

Making Money Online

How Publishing Entrepreneurs are Using the Internet to Make Millions

Don Nicholas
Managing Partner
Mequoda Group, LLC



PREMIER Guitar *the relentless pursuit of tone*

Canadian Living.com
SMART SOLUTIONS FOR EVERYDAY LIVING



MORNINGSTAR

 **TechRepublic**

America's
TEST KITCHEN

Flora Daily
America's Online Flower Show

Expert • Independent • Non-profit®
ConsumerReports.org

 **New Hope.com**

knittingdaily
where life meets knitting 

COMPUTERWORLD An IDG company

simplify  DIE INTERNETSEITE FÜR IHRE VEREINFACHUNG

Sekada Daily
Ohne Sekretärin läuft nichts!

 **CompleteLandlord.com**


Mequoda Group
HELPING PUBLISHERS MASTER THE INTERNET

Ceramic Arts Daily
Information and inspiration from inside the artist's studio

RD.com
Reader's Digest

 **The Motley Fool**
To Educate, Amuse & Enrich™

beadingdaily
where life meets beading 



dailyword.com

 **Taunton**



Highlights
for Children

 **MOTHER EARTH**
Living

 **JOHNS HOPKINS MEDICINE** **HEALTH ALERTS**
A Free Service of University Health Publishing and Johns Hopkins Medicine

HR Daily Advisor
HR'S NEWSLETTER OF PRACTICAL TIPS, NEWS & ADVICE. EMAILED DAILY, YOURS FREE!

BLR
BUSINESS & LEGAL REPORTS

 **Matthew Bennett** **FlightBliss** Life is short. Upgrade whenever you can.

Online Strategy Defined

- **Online Publishing:** the business of developing, acquiring, copyediting, designing, posting, marketing and distributing content for a public audience using web pages, email, RSS, PDFs, podcasts and other digital formats
- **Online Retailing:** the sale of goods or merchandise from a website in small or individual lots for direct consumption by the purchaser
- **Online Strategy:** knowing whether your online business activities will include online publishing, online retailing, or both

What is a Mequoda Website Network?

CONTENT-DRIVEN



GOOGLE-FRIENDLY



PROFIT-MINDED



Yahoo.com

Make Y! your home page Top cruise deals from Yahoo! Travel

YAHOO!

Web | Images | Video | Local | Shopping | more ▾

Search: Web Search

Yahoo! Home My Yahoo! Mar 25, 2008 Page Options ▾

- Answers
- Autos UPDATED!
- Finance
- Games
- Groups
- Horoscopes
- HotJobs
- Maps
- Mobile Web
- Movies
- Music
- News
- Personals
- Real Estate
- Shopping
- Sports
- Tech
- Travel
- TV
- Yellow Pages

More Yahoo! Services

Small Business

Featured Entertainment Sports Video



Diagnosis: Webaholic

Does Internet addiction warrant a spot in psychiatry's official manual of mental illness? [»Who's most afflicted](#)

- Avoiding addiction
- 3 healthy tips

[Find info on healthy computer use](#)



Is Internet addiction a real medical menace?



Find out who won MLB season opener in Tokyo



Man declared dead says he's feeling 'pretty good'



See how Wal-Mart spread across U.S.

[» More: Featured | Buzz](#)

Hi, Kim Sign Out

 Mail

 Messenger

 Radio

 Weather
32°F

 Local

 Horoscopes

See if you're pre-qualified for credit card offers.

No Risk—Checking won't affect your credit score
No Waiting—Get a response in less than a minute
No Hassle—See the offers you are pre-qualified for

[Get Started](#)



[Find Your Card Now](#) - [Ad Feedback](#)

Inside Yahoo! Buzz Beta



Discover the best of the Web

Tired of yesterday's news? See what's hot on the Web right now.

Pages: 1,386,682,978 | Inbound Links: 520,512,413 | Online Audience: 129,122,943 | Print Circ: N/A | OMI: N/A

Amazon.com

The screenshot shows the Amazon.com homepage with a blue header and a white main content area. The header includes the Amazon logo, a personalized greeting for 'Mequoda Group', and navigation links for 'Today's Deals', 'Gifts & Wish Lists', and 'Gift Cards'. A search bar is prominently displayed with 'Amazon.com' entered. The left sidebar contains a 'Shop All Departments' menu with categories like Books, Movies, Music & Games, and more. The main content area features a large banner for the 'Introducing Kindle' launch, a 'Download Digital Music Deals and Save' section, and a 'Shop Casio Watches at Amazon.com' promotion. On the right, there are several smaller promotional boxes, including an 'Amazon Breakthrough Novel Award' and a '4-for-3 Pet Toys' offer. The footer of the screenshot shows a row of Casio watches.

amazon.com Hello, Mequoda Group. We have [recommendations](#) for you. (Not Mequoda?)

Mequoda's Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Account | Help

Shop All Departments

Books Movies, Music & Games Digital Downloads Electronics & Computers Home & Garden Grocery Toys, Kids & Baby Apparel, Shoes & Jewelry Health & Beauty Sports & Outdoors Tools, Auto & Industrial

Search Amazon.com GO Cart Your Lists

Introducing Kindle: Amazon's Revolutionary Wireless Reading Device

Amazon is excited to introduce Kindle—a wireless, portable reading device with instant access to more than 100,000 books, blogs, newspapers, and magazines. Whether you're in bed or on the train, Kindle lets you think of a book and get it in less than a minute.

Learn more

amazonkindle

Amazon Breakthrough Novel Award

Help select the next breakthrough novel

Start reading now

Sponsored by: hp Hewlett-Packard Penguin Group

Download Digital Music Deals and Save

Used to be the cut-out bin only had bands you'd never heard of—but not at Amazon MP3. Our Special Deals Store is loaded with eye-popping deals on some of our most popular titles, many as low as \$5.99.

Find a great deal in Amazon MP3's Special Deals Store

Shop Casio Watches at Amazon.com

4-for-3 Pet Toys

Order any four eligible pet toys and get the lowest-priced product free. [Here's how](#) (restrictions apply).

Download Movies and TV Shows

Thousands of videos—get them now starting at \$1.99

amazonunbox Video Downloads

Check This Out

- Amazon Breakthrough Novel Award Vote for the winner now.
- J.K. Rowling's Fairy Tales Find out more about this rare book.
- High-Def 101 Learn. Shop. Discuss.
- Selling on Amazon List items for free and sell to millions.

Pages: 516,165,823 | Inbound Links: 195,012,677 | Online Audience: 50,931,056 | Print Circ: N/A | OMI: N/A

About.com

About.com : Welcome

Channels

- Autos
- Business & Finance
- Cities & Towns
- Computing & Technology
- Education
- Electronics & Gadgets
- Entertainment
- Food & Drink
- Health
- Hobbies & Games
- Home & Garden
- Jobs & Careers
- News & Issues
- Parenting & Family
- People & Relationships
- Religion & Spirituality
- Shopping
- Sports & Recreation
- Style
- Teens
- Travel
- Video Games

FREE Newsletter

Sign Up Now for the About Today newsletter!

