffic on the Internet are just about over. Search engines are starting to manipulate their own indexes based on who is giving them advertising dollars, plus they are developing their own content to compete with your listing. Sooner or later we are all going to have to start paying for traffic, and in order to do so at a profit, we need to know what our visitors are worth.

Subscriber Conversion (Subscriber-to-Visitor) Ratio

A subscriber-to-visitor ratio basically measures how many visitors opt-in to your newsletter when they visit your website. This is an important stat to know because when you are paying for visitors to your website, you want to be certain that you're capturing as many e-mail addresses as possible. After all, you only want to pay for that traffic once!

Once visitors have subscribed to your newsletter, it's easy to market to them again and again - at absolutely no cost! In fact, opt-in e-mail is one of the most powerful marketing tools available to any website owner. By knowing your subscriber-to-visitor ratio, you can actually pay for advertising and calculate how many people will join your list. And this brings us to the next formula...

Sales-to-Subscribers Ratio

The sales-to-subscribers ratio is very valuable once you start to build your opt-in list. This will allow you to easily calculate how many of your subscribers will buy your product when you send them an e-mail promotion.

Total Subscribers Mailed / Sales = Subscriber To Sales Ratio

For example, if you have 1,000 people on your subscriber list and you know 1/100 subscribers will buy a product from you when you send them an e-mail, you will be able to accurately predict if the profits you will generate are worth the time spent on the promotions.

This can also be broken down into two different formulas that will tell you:

How many subscribers took action (i.e. clicked-through to your website) when they received your e-mail promotion. (Total subscribers mailed / Total subscribers who clicked-through = # of subscribers who took action) This is a good measure of how effective your "notification" or "pre-sales" letter was.

Of those subscribers who took action, how many made a purchase. (Total # of subscribers who clicked-through / Total number who bought) This is a good measure of how effective your sales letter and your offer was.

Knowing the metrics of your website is critical to knowing how your website acts and what promotions are going to make you money or lose you money.

Determining the Lifetime Value of Your Customers

1. Compute your average profit per sale (total sales revenue minus advertising, marketing and product fulfillment expenses, divided by number of sales).
2. Determine how many times the average customer will purchase from you over a certain period, say two years.
3. Calculate the amount of profit you make from that customer in two years.

Actually, the number you come up with will be high, since it includes all the advertising expenses necessary to stimulate sales from new and existing customers - and getting the first purchase is the most expensive. After that your customers are more inclined to purchase from you, and once you have an email address you can target market to them much less expensively than to the general public. Also, existing customers may generate new customers with referrals.

Unfortunately, there's no easy way to accurately predict the Customer Lifetime Value for a new business start-up. You'll need to make some educated guesses based on research and the experience of others.

Why is determining lifetime value of your customers so important?

Because if you know that each customer will bring you say, \$100 profit over a two-year period, then you can afford to break even or even lose money on the first sale in order to acquire the customer, since you know that on average you'll make it up later.

Once you know your **CLV**, you'll know how much you can afford to spend - or lose - to get that crucial first sale. And this knowledge is priceless. Without this knowledge you're shooting from the hip. With it, you'll be able to confidently take the short-term risks necessary in order to achieve long term gain.

SIDE BAR: Many of the up and coming Internet Business that surprisingly turned into dot bombs could have avoided their untimely demise had their CEOs taken the time to calculate the metrics of their sites - rather than plunging ahead and blowing hundreds of thousands, if not millions, of dollars on unprofitable advertising! Lesson to be learned: Do not underestimate the value of knowing the metrics of your website!

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.**

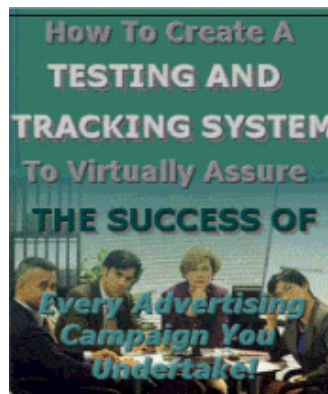
You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed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

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



[Planning Your Promotion](#)

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...

