

Steven Trustrum Websites & Blogs

Steven Trustrum Marketing Blog

This blog is used to create traffic and sales leads for my freelance SEO, web assessment, and related services. In this blog, I address a number of issues, many of which relate to writing, publishing, and small business. All articles are written for SEO best practices.

Several of my articles have been especially effective in gaining interest; the article on copyright myths has received some attention and commentary from international copyright agencies, for example.

<http://trustrum.com/blog/>

Some of my better performing blog articles may be viewed at:

<http://trustrum.com/copyright-myths/>

<http://trustrum.com/small-business-website-failure/>

Misfit Studios Blog

I use this blog to market products and intentions for my part-time small press publishing company, Misfit Studios. Most (although not all) blog entries are written for SEO best practices, and with the intention of generating sales leads and traffic.

<http://www.misfit-studios.com/blog/>

Amazon Author's Page

The following link is to my Amazon author's page, which lists all of my published works currently for sale there.

<http://www.amazon.com/Steven-Trustrum/e/B00J0YY5EY>

Long Form, Optimized Blog Article

Landing Pages: a Secret of Self-Publishing Success

What are Marketing Landing Pages?

Marketing landing Pages? Never heard of them!

You may not know it, but chances are you've encountered landing pages before. You've probably seen them, even used them, while visiting someone else's website.

Like many small business owners who rely on their online presence to get the word out about their product, small press publishing and self-publishing authors are mostly unaware of what [Check out Steve Trustrum Marketing's writing services, including for landing pages content](http://trustrum.com/products-services/marketing-content-writing/) are. So, let's start by explaining what landing pages are before we dive into why you need them.

In the broadest sense of the term, landing pages are any page upon which online traffic can "land" upon (arrive at your website) via search engine results. In practical terms, landing pages are solitary pages on a site that are optimized to draw in traffic via search engines in order to serve a very particular purpose.

In some instances, a landing page is meant to provide information to visiting traffic. Through images, video media, and written content, the landing page informs visitors about a very particular topic. Although common for education purposes, there is not much commercial use for such **reference landing pages**.

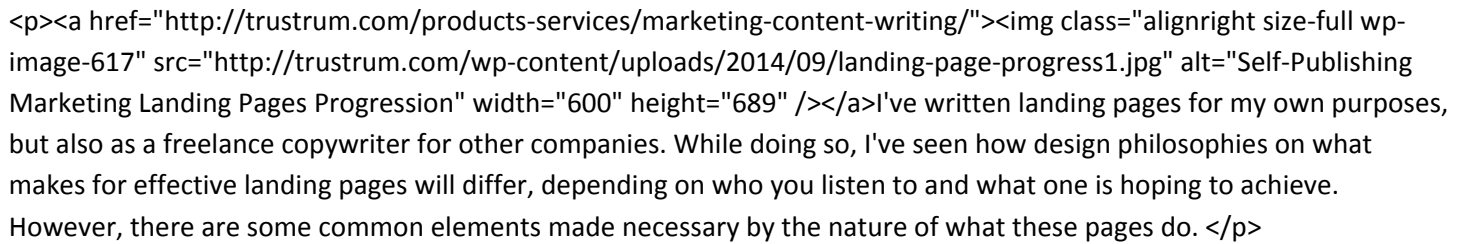
Another type of landing pages that sees some but not much use in commercial websites are those that act as something of a collective waystation between other websites or pages. These **referral landing pages** draw in the traffic via their optimization. They then disseminate that traffic to other websites or pages on the same site via provided links and the like. These landing pages serve as a sort of directory that first brings traffic in and then helps people choose more refined, relevant information from that point onwards.