Welcome to About.com
Hi, I'm Carroll Pellegrinelli, your Guide to [Desserts / Baking](#), one of hundreds of topics covered on About.com. Read [our story](#) for more information.

WHAT'S HOT NOW

- [Cheap Room Makeovers](#)
- [Best New Poker Games to Try](#)
- [10 Ways to Be Happy at Work](#)

The Tabloid Pop Top 10

From unknowns who rode scandal into the spotlight, to old-school stars who lashed out at the media through song, here are 10 of the most notorious tabloid-fueled tunes. [Read more >](#)

Related Articles:

- [Celebrity Gossip Blog](#)
- [Get to Know the DWTS Celebs](#)
- [Beware of Horror Movie 'Mockbusters'](#)

TAX TIME

Deducting the Cost of Your Home Office
Being able to deduct part of your rent, insurance, and utilities is a one the biggest benefits... [Read More!](#)

FEATURED ARTICLES

When Disaster Strikes
Will you be prepared? [Surviving a Flood](#)

FEATURED VIDEOS

Dinner Tonight: Kid-Friendly Chicken
Your little ones will go gaga when they find a favorite snack food in this yummy dish. Find out the secret ingredient. [Play Video](#)

[Go to Video Library >](#)

SPECIAL SECTIONS

- [Making Smart Choices for Your Family](#)
- [The Moms' Corner](#)
- [Lower Your Cholesterol](#)
- [Live Freely Despite Psoriasis](#)
- [What Would You Do With 48 Hours in Vegas?](#)


PHOTO GALLERIES

[What to Do in NY With Teens](#) [Types of Motorcycles](#)

Pages: 8,429,775 | Inbound Links: 9,296,268 | Online Audience: 37,162,271 | Print Circ: N/A | OMI: N/A

Fool.com

Hello, Fool! | Login | Signup | My Fool | All Motley Fool Services | Apr 14, 2008 6:20 PM ET | Feedback | Site Changes | Help


 **The Motley Fool**
To Educate, Amuse & Enrich™

The NEXT Berkshire Hathaway In 1957, a young couple named Bill and Carol Angle invested half their life savings with Warren Buffett. According to Forbes magazine, their stake is now worth over \$300 million. What if you could do even half or a third as well? One stock looks uncannily similar to an early investment in Berkshire Hathaway. Get its name now in a new **FREE** report from The Motley Fool. [Click here to claim your report now...It's FREE!](#)

HOME | INVESTING | PERSONAL FINANCE | RETIREMENT | DISCUSSION BOARDS | CAPS/QUOTES | PREMIUM SERVICES


All Headlines | Fool Video | Foolanthropy | Tax Time | About The Motley Fool

Fool's Two Top Stocks | Enter Keywords or Ticker | Search Site | Get Quote | Choose a Broker

 **Video: Should Apple Buy Netflix? Should You Buy Now?**
Apple's big money, Crocs' big lessons, and the market's big bargains.
[Watch Now >>](#)

Up next: Yes, We Sold Your Stock | [All Headlines](#)


Fool Headlines
Most Recommended | Most Recent

Market Movers
Market | CAPS 5 Star | 

Market Overview MOTLEY FOOL CHAMPION FUNDS
Last updated Apr 14 at 4:03 PM ET

DJIA	12,302.06	↓23.36 (-0.19%)
S&P 500	1,328.32	↓4.51 (-0.34%)
Russell 2000	686.07	↓2.09 (-0.30%)
NASD	2,275.82	↓14.42 (-0.63%)

Top Performers How is performance calculated?

STOCK ADVISOR
Outperform +36.18
Super stocks for the long run. 

Pages: 4,507,229 | Inbound Links: 2,266,957 | Online Audience: 2,304,318 | Print Circ: 75,000 | OMI: 30

7 Strategies for Online Publishing Success



Editorial Strategy

**Multiple Media Platforms are Required
To Maximize Online Revenue**

Multiplatform Publishing Strategy

Using Many Platforms to Build Strong User Relationships

SPECIAL-INTEREST MEDIA USER EXPERIENCE

	 OFFLINE	 ONLINE	 IN PERSON
MEDIUM	Books, CDs, DVDs Newsletters, Magazines	Email, Websites, Audio, Video	Conferences, Workshops, Consulting
CONVENIENCE	High	Moderate	Low
FIDELITY	Low	Moderate	High
OWNERSHIP	High	Moderate	Low

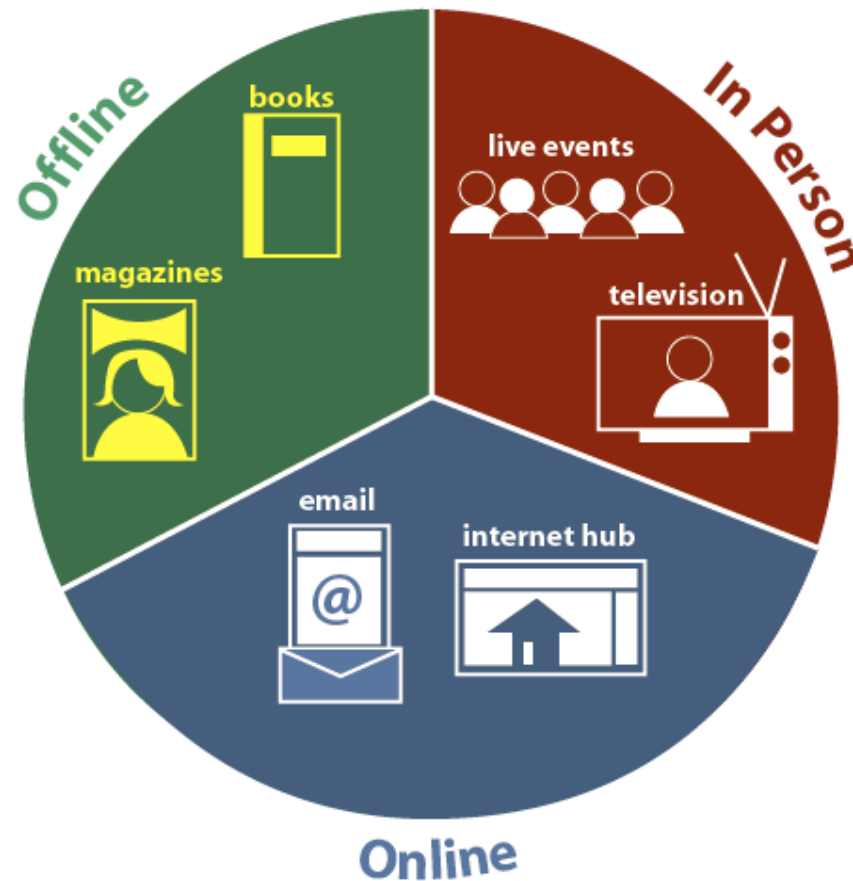
Multiplatform Publishing Strategy Knitting Daily Case Study