[Traffic Secrets](#) by John Reese

If you haven't heard all the buzz about this amazing mega-course you've been living under a rock, because NEVER has there been so much commotion over the launching of ANY internet product. I am not going to go into John's extensive credentials here, but suffice it to say he has a SUBSTANTIAL following on the 'NET and for a very good reason. He has a proven, astoundingly SUCCESSFUL track record over 15 years long. In [Traffic Secrets](#), he finally opens up and reveals ALL the secrets that have made him such a phenomenally successful online marketer such as...



- How to build and geometrically grow the number of highly targeted leads and prospects coming to your website that translate into CASH and PROFITS...
- How to leverage your lead generation to gain more consistency in the number of prospects you get, and create more stability and growth in your business...
- How to build so much momentum in the flow of visitors coming to your business, that taking your website down is the ONLY way to stop it...
- How to easily discover which sources of leads are REALLY making you money (and quickly trash the ones that are sucking your time and profits)...
- How to get as much as 4-5 times more leads for the same advertising dollars, and squeeze every ounce of profit out of every visitor you generate...
- How to tap many "hidden," super-abundant sources of good quality leads (as many as several hundreds of thousands) for absolutely 100% ZERO cost...
- How to dump, once and for all, all the dumb, costly and ineffective methods that only create one-time spurts of junk traffic that will NEVER buy from you...
- How to create and follow a complete "attack plan," especially if you're currently relying on only 1-2 sources for generating your leads -- because they can change and dry up overnight (they often do)...
- How to get your hands on proven, time-tested lead generation strategies that really WORK — and not just "sounds good" regurgitated "theory" that everyone and their dog has seen, read or heard before...

And a whole lot more! Basically, in [Traffic Secrets](#) John reveals what's essentially his whole life's work — a compilation of the exact secrets he's used over the course of 14 years as a result of testing, tweaking, struggling, failing and wasting tons of money on the Internet... to ultimately succeed in drawing floods of qualified prospects to his websites (to the tune of over 1.57 BILLION visitors and counting!) and making insane profits. So, if you really want to learn all there is to know about drawing traffic to your site from someone who *really does know* all there is to know, I highly recommend that you [get this course](#) now.

[Hypnotic Selling Secrets](#) by Joe Vitale

"How to Legally and Ethically Turn All of Your Sales Copy Into an Irresistible Hypnotic Cash Register!"



Just what are these "[Hypnotic Selling Secrets](#)"? Recently, Dr. Joe Vitale, #1 best selling author and internationally recognized expert on Hypnotic Marketing, sat down in a room with 10 other people (who each paid \$5,000 to be there by the way) and revealed everything he knows about the use of hypnosis and persuasion in marketing online. He revealed to these people how, using just certain written words, you can guide people into a focused mental state -- a "waking trance" -- where they are inclined to buy your product or service -- that you know they need! How by making small changes (which he shows you exactly how to do) in whatever you are currently doing you can produce dramatic increases in your results.

And as you will see [at this website](#), it is much easier than you think. Wouldn't that be amazing to know how to make small (sometimes teensy-weensy little) changes in the words you use and see your results substantially increase. To sell more of your products and services from the exact same amount of effort. To see results like these...

- Doubled the sales from a website -- with three minor hypnotic changes
- 200% increase in sales -- with just 2 hours of changes
- Tripled attendance from one email -- after one hypnotic change
- Doubled number of downloads -- with 1 hypnotic sentence
- 50% click through on a Google Adwords landing page -- with one hypnotic story

Of course these are real results from real people who have been using these [Hypnotic Secrets](#). And these are results you can start seeing too once you know and use these hypnotic selling secrets. Imagine knowing, in just a few hours, exactly how to make small "hypnotic" changes in your marketing (or whatever you are doing) that produces dramatic increases in your results. Find out for yourself today...

[The Online Marketing Letter](#) by Jonathan Mizel

Discover the amazing marketing system that dramatically increases online profits, regardless of your business, product, or service!



[The Online Marketing Letter](#) Private Website, mastermind by Jonathan Mizel, reveals simple, proven, low-cost and no cost techniques to make more sales online. You'll learn about affiliate marketing, opt-in e-mail marketing, viral marketing, traffic monetization strategies, and much more such as:

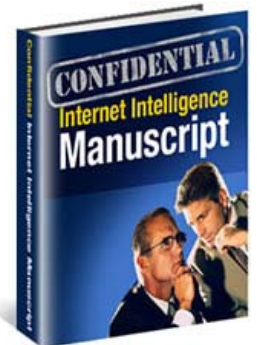
- How to roll out a product or service online using a simple, step-by-step formula anyone can follow.
- Discover the amazing NameSqueeze™ system you can use to explode your mailing list and increase conversion by 30% or more.
- How to test and track all your online advertising down to the penny.