Such landing pages can be helpful to commercial websites that can successfully work this into their business model. This can include selling ad space on the landing page or exposing the captured traffic to it before they go elsewhere. However, by and large it is diverting and delays selling for the purposes of most commercial sites. Which brings us to the most common of the landing pages used on commercial websites:

Lead capturing landing pages (or **converting landing pages**) are designed to draw in a specific sort of traffic using search engine optimization (SEO) best practices. They then work to get that traffic to complete a "transaction" of some sort. Clearly, for many commercial websites, this transaction is literally a sale. These landing pages pull in sales leads from the targeted consumer market and then try to make that sale. For other lead capturing landing pages, this transaction is of a different sort, such as obtaining information; getting traffic to subscribe to a blog, newsletter, or service; and so on.

This latter use is the meat and potatoes of what you need to learn about. You must discover how to use landing pages to net traffic and then push visitors into buying immediately or subscribing to your marketing strategy to keep them coming back.

How do Marketing Landing Pages Work?

<http://trustrum.com/products-services/marketing-content-writing/>I've written landing pages for my own purposes, but also as a freelance copywriter for other companies. While doing so, I've seen how design philosophies on what makes for effective landing pages will differ, depending on who you listen to and what one is hoping to achieve. However, there are some common elements made necessary by the nature of what these pages do.

Design for Success

To be at their most effective, landing pages must typically be:

1) Focused on a Single Task: Do not allow a landing page's focus to shift or waver. Their singular focus is what makes landing pages so effective at what they do. If you want to sell your new book, get people to follow you on Twitter (more on social media later) or subscribe to your newsletter, you need separate landing pages for each task. Do not have a single page serve all three functions combined.

2) Isolated: Keep landing pages apart from the rest of your website. You can even give them entirely unique appearances and layouts intended to best serve the page's focused purpose.

This means you can link to the landing page from the rest of your website -- preferably from an obscure location that won't divert from the rest of your site's purpose. Doing so helps with indexing and your sitemap. But do not link from the landing pages to the rest of your site in return.

The obvious exception would be linking to the part of your website that is the landing page's focus, such as your store front.

3) Limited in its Options: The more options you present traffic netted by your landing pages, the less likely they are to go where you want them.

This is why you keep your landing pages isolated from the rest of your website.

This is why you don't post links to your Facebook page, blog, or other websites that give traffic options to bounce off without completing the task your landing page is intended to serve.

Ideally, your landing page should give two options for traffic: go where you want them to or they leave the website to go somewhere else entirely. (Obviously, the former is preferable.) Remember: focus, people, focus!

4) Search Engine Optimized: All content, permalinks, etc. should follow current SEO best practices. The purpose of using landing pages is to draw in traffic from search engine results, after all, and it does so by focusing on the most appropriate keywords that will bring in relevant traffic.

One of the primary advantages of using landing pages is it lets you focus on high-value keywords specifically related to your objective. The ability of your homepage and other parts of your website to do this is diluted by the need to share the spotlight with other things.

Don't try to use too many high-value keyword phrases in a single landing page, however. If you find there are too many high-value keywords to effectively use on one landing page, create multiple landing pages. Each separate landing page will use different keywords but serve the same purpose (but do not just otherwise copy over duplicate content.)

<p>Because the purpose of a landing page is to be shared around and draw attention, be sure it's Open Graph and rich snippets details are all in order. </p>

<p>5) Brief and On-Target: You want to push traffic to convert towards your goal, whatever it may be. So, you don't want to be long-winded by providing too much information, going into too much detail, and the like. Keep it to 250 to 350 words before your call to action. </p>

<p>If you feel converting traffic towards your goal requires a lot of explanation and content to get your message across, how focused can your landing page's goal truly be? Maybe it's time to rethink your objective. </p>

<p>Effective landing pages are linear in their progression. They have an opening (eye-catching incentive to keep reading), a middle (informative and compelling sales pitch), and an end (call to action.) Keep the traffic's progress through this quick and free from distraction. </p>

<p>6) Selling, Selling, Always Selling: All content should be pushing towards converting traffic towards the transaction. This doesn't mean clubbing visitors over the head with your sales pitch, but you still need to always be selling. Once you've made your pitch, end things off with an on-point call to action. </p>