The screenshot displays the Knitting Daily website interface. At the top, a navigation bar includes links for Knitting Daily Blog, Pattern Store, Magazines, Books, TV, Gallery, Events, and About Interweave Press. The main header features the 'knittingdaily' logo with the tagline 'where life meets knitting' and the Interweave Press logo. A search bar is positioned to the right of the logo, labeled 'Search Patterns & Posts.' with a 'Go' button. Below the header, a secondary navigation bar lists 'Today's Post', 'Post Archive', 'Free Pattern Library', 'Topics', 'Contact', 'FAQ', 'About Knitting Daily', and 'LOG IN'. The main content area is divided into two columns. The left column features a 'Free Knitted Toy Pattern!' promotion with an image of a knitted toy, a text description, an email input field, and a 'Become a Member Today!' button. Below this is the 'Today's Post' section with social sharing options: 'Email this post', 'Bookmark this post', 'Print this post', and 'Share your comments'. The right column contains a 'Knit Picks' advertisement for 'Comfy' yarn and a 'freepatterns' section with links to 'Browse our Free Pattern Library' and 'Better than Booties'.

Pages: 1,155 | **Inbound Links:** 101,322 | **Online Audience:** 99,324 | **Print Circ:** 105,000 | **OMI:** .94

Multiplatform Publishing Strategy

Knitting Daily Case Study



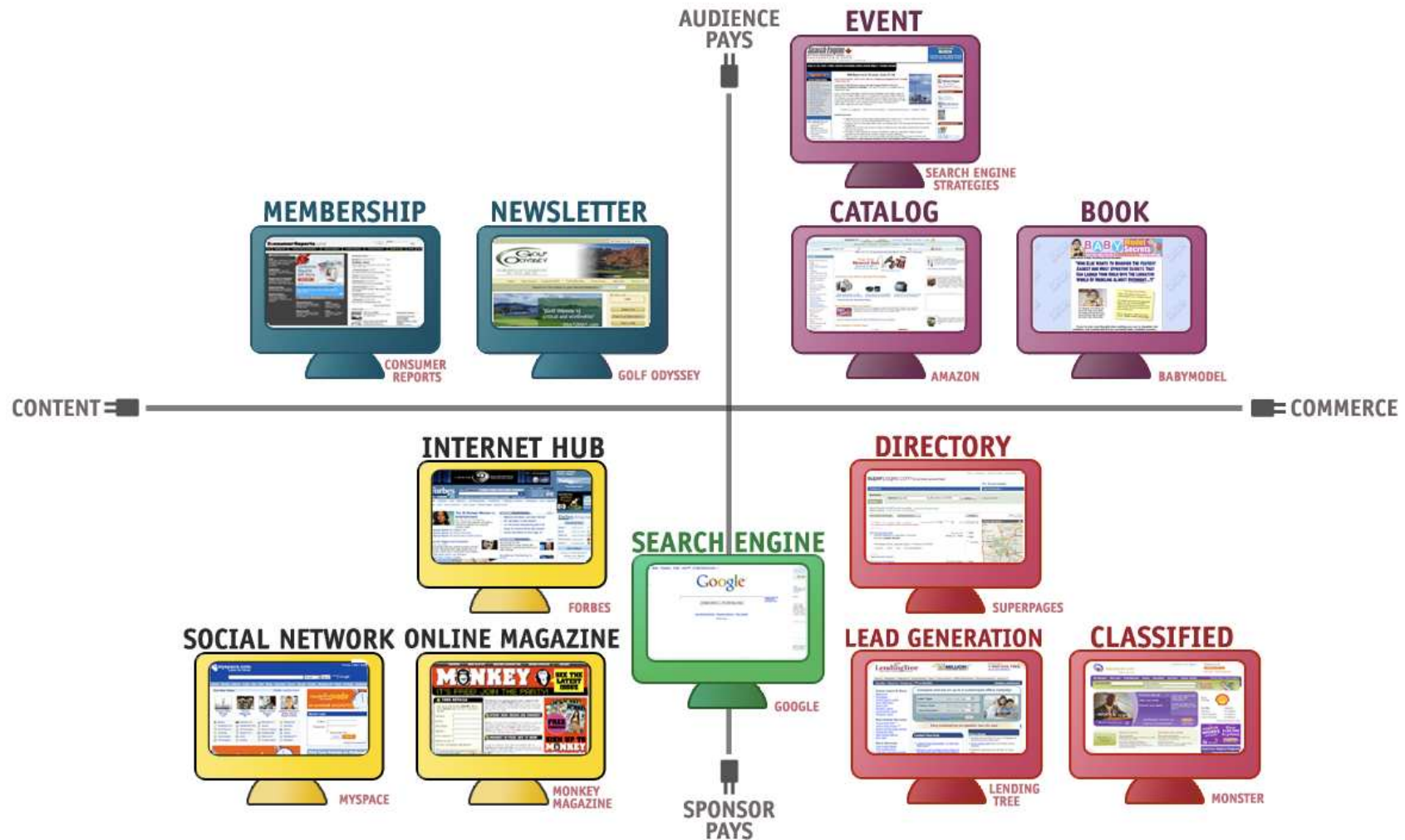
Pages: 1,155 | **Inbound Links:** 101,322 | **Online Audience:** 99,324 | **Print Circ:** 105,000 | **OMI:** .94

Business Strategy

**Multiple Business Models are Required
To Maximize Online Revenue**

Generating Website Revenue

Choosing the Right Online Business Models



Tabbed Architecture Generic Case Study



America's Test Kitchen Case Study

The screenshot shows the homepage of America's Test Kitchen. At the top, there is a navigation bar with links for 'ABOUT US', 'COOK'S ILLUSTRATED', 'COOK'S COUNTRY', 'BOOKSTORE', and 'CUSTOMER SERVICE'. Below this is the main header featuring the show's logo and the tagline 'Public television's most watched cooking show'. A search bar is prominently displayed with 'Recipes' entered. The main content area is titled 'Most Popular Recipes on America's Test Kitchen' and lists ten items, including Blueberry Scones, Lemon Layer Cake, and Glazed Meatloaf. To the right of the list is an image of a scone. Below the list is a promotional banner for free recipe access. The left sidebar contains sections for 'Browse' (Recipes, Episodes, etc.), 'Recent Episodes' (Lemon Layer Cake, etc.), 'Community' (Talk About Our TV Show, etc.), and 'Top Equipment Reviews' (Inexpensive Chef's Knives, etc.). The right sidebar features advertisements for 'Our Underwriters' (Kohler, Woodbridge, Viva, Cooking.com, Orchard Choice, Valley Fig Growers) and a 'COOK'S' logo.

