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HOW THE INTERNET CAN SQUEEZE PROFITS AWAY

Michael Temple Releases Position Paper on How Using "Squeeze Pages" Kills Profits

Sylvania, Ohio – Michael Temple of Temple Development Company, LLC, a leader in Internet marketing technologies and strategies announces the release of a position paper sure to shake up industry thought on how using the infamous squeeze page to build lists and sales actually kills sales and lowers profits.

The Squeeze Page Disadvantage

Web surfers that have ever visited a web site where a pop up window instantly pops in their face asking them to sign up for a list or newsletter or some other offer then they have officially been "squeezed." The use of the squeeze page is an Internet marketing practice that says put an offer in front of a visitor immediately and it will somehow increase newsletter sign ups and build a strong sales list. Most pop up blockers can't stop them and that is actually a point of pride to those that use them.

"There is a better way to build trust with visitors and increase your sales and list size from your web site" says Michael Temple, President and CEO of Temple Development Company. The free position paper outlines why using the squeeze page technology on a site can kill sales, cause distrust with visitors, and decrease the overall marketing performance of a company's web site.

The position paper outlines alternatives to the squeeze page that will build trust with web site visitors, shorten the sales cycle, and create a higher quality list of prospects to communicate with in the future. "Immediately pouncing on visitors to a site and trying to mug them for their name and email is not how to instill trust and cooperation," added Michael Temple.

About Michael Temple

Michael Temple is the Director of Temple Development Company, LLC and a marketing and e-Business consultant and speaker. He works with businesses to develop online marketing and business strategies. In addition, he is an adjunct faculty at a private college teaching marketing and advertising.

Temple Development Company is a management and marketing consulting company specializing in interactive technologies and Internet strategy development for companies of all sizes from small businesses to Fortune 500 companies. To learn more please visit their web site at www.web2gold.com