<p>A call to action is your instruction for what you want the traffic to do. "Click here," "buy now," and "fill out the form for more information" are all standard (if brief) calls to action. You may want something longer, but not too long -- you're essentially giving a (polite and friendly) command that is the tail of your sales pitch. </p>

<p>7) Working Towards what Works Best for You: Obviously, there can be exceptions to these rules when one's purpose is served by doing so, but you'd better be very certain you know what you are doing by breaking these fundamental rules of landing pages. (And, if you're able, test, re-test, and test some more using analytics and A/B testing techniques to ensure these rule-breaking choices are operating as intended.) </p>

<h4 style="text-align: center;">Get Your Marketing Landing Pages Noticed</h4>

<p>Once your landing pages have been built appropriately, you spread the word about them. The goal here is to get them to index so they will begin appearing in valuable search results (so don't forget to ping them.) </p>

<p>Post links through social media with the hope of getting your networks to spread it around. This is when your Open Graph settings come in handy -- it keeps your message uniform. </p>

<p>Visit relevant forums and post your link in an appropriate area. If member accounts allow signatures and links to your landing pages to it so they will appear with each of your posts. </p>

<p>Do you have a blog? Launch your landing pages with a blog post, letting all your subscribers know about it. </p>

<p>Once you have made the world aware of your landing pages' existence, traffic will begin landing on them. Don't just do this once, however; take advantage of additional opportunities after this initial launch to keep spreading links to your landing pages. Link building is an on-going process -- the more of it you do, the greater the chance people will continue to spread the word. </p>

<p>Once the traffic lands on your page, your intro should get them interested enough to go on and read your primary content, which should include your pitch. That pushes traffic down to your call to action, at which point they should be convinced to convert as per your intention or they will bounce off. </p>

<p>Either way, keep on top of your analytics so you can keep track of traffic behaviour. You may need to tweak something or make massive changes if you notice your traffic is generating a lot of leads that are not converting. </p>

<h4 style="text-align: center;">Social Media and Landing Pages</h4>

<p>There is a strong connection between most landing pages and social media, especially the social media networks you use to promote your products, business, and/or writing. However, as is often the case with self-publishing, small businesses, and the like, social media is not always used appropriately on landing pages. </p>

<p>Never lose sight of the fact that you want to keep the options traffic faces to the absolute minimum needed to reach your conversion goals. You certainly don't want it bouncing away randomly or, only slightly less worse, following a link from your landing pages to another website of your choice that has nothing to do with your conversion goals. </p>

<p>This being so, do not add links to your social media resources to your landing pages. Social media networks should be sending traffic to your landing pages, not the other way around. </p>

<p>If someone wants to have a look at your Facebook page afterward, for example, that is all well and good. However, don't assume they will do so after completing your conversion goal just because you put the link to your Facebook page after your call to action. Having that Facebook page link anywhere on your landing page represents an unacceptable increase in the chance of your leads not converting. </p>

<p>Instead, limit the presence of social media on your landing pages to "follow" and "share" buttons. This allows inbound leads to help spread word of your landing pages without having to go elsewhere. Whether they choose to join your social networks or share that one page with theirs, they never leave your landing page while doing so. This means their chance of converting as desired has not been affected. </p>

<p>Still, keep your conversion goals in mind when placing social media capabilities on landing pages. You don't want them located or displayed in a way that puts the focus on them rather than your conversion goals. </p>

Optimized Car Loan Blog for Car Financing Website

OG Title: Car Loans Basics for First-time Car Buyers

Primary Focus Keywords Density: "car loans" (2%); "first-time car buyers" (1.7%)

Meta-Keywords: car loans, first-time car buyers, buy a car, loan for buying car, first-time car loan

Meta-Desc: Examining some essential details and concerns of car loans for first-time car buyers who may not know what they are getting themselves into.