Pages: 262,905 | **Inbound Links:** 285,659 | **Online Audience:** 966,517 | **Print Circ:** 1,100,000 | **OMI:** .9

Keyword Strategy

**Search Engine Visibility is Required
To Maximize Online Revenue**

SEO for Online Publishers

Choosing the Right Keywords To Drive Website Traffic



KEYWORD KNOWLEDGE



KEYWORD POPULARITY SEARCH

KEYWORD STRATEGY

Keyword	Searches	Predict	Google	Google KEI
<input type="checkbox"/> landing page	8	12	1,440,000	0.00
<input type="checkbox"/> setting up a landing page	8	12	1,300	0.05
<input type="checkbox"/> landing page cash machine	7	11	1,000	0.05
<input type="checkbox"/> extranet landing page	7	11	314	0.16
<input type="checkbox"/> landing page software	6	9	1,610	0.02
<input type="checkbox"/> marketingsherpa's landing page handbook table of contents	5	7	267	0.09
<input type="checkbox"/> landing page examples	4	6	656	0.03
<input type="checkbox"/> landing page handbook torrents	3	4	1	9.00
<input type="checkbox"/> landing page generator	3	4	6,320	0.00
<input type="checkbox"/> marketingsherpa landing page handbook ebook	3	4	600	0.01
<input type="checkbox"/> mortgage landing page experts	3	4	109,000	0.00
<input type="checkbox"/> landing page creation	3	4	6,000	0.00
<input type="checkbox"/> create landing page	3	4	2,800	0.00
<input type="checkbox"/> landing page conversions email increasing webcast tests ways	3	4	2,120	0.00
<input type="checkbox"/> landing page system	2	3	2,800	0.00
<input type="checkbox"/> landing page to promote ebook	2	3	54,400	0.00
<input type="checkbox"/> mary kay consultants online marketing internet landing page	2	3	146,000	0.00

Keyword (?)	Count (?)	Predict (?)	Dig (?)
landing page	8	13	
setting up a landing page	8	13	
extranet landing page	7	11	
landing page cash machine	7	11	
landing page software	6	10	
marketingsherpa's landing page handbook table of contents	5	8	
landing page examples	4	6	
landing pages	4	6	
mortgage wordpress landing pages	4	6	
create landing page	3	5	
landing page conversions email increasing webcast tests ways	3	5	

KEYWORD COMPETITION



Keyword Strategy

Johns Hopkins Health Alerts Case Study

The screenshot shows the Johns Hopkins Health Alerts website. At the top left is the Johns Hopkins Medicine logo. The main header reads "HEALTH ALERTS" with the subtitle "A Free Service of University Health Publishing and Johns Hopkins Medicine". To the right of the header is a search bar with the text "Type in the condition you need, or visit [Advanced Search](#)" and a "Search" button. Below the header is a navigation menu with tabs for "Health Alerts", "Health After 50", "Symptoms & Remedies", "Special Reports", "Bookstore", "My Health Library", "My Preferences", "About Us", "Contact Us", and "Hopkins Patient Services".

The main content area features a welcome message: "Welcome to Johns Hopkins Health Alerts ... the best health advice available for living well over 50". Below this is a paragraph explaining the service: "Need cutting-edge information on the health concerns affecting you or your loved ones? Want the latest strategies for staying as fit as possible for as long as possible? Johns Hopkins Health Alerts is a free public service to help keep you up to date on the latest breakthroughs for the most common medical conditions which prevent healthy aging. Johns Hopkins has been ranked America's #1 Best Hospital for the past 17 years, so you can be sure all the information you read at this site is accurate and reliable."

Below the paragraph is a section titled "Use this site in three different ways:" followed by a numbered list:

1. Click on all the Health Alert Topics of your choice using the words or small arrows to your right to see all the articles available ==>
2. Search for what you need using the search box on the top right
3. Read the newest articles, listed below.

Below the list is another paragraph: "Need the convenience of getting the newest health articles published here sent straight to your Inbox? Register now for your FREE Health Alerts. It's fast, easy, and FREE. [Read more and register now](#)"

Below this is a section titled "Johns Hopkins Health Alerts Headlines" with the text: "A new article is posted to this website every weekday. Read the most recent Health Alerts now:"

Below the headlines is a link: "[The Good News About Exercise](#)"

Below the link is the text: "By Johns Hopkins Health Alerts; [www.johnshopkinshealthalerts.com](#)
It may seem counterintuitive, but a recent study confirms that people with osteoarthritis can improve"

On the right side of the page, there is a "Registered Users Log-in:" section with fields for "Email:" (containing "kmateus@comcast.net") and "Password:" (containing "*****"). There is a "Remember me" checkbox and a "Log In" button. Below the login section are links for "Forgot Password?", "Become a Registered User!", "It's fast and FREE!", and "The Benefits of Being A Registered User".

Below the login section is a "Health Topic Pages" section with a list of topics and "+Add" links:

- ▶ [Arthritis](#) +Add
- ▶ [Back Pain & Osteoporosis](#) +Add
- ▶ [Caregivers | Caregiving](#) +Add
- ▶ [Colon Cancer](#) +Add
- ▶ [Complementary Medicine](#) +Add
- ▶ [Depression & Anxiety](#) +Add
- ▶ [Diabetes](#) +Add
- ▶ [Digestive Health](#) +Add
- ▶ [Exercise and Fitness](#) +Add
- ▶ [Healthy Living](#) +Add
- ▶ [Heart Health](#) +Add
- ▶ [Hypertension & Stroke](#) +Add

Pages: 2,814 | Inbound Links: 6,550 | Online Audience: 103,356 | Print Circ: 200,000 | OMI: .51

Website Strategy

**High Website Conversion Rates are Required
To Maximize Online Revenue**

Designing Media Websites

Creating Websites that Convert Visitors to Subscribers

ORGANIC LANDING PAGES



DEDICATED LANDING PAGES

Converting Visitors into Buyers

Ceramic Arts Daily Case Study

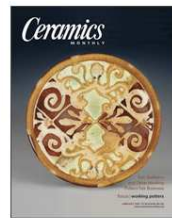
ORGANIC LANDING PAGES



DEDICATED LANDING PAGES

Pages: 2,534 | **Inbound Links:** 2,474 | **Online Audience:** 12,827 | **Print Circ:** 35,000 | **OMI:** .36

Level 5 Conversion Architecture



Subscribe to Ceramics Monthly Today!

Order *Ceramics Monthly* today and join a community of potters, ceramic artists, and art aficionados for whom ceramic art and craft is a consuming passion.

Ceramics Monthly is a magazine about ceramic arts, ceramic artists, potters, and the enthusiastic people who collect these works to use and admire. We invite you to share a unique artistic perspective and an opportunity to understand the people who cannot resist the call of the clay, the pull of time across history to express something beautiful in that most basic of materials.

When you open the pages of *Ceramics Monthly*, you will be struck by the amazing quality of the photographs. Each piece of ceramic you see looks as if you could reach into the page and hold it in your hands. The rich colors seem to jump right off the page.

