FOR MANY COMPANIES, something magical happens when they build a web site, submit it to major search engines, and wait for the traffic to stream to the site. What magic happens? Months of waiting, then NOTHING.

Join us on October 16 at 11:30 a.m. for a luncheon presentation by Russ Phelps, president of The Idea Factory, where you will learn the truth about generating online traffic.

The truth is search engines are not the only way to generate online traffic. In many cases, they aren’t even the best way. In some cases, they aren’t worth your time and trouble at all. In fact, only the top 20 to 30 listings on the major search engines have traffic-building value — and the competition for top rankings is fierce and intense. Many top companies have full-time staff who spend all day trying to manipulate search engines to get top positions.

The good news is you don’t even have to try to compete with them. There are better ways to get more buyers and prospects to your web site. Some of your competitors aren’t even aware of how to make them work.

In this rapid-fire, idea-packed presentation, you’ll learn:

• When and how “buying traffic” on “pay-per-click” search engines might be worth your investment
• How to profit from ethical opt-in e-mail advertising
• How to write and submit articles and press releases that create traffic, respect, and profits
• Why banner ads are dying, except for one type of banner ad that gets up to eight percent click through!
• How to buy banners on a “cost-per-action” basis — you don’t pay until customers buy from you!
• What “viral marketing” really is, and how to make it work for you
• Off-line advertising strategies to build web site traffic and sales

At the October 16 luncheon, you’ll learn the best techniques for attracting buyers and prospects to your web site, without waiting for search engines to find (and place) you!