

Editor's Notes

13 Powerful Tips To Covert Your First Time Visitors into RSS Subscribers



RSS has become almost a necessity these days. Why? The truth is that your subscribers make up a large percentage of your loyal readership. When a visitor encounters your blog, you have just a few seconds to convince them to come back again. And you know that the ideal way to do so, of course, is through subscribing to your RSS feed.

While we earlier discussed the **marketing power of RSS feed**, now the stress is put on how to promote your RSS feed effectively in order to make full and productive use of it.

Everyone wants to increase the number of people who subscribe to a blog. Here are **13 powerful ways to covert your first time visitors into subscribers**.

Hitwise: Longer Search Queries Are Gaining Popularity



According to **Hitwise**, nowadays longer search queries are becoming more and more common on all major search engines. Although more than half of all search queries are still less than three words long, the number of queries comprising of four or more words has drastically grown over the last year.

It seems that users are becoming more sophisticated searchers, trying to compose more precisely their query in order to achieve better and faster results. On the other hand, this trend reveals greater opportunities for marketers to optimize web sites's content and ads for these longer search queries.

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And the Black 8GB iPod Goes to...

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Mr. Steve Hall, from Louisville, KY, is the winner in DevStart's Annual Awards Poll giveaway. He voted in the Web Hosting Category of our Readers' Choice Award.

His number was selected by a random number generator.

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PromotionWorld Top 10 SEO Awards



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News

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In a radical departure from the norm, CircleBrands, an award-winning brand naming firm in metropolitan Detroit, has initiated a branding ...

02/23/2009- [iCrossing CEO Don Scales to Present on the Changing Role of Advertising at Jefferies Internet & Media Conference](#)

iCrossing, (<http://news.icrossing.com>) a global digital marketing company, announced today that president and CEO Don Scales will join ...

02/20/2009- [Leading SEO Company Includes SEO Copywriting in Search Engine Optimization Program at No Additional Charge](#)

SEO copywriting plays an important role in search engine optimization; however, tightened budgets are leading many companies to forego this ...

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02/16/2009- [NuReach Global Announces Addition of Value Enhanced Social Media Marketing Services](#)

NuReach Global, a reliable and ethical Internet marketing company in Southern California, announces the addition of value enhanced social ...

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Videos can be a powerful, interactive tool which can be used to bring visitors to your site. One way to get users to view your video, leave ...

Recent Articles

The Importance of Website Conversion

by *Scott Buresh*

Many companies make the mistake of spending money in areas where it's not necessary. Take, for example, companies pumping marketing dollars into increasing traffic on the website. It's great to get more traffic, but that is just the first step. Now you need that traffic to do something. [\[more\]](#)

How To Design Great Landing Pages For Websites?

by *Kabir Bedi*

A Landing Page is the page where your website visitors land i.e. arrive after they click on a link. The landing page can be your home page or any other page on your website specially designed to welcome your visitors. [\[more\]](#)

How To Geotarget Ads For Localized Leads

by *Nelson Tan*

Discover how to localize website content and geotarget your AdWords campaign to better attract visitors on a geographical basis. [\[more\]](#)

9 Ways To Get Backlinks To Your Website

by *Cherie Ang*

This is 9 ways to get backlinks to your website or blog. There certainly are many more ways to do it and the more backlinks you have the better. [\[more\]](#)

5 Common PPC Pitfalls

by *Brian Easter*

Pay per Click advertising is still hot and effective, but having a fully optimized campaign requires more work than many think. Being good is challenging, being great is extremely challenging, which makes knowing what to do as well as what not to do more important than ever. [\[more\]](#)

The 31st Second

by *Erez Levin*

In honor of the most anticipated advertising day of the year (no not when they put up the new billboards on the highway (for you kiddies out there, billboards weren't always digital, and the ads were only updated monthly at the most)), I have decided to give my take on this year's Super Bowl ads. I'm not here to applaud or criticize their poignancy, or humor, or creativity (or lack thereof), but rather take a look from an online marketer's standpoint. [\[more\]](#)

Google Street View Continues to Raise Privacy Concerns

by *Brian Cooper*

Without a doubt, Google Street View is the most interactive cartographical feature on the Internet, but it is also the most invasive. Though the legality of the Street View function is often questioned, does the inquisitive probing of houses, communities, and cities around the globe actually make sense? [\[more\]](#)

How Small Businesses Can Get Big Results from Social Media



For small business owners, the new world order of social media can seem intimidating, if not confusing, but that is no excuse not to explore it. When Social Media can offer very powerful marketing tools that are often extremely affordable, and in many cases FREE, how can you afford not to? We here at

WOMbeat! have built social media into our overall strategy, and the payoffs have been tremendous from day one.

What is Social Media?

When people hear the term "Social Media", visions of teenagers locked in bedrooms on MySpace sharing photos or gossiping in chat rooms often come to mind. However, dig a little deeper and you will find that social media is actually something based in fundamentals that are near and dear to the hearts of all small business owners. Social Media is nothing more than a term to describe the new technology that allows people to build and maintain relationships. For business owners, this means that social media can be an important tool for helping you build and maintain relationships with your customers!

Too Busy for Social Media -- Really?

Often, when I speak with business owners about Social Media as part of their overall marketing strategy, I often hear things like this: "I don't have time", "It is just for kids and families", and "I don't know if there would really be any ROI for my business."

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Previously, Idea Cafe's Biz Profiles stayed online for 45 days, but we know that in a tough economy entrepreneurs need promotion and networking opportunities more than ever. This is why the period, during which your Biz Profile will be featured on Idea Cafe, for free, went up from 45 to 90 days. [Visit our Biz Profiles section.](#)

Business Owners' Idea Cafe, the premier Small Business Gathering Place, publishes Profiles of small business owners to inspire, motivate and enlighten other entrepreneurs. From the hundreds of Profile submissions received at Idea Cafe, only the best are featured. Selection of your Profile gives you and your business recognition as a small business leader and validates your hard work and dedication. This is your opportunity to tell the world about your biz and move it to the next level!

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