[Subscribe Now!](#)

Stay connected with the evolution of the ceramic arts world in the pages of *Ceramics Monthly*.

Order Ceramics Monthly Today!

Get your **FREE SUBSCRIPTION** to *Ceramic Arts Daily* today!
 Get your **FREE SUBSCRIPTION** to *Ceramic Arts Daily* today!
PLUS... FREE 33 Tried and True Glaze Recipes

Enter Your Email Address

[Subscribe Today for FREE!](#)

33 Tried and True Glaze Recipes
 Perfect for potters who are ready to experiment with custom glazes.

[Close Window](#)

Daily Free Gifts Bookstore Education Galleries Magazines Potters Council
 Hosted by Sherman Hall and Bill Jones

Ceramic Arts Daily

Information and Inspiration from Inside the Artist's Studio

Get 33 Tried and True Glaze Recipes Absolutely Free When You Claim Your Subscription to Ceramic Arts Daily.

Dear friend,

If you're like me, you love pottery. The way a certain line catches the light. The way the ceramic glaze gives the piece personality. The cool, smooth feel of a bowl that could be as comfortable at home on your kitchen table or on display at a local gallery. Whether you make pottery yourself or follow the works of your favorite artists, *Ceramic Arts Daily* is your single best resource inside the potter's world. Plan your next pottery project and research your next ceramic glaze recipe with us!

Potters link us to our past

Pottery making is older than history, going back to the time before man kept a record of his daily life. Pottery was something essential then, at first...something to aid in the daily struggle for survival. Ceramic glaze, when it happened, was probably an accident or afterthought. Ceramic arts had yet to evolve.

Later, as time wore on, people made the functional beautiful, decorating their pots with symbols and stories, imbuing the clay with a meaning beyond its basic use. These were our first pottery artists. They discovered or developed their own simple glaze recipes, adding simple ceramic glazes to adorn their work. Start your own tradition of glaze recipes as you experiment with the ceramic glaze recipes you'll learn about in *Ceramic Arts Daily*.

Each week, meet ceramic arts professionals who take their inspiration from their roots, their environment, their connection to that inner voice that demands expression. See how ceramic artists as diverse as, say, Ellen Currans, Gabriele Koch, and Leigh Taylor Mickelson approach their work. Get inside the potter's head. Look at the world through their eyes. Feel the clay as it takes shape under their inspired vision.

Free Book: 33 Tried and True Glaze Recipes

Get your insider's newsletter for FREE

Start by selecting your **FREE Gift!**

- [33 Tried and True Glaze Recipes](#)
- [Ceramic Arts Buyers Guide](#)
- [Ceramic Arts Handbook](#)

Subscribe to Ceramic Arts Daily and we'll give you 33 Tried and True Glaze Recipes FREE!

Enter Your Email Address

[Subscribe Today for FREE!](#)

Enter your email address to get a Free Charter Subscription to *Ceramic Arts Daily*, an email newsletter for people who are passionate about clay.

Email Strategy

**Strong Email Performance is Required
To Maximize Online Revenue**

Maximizing Customer Lifetime Value

Choosing the Best Email Contact Strategy to Maximize Customer Lifetime Value

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
EDITORIAL							
PROMOTIONAL							
WEEK IN REVIEW							

HR Daily Advisor

Powered by: [HR.BLR.com](#) Username: Password: Login 

HR Daily Advisor

Practical Human Resource Tips, News & Advice. Updated Daily.

Quick Search GO 

Home | HR Tip Categories | HR Tip Archive | Resource Center | HR Online Catalog | HR.BLR.com | Blogroll

Today's Tip | About Us | Contact Us | Become a Member | RSS Feed

Resource Center

- [Job Descriptions](#)
- [Forms](#)
- [Policies](#)
- [Training](#)
- [Recruiting](#)
- [Wellness](#)

Free HR Report:

Top 10 Best Practices in HR Management, 2008

For a *Limited Time* receive a **FREE** HR Report on "Top 10 Best Practices in HR Management, 2008" when you become a **FREE** HR Daily Advisor Member. All Members receive:

- **One short, easy-to-read tip every day** that eases compliance or saves you time, money and work. Some of the best ideas in HR!
- **Covers EEOC, FMLA, FLSA, ADA** and other compliance needs!
- **Absolutely FREE!** No obligation to buy anything.

[Download Your FREE Report Now!](#)

Featured Product



No Time to Train Managers in HR? Nobody's got the time for HR training, but everybody's got the need. We've compacted exactly what managers have to know about key laws and best practices into 50 prewritten learning modules that you can use in just 10 minutes each. Put us to the test. Try BLR's unique *10-Minute HR Trainer* at no cost for 30 days!

[Learn More](#)

Best Sellers

1. **Workplace Wellness: Healthy Employees, Healthy Families, Healthy ROI**
2. **Job Description Manager**
3. **HR Audit Checklists**
4. **Compensation.BLR.com**
5. **Managing an HR Department of One**
6. **SmartPolicies on CD-ROM**

HR Events - Audio Conferences



HR Tips by Category

- [ADA \(12\)](#)
- [Compensation \(37\)](#)
- [E-pinions \(80\)](#)
- [FLSA/Wages \(19\)](#)
- [Harassment \(15\)](#)
- [Hiring & Recruiting \(45\)](#)
- [HR Management \(95\)](#)
- [HR Policies & Procedures \(82\)](#)
- [Job Descriptions \(12\)](#)
- [Leave Policy/Compliance \(25\)](#)
- [Training \(45\)](#)

Today's HR Daily Advisor Tip:

9 Rules for Dealing with Attendance Problems

Category: [HR Policies & Procedures](#)

Every organization has them—employees who push every attendance policy to the extremes. Here are 9 ways to put a stop to their shenanigans.

The vast majority of supervisors' day-to-day HR problems relate to attendance, says Bob Gibson, blogging on *Fedsmith.com*. But too many managers tend to be casual about it. That won't work, says Gibson. Managers need a plan.

Is Attendance Getting Worse?

