



# BASEMENT QUESTIONS?

e-news  
update

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## Hello Guest, Here is Your July 2008 E-news Report From Basement Questions

### *Fellow Sponsors and Contractors of BasementQuestions.com & BasementQuestionsandAnswers.com:*

We would like to take an opportunity to clarify the complex layers of marketing that basementquestions.com is leveraging to help increase your points of contact and visibility which will certainly increase your bottom line and quality of referrals. The networking structure and referral base we have created is in fact a multi-tiered strategy that may well become your most cost effective resource for quality referrals. There are generally 5 types of resources for internet marketing. 73% of adult Americans are connected to the internet, and 44% of Adult Americans (95+ million) purchase based on internet research and opportunity. If you ignore this, you are ignoring 44% of your potential customers!

1. **Google Pay Per Click:** The Grand Daddy of them all and an integral part of online advertising. It operates somewhat as an auction of keywords; the more demand for a particular keyword or phrase, the more you pay per click. You can bid 50¢ per click, but as you might guess, with a very low bid your ad may not show very often and the high bid will show up quite a lot. If you set a low monthly budget, it is likely that your ads will stop showing early in the month as the budget is used up. You can track and adjust your budget, but it is on you to do it. This kind of advertising should be part of your budget... but only part.
2. **The Second Tier of Online Search Services:** Another brilliant business plan that sells you leads. Once you call or email one of these services to inquire on pricing etc, they go to work analyzing your site and keywords then put up many sites with misspelled words and/or scoop any variations of

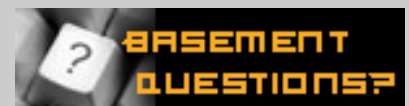


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Internet Marketing

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your website name that you did not purchase: .org, .biz, .net etc. They will even pirate your internet marketing and sell it back to you. Brilliant isn't it?? The bottom line is that these folks are in business to make money "from" you, whether you make money or not.

Example: a Basement Finishing lead from Service Magic is \$20.00. These are pre-screened of course because you have done the original marketing. You have made a name for yourself, and they ride on your shirt tail to make a buck for themselves.

3. **Yellow Pages Online:** This is an attempt to take the basic principles of print ads into Cyberspace. The problem here is it is a listing; no different than the print version. It is a crap-shoot with as much effectiveness as Craigslist...which is FREE.

4. **Portal Sites:** These bring many strong websites together packed with huge informational content. There is no direct selling on the part of the website. Remember, the internet is based on information. You can then add sponsors as a group with keywords etc. that would drive your organic search results. It is a passive advertising method with high response rates.



More importantly, now you add in blogs and help forums which can be used as marketing avenues. Example: A consumer goes to "This Old House" and asks a question, say concerning bowed foundation walls. If the IT person from Fortress goes on to answer this and say call me for an estimate, the search bots diminish his site's presence as well as a lower ranking for "This Old House".



Why? Because this is free advertising and the "Search Bots" make no money on this exchange. But if the IT person from Fortress answers the question by saying go to basementquestions.com for

more information and where they can be found, there is a better chance for a sale yet there is nothing unethical happening. This website is also an informational website.



5. **Hybrid Portals:** BasementQuestion.com is a highly effective, well visited hybrid! It combines features of the Portal Websites, being informational for the consumers, yet it goes a step further. It is a true network of Sponsors and Contractors that will not only serve the consumers, but will benefit from the network. With the unique hybrid site being geared toward "Basements" the Sponsors will also benefit from networking with other Sponsors as well as contractors.

Example: The Basement Tuxedo is installing basement finishing. Their installation companies will need to "qualify" the basement prior to installation. They may need crack repairs, sump pumps, mold and radon remediation, de-humidifiers, flooring systems etc. Their leads would go to a network Sponsor.

***So don't just look at unique clicks from consumers, let the network work for you!!***

Cyberspace Marketing also has [www.basementquestionsandanswers.com](http://www.basementquestionsandanswers.com) which is the help forum and blog section, "Sister Site" for [basementquestions.com](http://basementquestions.com). We have plans of adding more sites as we grow. An exciting one is in the works. We have 3 bloggers, to bring you qualified leads and 2 writers working on articles and adding content. We are a true Network.



***We want you to be part of this network!!***

Feedback helps us get better. Our goal is to keep costs down and have the network work for you. By sponsoring and/or listing on [BasementQuestions.com](http://BasementQuestions.com), and linking to it from your website, you are connecting to a powerful network that works 24/7 to increase your visibility, and drive referrals and traffic to you, and in a very cost effective way.

### **New Pricing Structure:**

We have created a new pricing structure and our webmaster has spent long hours restructuring the website so that we are able to not only track Sponsors clicks but the Contractors clicks as well. In our previous newsletters we had a set price of \$500 per Sponsor and \$90 per Contractor per quarter. Our site has grown now so that we are able to charge only \$2.00 per click to your website not to exceed the above. That is far less than most sites.

### **Other Services Over and Above:**

Web Traffic Analytics. Reporting and analysis of your web traffic can help improve your visibility and web site optimization.

Setting up marketing campaigns including email newsletters that will immediately send visitors



to your website, which also pushes up you Google ranking.



### Benefits of being a Sponsor:

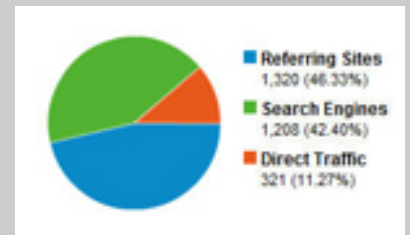
- Generate traffic to your company's own web site.
- Increase brand awareness in your market.
- Educate homeowners and builders about your product.
- Generate leads for new installers of your product.
- Drive customers to your installers.

### Benefits of being Contractor Member:

- Generate qualified leads for your services.
- Advertise at a low cost.
- Increase your company's name recognition.
- Reach more homeowners in your area.
- Build your company's credibility.

## Another Busy Month of Web Traffic for Basementquestions.com!

From June 27, 2008 to July 27, 2008 the basementquestions.com web site had **3,517 visitors**, of which **3,256** were **unique new visitors!** They viewed **8,053 pages**. Visitors found the BQ site through more than 3,145 search terms from referring sites, and came from 41 countries and all 50 states! The interesting statistic is where people went when they left the site. If you look at the Exit Page statistics, you can see where people were when they left, and it is entirely possible that you got a visitor from the referral feature or a sponsorship link. **Are you tracking your traffic?** To see a full report of the BQ stats, click the link below. The report is in PDF format.



### Basement Questions web stats link

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