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SEO/Online Marketing Tip of The Month



The more inbound links a website has the higher they are likely to rank in search engines. Since most sites require a backlink, it is a good idea to have a [link exchange page](#) on your website.

Visit us online to find out more about [Search Engine Optimization and Online Marketing](#)

Up until I was 17 or 18 years old I would use inflatable arm floaties whenever I entered water deeper than 3 feet. Needless to say swimming is not something I have given much thought to. Recent events have temporarily changed my perspective on swimming. Knowing how hard it is to swim across the pool at a hotel makes me have a real appreciation and admiration for what Michael Phelps accomplished at the Olympics over in China. This man is a dolphin with legs. Eight gold medals and seven world records later I can spend my spare time watching what really matters..... FOOTBALL!!! All joking aside I just want to take this moment to congratulate Michael Phelps and all the other athletes that represented the United States in these Olympic Games. Oh and on a final note, I may have exaggerated a little bit about my lack of aquatic talent.

Tait Chambers
Owner, WebDuck Designs

Do you understand your website statistics?

Almost all websites have some sort of analytics incorporated into them. But if you do not understand how to read website statistics you can easily get confused. To make it even more confusing there are many different free and paid analytics programs available. No analytics program is really better than another they just work differently. The website analytic programs used vary from developer to developer but WebDuck Designs prefers to use Google Analytics along with server stats. Looking at both server and installed stats allows us to get a better overall understanding of a website's effectiveness.



If read properly website analytics can tell you a lot about your site. Website analytics can show you how many people visit your site, where people are finding your site, how much people look around your site, what pages people are exiting your site from and much more! Once you are able to understand your statistics you can tell: how well your site is doing, if there are any problems within your site and you can even locate where you have a problem. Site analytics can allow you to transform a low traffic website into a profitable marketing tool. If you are running any type of advertising campaign by reviewing your site statistics you can adjust your marketing efforts to give you a better return on your investment.

WebDuck Designs has taken the time to explore the meanings of numerous analytic words including: bounce rate, unique visitors, referring sites and exit pages. By reading "[How to interpret your site statistics](#)" you will gain the knowledge necessary to have a successful website.

If you are still do not fully understand your site statistics [Contact](#) the experts at WebDuck Designs to review site analytics for you.

Affiliate of the Month



Everything Under the Roof is an interior, residential construction company specializing in: kitchens, attics, bathrooms, basements, home office suites & master bedroom suites. [Visit](#) Everything Under the Roof to view a complete list of services offered as well as before and after pictures of work performed by Everything Under The Roof.

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Shopping Site Comparison

Product search engines (also known as product comparison engines, price comparison engines & shopping engines) offer a new way for web users to find the products they are looking for. When a person visits a product search engine they are able search products by price, store & store ratings allowing visitors to easily compare products. Each product in a search result usually includes an image, description, price and a link to buy from the advertiser's website.



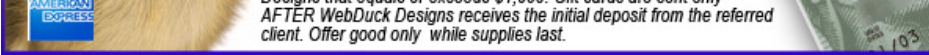
Shopping Search Engines can be free of cost to retailers or charge stores on a cost per click basis. As with PPC ads, CPC Shopping sites can get quite pricey and drastically lower profit margins. Businesses should take advantage of all the Product Search Engines which are free of cost. Why list in one price comparison engine when you could list in all of them for no cost allowing retailers reaching out to more people. All these shopping sites are great for consumers but which ones are better for retailers? With numerous shopping engines available on the web, how do you choose the right one for your products? [Visit our Shopping Site Comparison Page](#) to view a full list of shopping comparison sites and find the ones that are right for your business.

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