Gibson suggests that the following factors reinforce or encourage poor attendance:

Most Popular HR Tips

09/13/2006 [HR Management](#)
The 7 Hidden Reasons Your

Pages: 1,808 | Inbound Links: 9,611 | Online Audience: 118,708 | Print Circ: 213,141 | OMI: 0.56

Email Strategy Case Study

HR Daily Advisor

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
EDITORIAL							
PROMOTIONAL / PRODUCT REVIEW							
OPINION PIECE							
WEEK IN REVIEW							

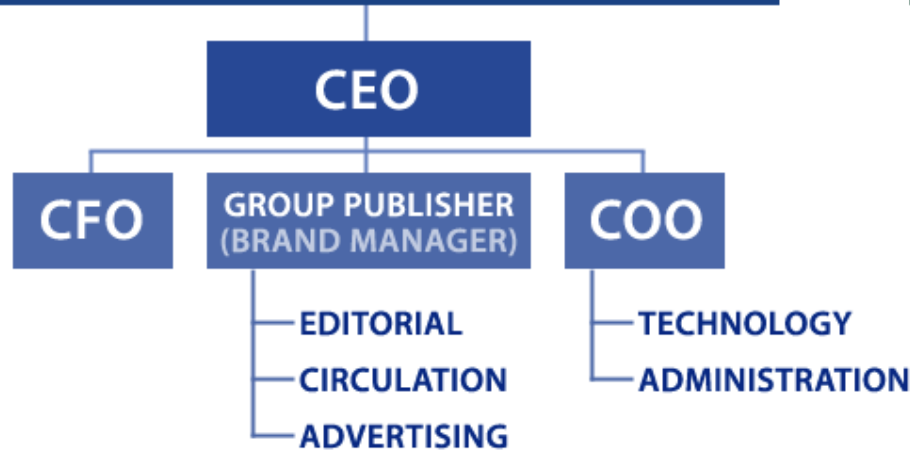
Organizational Strategy

**Organizing by Platform is Required
To Maximize Online Revenue**

Multiplatform Publishing Management

Integrating Online and Print Publishing Teams

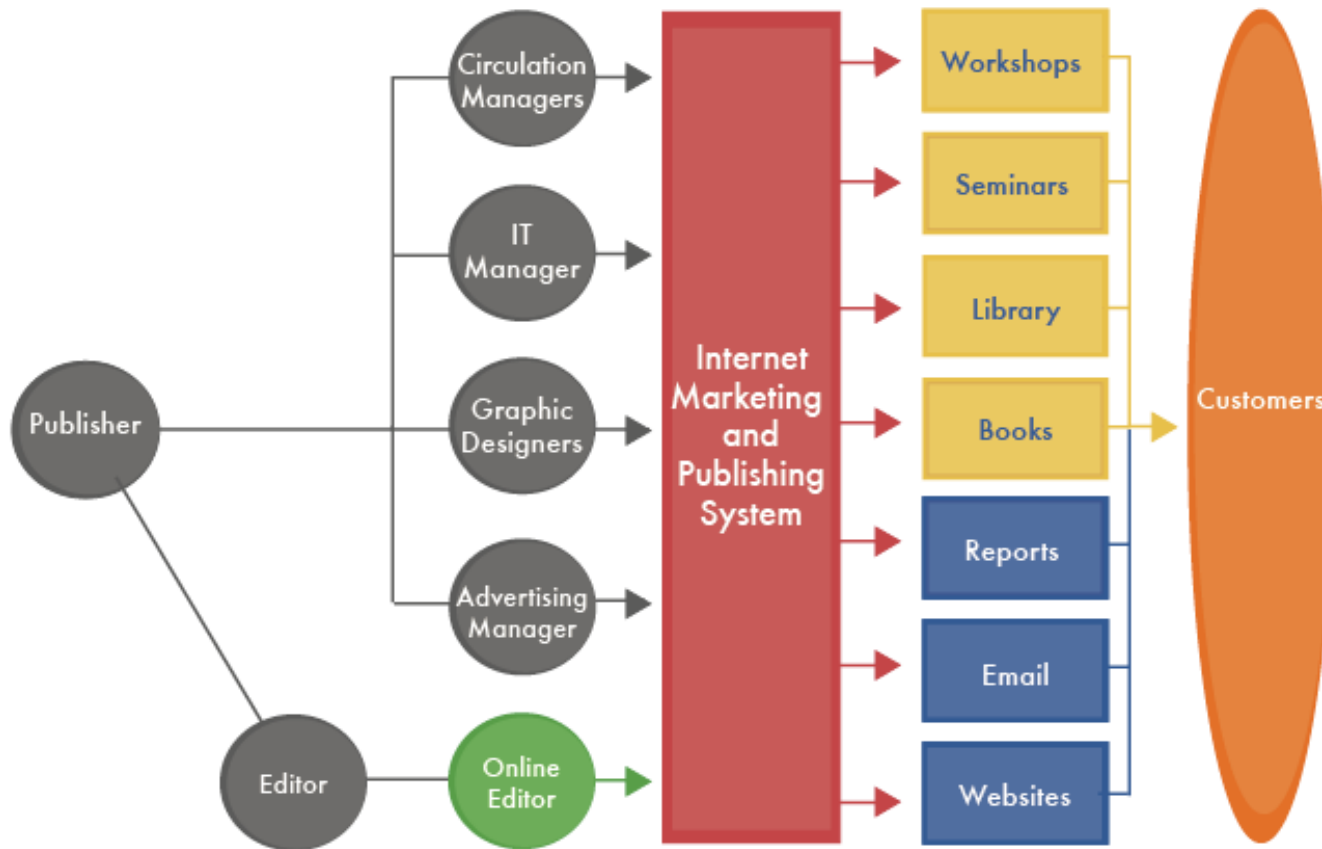
ORGANIZED BY JOB FUNCTION



ORGANIZED BY MEDIA PLATFORM

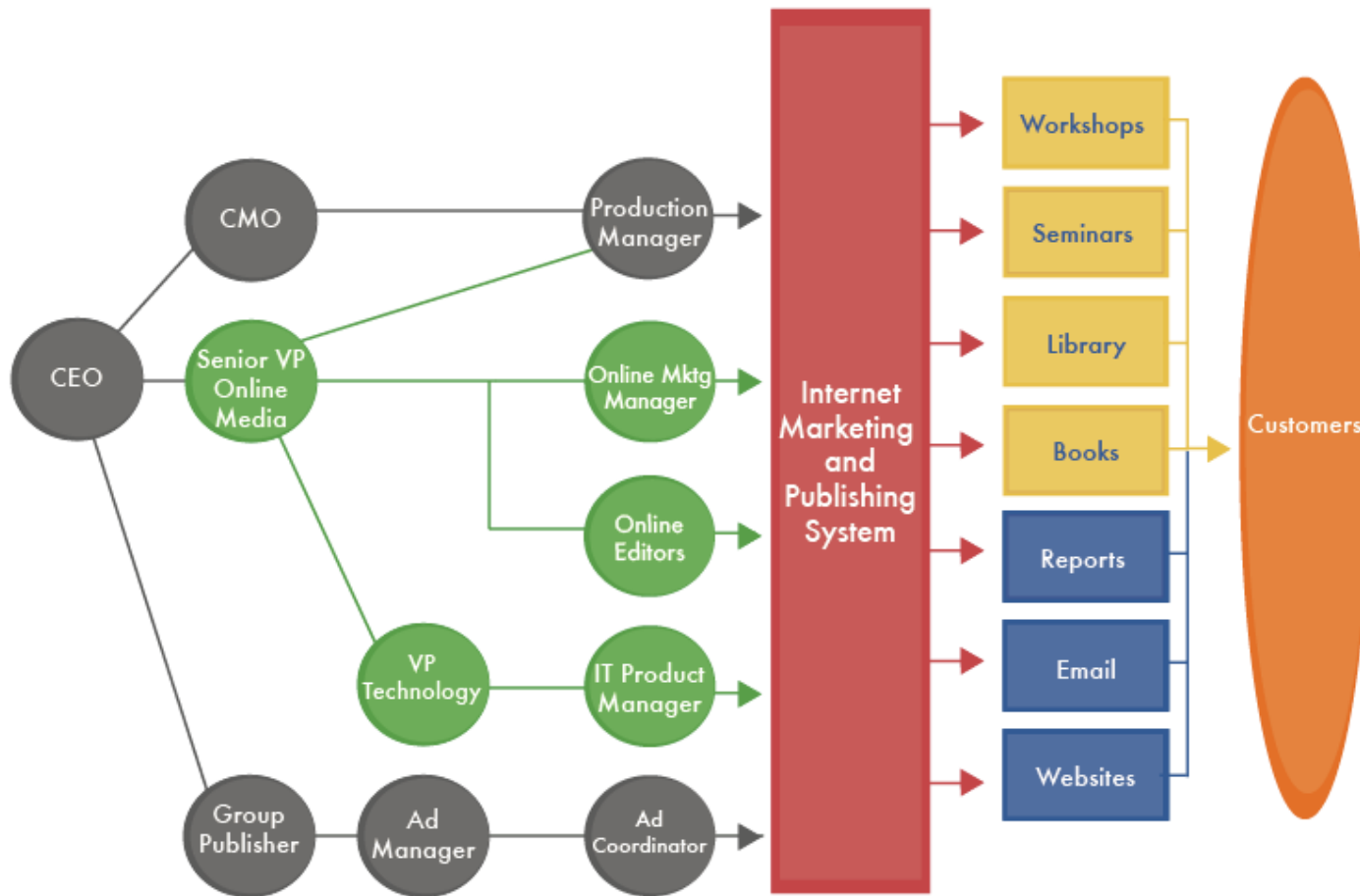


Multiplatform Publishing Management Ceramic Arts Daily Organigraph



Pages: 2,534 | Inbound Links: 2,474 | Online Audience: 12,827 | Print Circ: 35,000 | OMI: .36

Multiplatform Publishing Management Aspire Media Organigraph



Pages: 913 | Inbound Links: 103,696 | Online Audience: 93,547 | Print Circ: 95,000 | OMI: .98

Reporting Strategy

**Managing by the Numbers is Required
To Maximize Online Revenue**

Create a Management Dashboard

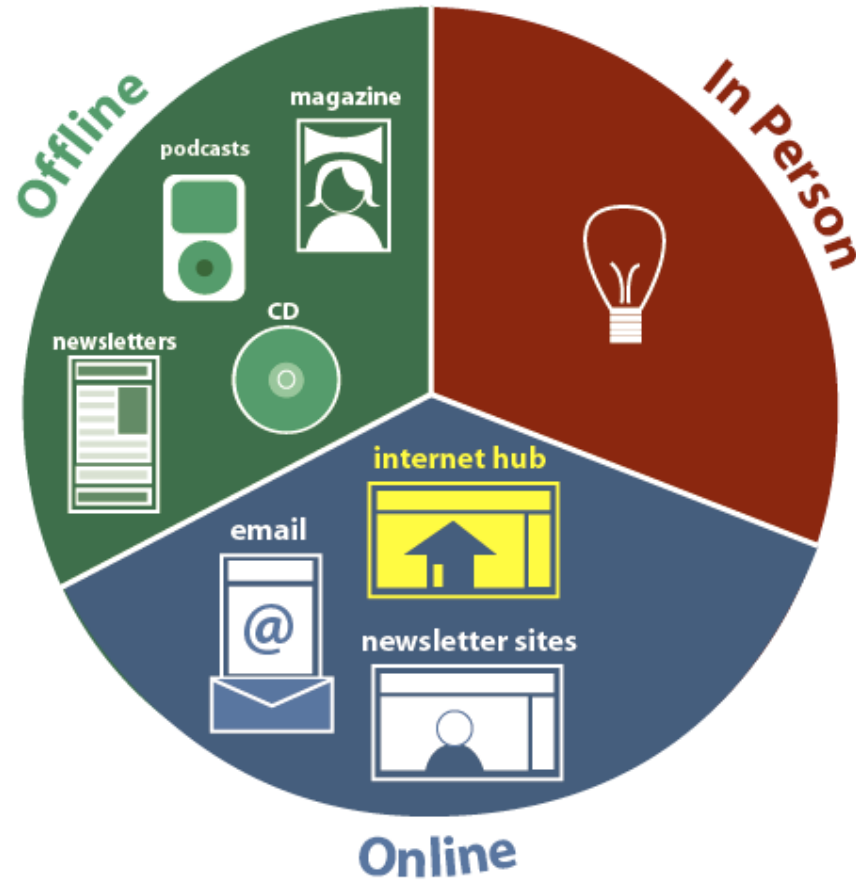
Maximize Online Revenue by Managing Key Metrics

Mequoda.com			
Mequoda KMD (Key Metric Dashboard)			
Updated: 4/4/2008			
	Jan-08	Feb-08	Mar-08
Organic Search Attraction & Conversion Metrics			
Estimated Keyword Phrases in Target	128,100	128,100	141,400
Searched per Keyword Phrase	107	107	99
Monthly Searches for Targeted Keyword Phrases	13,706,010	13,706,010	13,997,989
Google Visibility Index	0.06%	0.06%	0.07%
Google Search Impressions	8,333	8,333	9,384
Implied Click Thru Rate	15.87%	13.63%	17.40%
Arrivals from Search Engines	1,322	1,136	1,632