[Click here](#) to Tap into the massive pool of targeted risk-free traffic, pick up qualified leads for as little as a nickel, automate your entire sales process, and start making more money now!

[Confidential Internet Intelligence Manuscript](#) by Mark Joyner

A collection of techniques that Mark Joyner tested and perfected. Just one technique can increase your Internet sales by 32%. The easy-to-use ideas in this report are based on scientifically verified marketing tests conducted by statisticians and marketing analysts hired by Mark. Learn exactly how Mark has increased sales for his products by 412% or more, strategies including:

- Which day of the week is best for sending your emails?
- Little order form tricks you can implement in minutes that will increase sales dramatically.
- The exact formula Mark uses to get outrageous response to his email offers.
- Survey Data about Internet Buying Behavior and much, much more

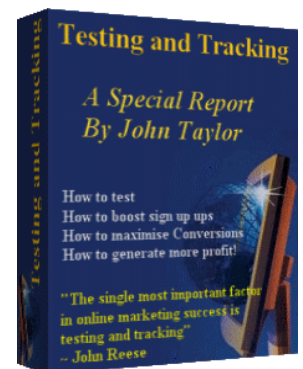


"I learned more from Mark Joyner's [Confidential Internet Intelligence Manuscript](#) than from reading any ten books on Internet Marketing. Every page was a true revelation! I'd easily pay \$2,000 or more for this." -- Jay Conrad Levinson, author, Guerrilla Marketing

[How To Use Testing and Tracking to Multiply Your Profits](#) by John Taylor

Learn how Testing and Tracking can multiply your profits by 317% or more! It is a proven system used by all the most successful marketers that will give you the power to increase your conversion rate and multiply your profits almost overnight.

Joe Vitale, Jimmy D. Brown, Corey Rudl and Marlon Sanders know what to include in their web page because they have invested the time and energy to scientifically test every single element. Because they have taken the time to learn EXACTLY HOW TO IMPLEMENT AN EFFECTIVE TESTING AND TRACKING MARKETING STRATEGY. If you aim to follow their example and share in their success, you would do well to pick up this excellent guide which is undeniably the most complete guide on what to test and how to test it currently available.



[How to Develop a Landing Page](#) by Dr. Ralph Wilson

Without an effective landing page for each and every ad campaign you undertake, you're wasting money and customers. The ad attracts the prospect's interest, but the landing page is supposed to pick up where the ad leaves off and lead the prospect to complete the transaction. The hours and hours it will take you to perfect your landing pages are an investment in success. Failure to do so results in failure, especially if you are in the direct marketing side of e-commerce. [This e-book](#) explains exactly what a landing page must accomplish to get your prospects to complete their transaction and enable your advertising to do its job. Very important information indeed!



[Multitrack Generator](#) by Armand Morin and Marc Quarles



Well, Armand Morin has really gone and done it this time. He's created a product that is going to totally revolutionize the way online marketers conduct their business! Talk about a true time and money saver. Or perhaps I should say money maker, because this **NEW, "Better-Than-Taguchi" testing and tracking software** he and his partner Marc Quarles have specifically created for Internet Marketers is going to explode your website conversions unlike anything you've every seen!

Not only does it **test multiple variables automatically, but it tracks everything for you and, get this, it AUTOMATICALLY TWEAKS your website** for you transforming it into a veritable cash sucking machine. No need to guess anymore. No need to split test endlessly. No need to test, track and crunch numbers by hand. This amazing [Multitrack Generator](#) System is truly set it and forget it!

This report is brought to you by **The WOW Corp. Series of Sites**

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We Take Up Where Others Leave Off! <http://www.wow-content-club.com>



[The-WOW-Empire.com](http://www.the-wow-empire.com). Premium Profit-share Niche Properties.

Look for this Logo on Quality Niche Information sites all across the Internet.

Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly.

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