Permalink: car-loans-first-time-car-buyers

Excerpt: All first-time car buyers need a starting point when it comes to figuring out car loans. Read our informative article and let it point you in the right direction for financing a new vehicle.

Image: http://www.freedigitalphotos.net/images/Business_People_g201-Signing_The_Contract_p66416.html

Image Alt: Car Loans Basics for First-time Car Buyers

Post Title (assuming it defaults to H1): Car Loans Basics for First-time Car Buyers

<h2>Spotting Car Loans Potholes that Drive First-time Car Buyers Off the Road</h2>

<p>Car loans can be a headache in the making for first-time car buyers who have no experience with financing a new vehicle. You may have dealt with similar financial options -- mortgaging a home or taking out a personal loan from the bank -- but there are significant differences. When seeking financial assistance for a new vehicle, there are particulars to car loans that set them apart.</p>

<p>Let's have a look at some of these distinctions so first-time car buyers can move ahead with financing a new vehicle with peace of mind.</p>

<h3>Keep those Car Loans Payment Terms & Interest Rates in Your High Beams</h3>

<p>Obviously, first-time car buyers investigating car loans expect to repay the financing a new vehicle will require. The repayment schedule, payment amounts, and interest rates will be determined by a number of factors. The most relevant of these are likely to be the type of vehicle you are hoping to get and your current financial standing.</p>

<p>Bad credit car loans are not impossible to wrangle, but first-time car buyers with poor credit history may find the process more challenging. You may be offered a longer repayment schedule to soften the blow of each weekly, bi-weekly, or monthly payment, but not without a cost. The higher interest rates of most bad credit loans are used as insurance against your less-than-ideal financing standing and will end up costing you more in the long run.</p>

<p>On the other hand, even first-time car buyers on sound financial footing can run into problems. If they are offered short term repayment conditions of a higher principle and a lower interest rate, there may be potholes in the road ahead. A higher rate of payment means each repayment period places a greater burden on your overall budget. Also,

there is less wiggle room available to steer around any unforeseen circumstances that could throw your budget under the tires.</p>

<p>Carefully look at the financing's terms and conditions while keeping in mind the possibility of the unexpected happening. No matter how first-time car buyers dance around a budget, something may go wrong. If an unexpected crisis occurs -- such as suddenly finding yourself out of work -- you need to know what happens to your outstanding car loans payments. Are there any assurances or fail safes in place to act as a safety net?</p>

<p>First-time car buyers should discuss these details with their broker thoroughly so they may be confident of the entire picture before rushing forward into trouble.</p>

<h3>Bad Credit Car Loans and the Hard Choices</h3>

<p>It is often believed that car loans are automatically out of reach if you have bad credit. This is especially true of first-time car buyers who do not have an established history with a broker or dealership. So, would it surprise you to learn that even bad credit car loans may be within your grasp?</p>

<p>Certainly, getting any sort of auto financing becomes more difficult if you have bad credit, but there are options to be found. First-time car buyers may have assets to use against future car loans, for example. Brokers are also often willing to provide bad credit car loans at a significantly higher interest rate. This means balancing your need against your ability to pay on time, though.</p>

<p>As with any financing situation you go into with bad credit, consider all options before you agree to any terms and conditions for car loans. First-time car buyers must be sure they are not digging their credit rating into a deeper hole by jumping at the first offer presented to them.</p>

<h3>Car Loans Brokers and First-time Car Buyers: Avoiding the Upsell</h3>

<p>Although we would all likely want to see the best in people, the truth often falls short. When it comes to car loans brokers, most are paid on commission, so their goal is making a sale. This remains true even if their clients are first-time car buyers who are in over their heads or have bad credit.</p>

<p>The first sign of trouble is when a car loans broker begins with a sales pitch that focuses more on the wants of inexperienced, first-time car buyers than on their actual needs and circumstances. Remember, the more money you have to pay for financing your new vehicle, the more money they make. They definitely have a stake in upselling you, no matter how big a lurch that may leave first-time car buyers in.</p>