% Conversions to Email	14.82%	18.20%	14.68%
New Email Subscribers	196	206.64	239.7
Direct Link Attraction & Conversion Metrics			
Inbound Links from Yahoo Site Explorer	903	967	1,090
Estimated Page Views (40 PV per Link)	36,120	38,680	43,600
Implied Click Thru Rate	0.93%	0.56%	0.64%
Arrivals from Links	335	215	279
% Conversions to Email	14.61%	18.32%	15.18%
New Email Subscribers	49	39	42
Website Traffic from All Sources			
Arrivals from Search Engines	1,322	1,136	1,632
Arrivals from Direct Links	335	215	279
Arrivals from Bookmarks	4,315	2,979	3,744
Arrivals from Email	2,774	2,990	3,773
Total Website Arrivals	8,747	7,319	9,428
% Conversions to Email Subscriber (W2ECR)	2.80%	3.36%	2.99%
New Email Subscribers	245	246	282
Email Engagement Metrics			
Average Email Subscribers	6,188	6,231	6,314
Monthly Contact Frequency	14	14	14
Emails Sent per Month	86,632	87,234	88,389
% Click Thru Rate	3.20%	3.43%	4.27%
Arrivals from Emails Sent	2,774	2,990	3,773
Revenue per M Email Sent	\$ 228.67	\$ 150.49	\$ 128.43
Email Revenue	\$ 19,810	\$ 13,128	\$ 11,352
Annualized Revenue per Subscriber	\$ 38.42	\$ 25.28	\$ 21.58
Website Engagement Metrics			
Website Pages from Yahoo Site Explorer	1,303	1,330	1,350
Unique Visitors from AW Stats	5,122	4,614	5,675
Visits per Unique	1.71	1.59	1.66
Visits from AW Stats	8,747	7,319	9,428
Pages per Visit	2.49	2.43	2.34
Page Views	21,769	17,750	22,083
Revenue per M Page Views	\$ 513.02	\$ 560.28	\$ 448.54
Website Revenue	\$ 11,168	\$ 11,720	\$ 9,905
Annualized Revenue per UV	\$ 26.16	\$ 30.48	\$ 20.94
Lead Generation Engagement Metrics			
Leads Generated	14	16	19
Revenue per Lead	\$ 257.14	\$ 637.50	\$ 978.95
Lead Generation Revenue	\$ 3,600	\$ 10,200	\$ 18,600
Total Online Publishing System Revenue	\$ 34,578	\$ 35,048	\$ 39,857
Print Circulation (if applicable)			
Online Media Index			