<p>Keep both eyes on the road ahead and think of your future. Rather than considering car loans that suit your ideal situation -- what you want, regardless of the realities of expense -- focus on what you need to get by. Car loans brokers may see first-time car buyers as an easy mark, so don't take everything you're told at face value.</p>

<p>An honest broker who keeps your best interests in mind won't be afraid to point out that some of the things first-time car buyers ask for may currently be unnecessary. By crunching the numbers, honest brokers will reveal what you are asking for may result in a car loans interest rate that is too high for your financial means. They may also illustrate how some payment options will end up worsening your bad credit. Instead of trying to upsell you on steep car loans payments, the ideal broker should highlight the financing option that best fits your particular reality.</p>

<p>Unfortunately, this may mean financing a new vehicle that is less than your ideal option. It may not even be a new vehicle -- just new to you. Although this is not what you had hoped for, it may be a first-time car buyer's best road to drive down for the time being. Taking on a lower interest rate and realistic car loans

repayment schedule now establishes good credit. That means better options in the future that may allow first-time car buyers to obtain their ideal vehicle later on when they are in better financial standing.</p>

<p>Don't let any sweet talking or assurances blind you to your own best interests. First-time car buyers may need to put some unnecessary perks aside for now to do what is best for the long haul.</p>

<h3>How to Proceed with Your Car Loans Investigation</h3>

<p>Now that you have an idea of some of the things to look out for, you should proceed with someone you can trust to keep your best interests in mind. Contact autoloansolutions by visiting www.autoloansolutions.ca or by calling <PHONE-VARIABLE>. Trust autoloansolutions to find the car loans that are the best fit for first-time car buyers.</p>

Optimized Blog for Car Financing Website

OG Title: Ontario Unemployment affects Car Loans Toronto Needs

Primary Focus Keywords Density: "car loans Toronto" (2%); "Ontario unemployment" (1.3%)

Meta-Keywords: Ontario unemployment, car loans, bad credit car loans, jobs in Ontario, car buyers

Meta-Desc: Car loans Toronto area car buyers seek in times of high Ontario unemployment rates need not be out of reach due to a current lack of income.

Permalink: Ontario-unemployment-car-loans-toronto

Excerpt: Victims of Ontario unemployment rates are not necessarily out of luck when it comes to seeking the car loans Toronto area financiers offer. Read on for encouraging facts about vehicle financing for those who are out of work.

Image: http://www.freedigitalphotos.net/images/Business_People_g201-Empty_Wallet_p57893.html

Image Alt: How Car Loans Toronto Buyers Need Address Ontario Unemployment

Post Title (assuming it defaults to H1): Ontario Unemployment affects Car Loans Toronto Needs

<h2>How Car Loans Toronto Providers Address Ontario Unemployment Rates</h2>

<p>It should be no surprise that car loans Toronto car buyers are looking for can be affected by Ontario unemployment rates. In fact, most forms of financial assistance and third-party funding in the province are affected by the rise or fall of jobs in Ontario.</p>

<p>But how do Ontario unemployment rates affect you?</p>

<p>Someone with a job seeking car loans Toronto financiers provide simply does not have all of the same concerns as those that affect the car loans Toronto unemployed residents suffer from. True, there are going to be some notable differences, but that does not mean employed car buyers are entirely in the free and clear.</p>

<p>Let's look at some ways even the gainfully employed need to keep an eye on the Ontario unemployment rate if they are thinking of buying a new car with the aid of vehicle financing.</p>

<h3>Ontario Unemployment Rate Consequences for Approval Assessments</h3>

<p>Few things bring money into perspective and focus one's needs versus their desires like being out of work. Ontario unemployment rates have forced many families to take a sobering look at their finances. They must make hard decisions about what they need to keep paying for and what has to get cut from the budget.</p>

<p>How does someone make the hard choice between keeping their car on the road so their family can get where it needs to go and putting food on the table? Such a difficult decision becomes all the more stressful if you find yourself in a position of having to get a new car while unemployed. This is especially true if you need to consider the car loans Toronto brokers are able to negotiate in order to do so.</p>

<p>It should go without saying that anyone hoping to take on any new car loans Toronto brokers may assess one for should expect to repay this vehicle financing. As such, it should be no surprise that factors that influence potential car buyers' overall finances are going to have ramifications for their ability to get financial assistance for a new vehicle. This is why Ontario unemployment rates are something car loans Toronto brokers need to keep an eye on.</p>

<p>When the time comes to assess car loans Toronto buyers are hoping to obtain, their employment status becomes a factor for consideration during their approval assessment. If you are not currently working, how can you repay any car loans you take on is an obvious question that will be asked? Ontario unemployment directly impacts one's ability to repay the car loans Toronto car buyers out of work need. However, that does not mean such applications will automatically be turned down if they approach the right broker.</p>

<p>At autoloansolutions (www.autoloansolutions.ca), our car loans Toronto area agents adapt their approval assessments process to situations that can affect a client's repayment capabilities, such as becoming victims of Ontario unemployment rates. There may be ways around this apparent obstacle.</p>

<p>Instead of taking the default high-interest rates car loans Toronto unemployed buyers are often saddled with by the financiers, autoloansolutions fights for the best deal possible. Unfortunately, this is not to say Ontario unemployed car buyers will get car loans with terms on par with those of someone in sound financial standing. You will still likely be looking at a high-interest rate, but autoloansolutions will work diligently to shave off as much as it can in light of your situation.</p>

<p>This is made possible by the influence autoloansolutions is able to bring to bear on your behalf due to their affiliations within the industry and tenacity. Most other car loans Toronto area brokers will not have the pull necessary to negotiate such a deal as part of their approval assessment.</p>

<h3>Car Loans Toronto Buyers Seek are Subject to Financing and Credit Checks</h3>

<p>Even though unemployed car buyers are subject to financing and credit checks when applying for car loans Toronto financiers provide, a current lack of steady income is not an automatic "no." A current lack of income does not necessarily mean you will also suffer from bad credit. Up until losing one's job, Ontario unemployment victims may have enjoyed good credit. This will work in their favour!</p>

<p>Being able to illustrate an ability to retain good credit despite being out of work indicates to car loans Toronto area brokers that Ontario unemployed applicants are still concerned with keeping their finances in order. This lays the groundwork for the right brokers to trust you will continue such efforts if the approve you for the vehicle financing you need. Despite a good credit history, though, the current lack of income Ontario unemployment rates bring cannot be entirely ignored.</p>

<p>Be prepared for terms and conditions car loans Toronto financiers offer that may accommodate the situation, but may still end up costing more in the long-term. A prolonged repayment schedule is likely in order so that each payment will be smaller, but there is a balance to this. Higher interest rates are typical to provide the financier with some benefit. It is a trade off Ontario unemployment victims seeking car loans Toronto area offers must be prepared for.</p>

<p>But some options for car loans Toronto area buyers without a job are able to consider is better than no options at all. This does not mean having to take whatever offer is thrown on the table without consideration, however. No matter one's own financial standing, always think of the long-term costs and benefits, as well as their immediate ramifications and results.</p>

<p>Because being out of work can already represent a financial burden, you must be sure you will not be taking on more than you can handle. Do not become blinded to your financial concerns by your need for a new vehicle. This is where autoloansolutions works with you to find the best car loans Toronto area deal available.</p>

<h3>Pursue the Car Loans You Need</h3>

<p>If you find yourself in need of financing for a new vehicle, contact autoloansolutions by calling <PHONE-VARIABLE> or visit us at www.autoloansolutions.ca. Whether or not you are currently a victim of Ontario unemployment trends, autoloansolutions may be able to help you get the best car loans Toronto area deal available.</p>