7 Strategies for Online Publishing Success

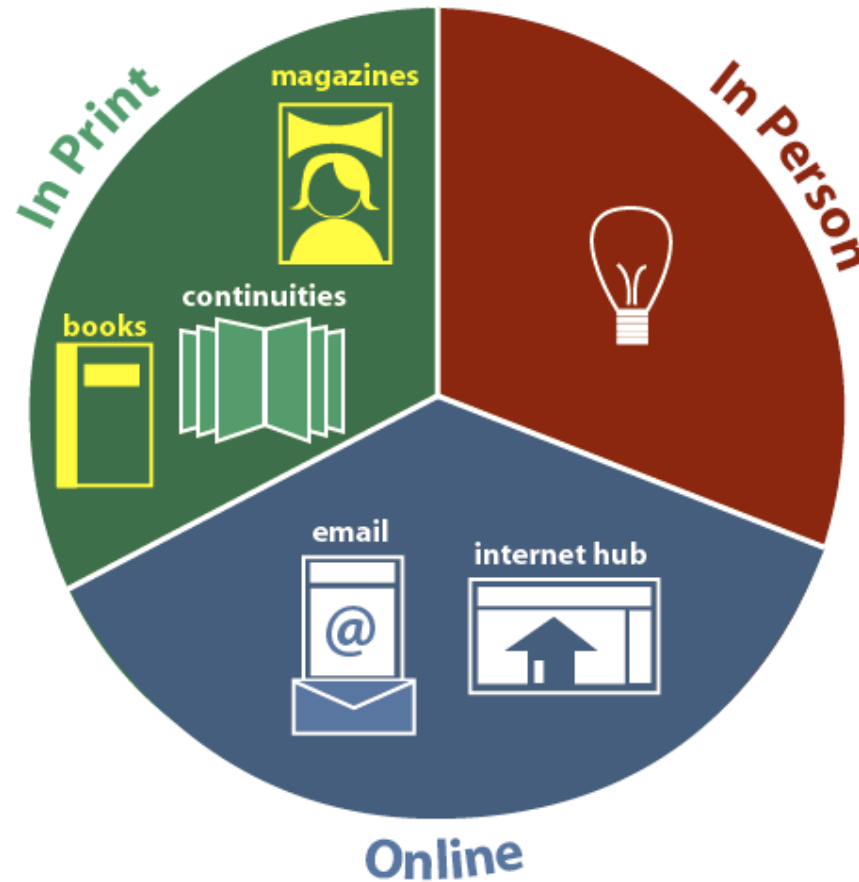


Belvoir, Aviation



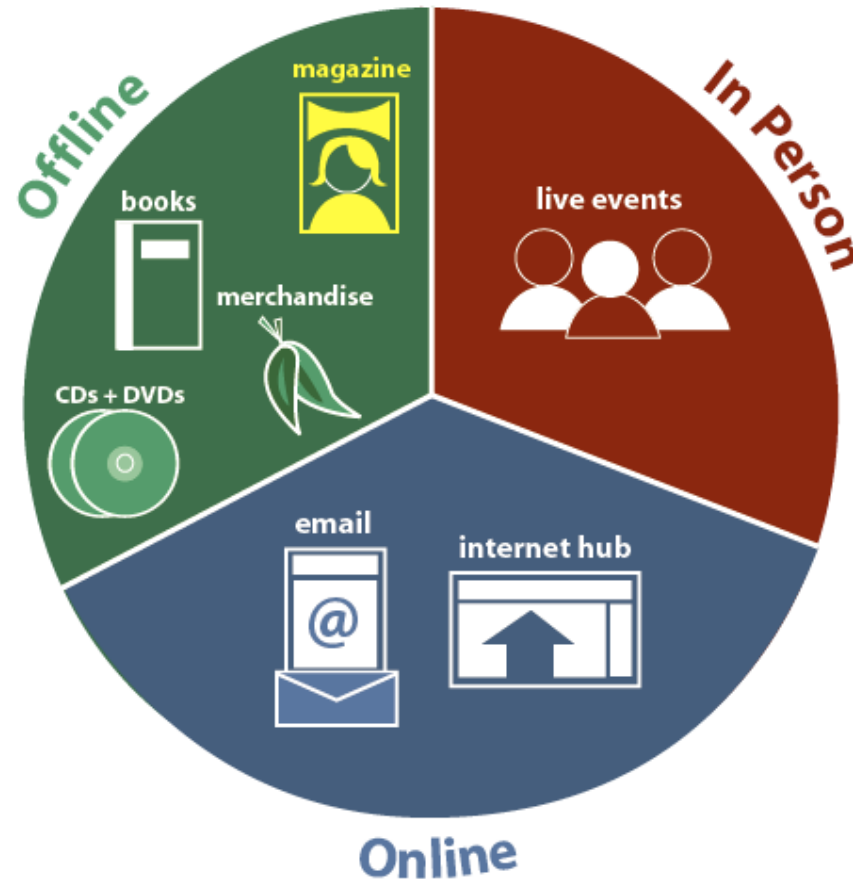
Pages: 80,183 | **Inbound Links:** 43,080 | **Online Audience:** 38,891 | **Print Circ:** 30,000 | **OMI:** 1.29

DRG Network, Crochet



Pages: 5,045 | **Inbound Links:** 11,682 | **Online Audience:** 424,807 | **Print Circ:** 100,000 | **OMI:** 4.24

Ogden Publishing, Mother Earth News



Pages: 54,292 | **Inbound Links:** 256,613 | **Online Audience:** 529,626 | **Print Circ:** 400,000 | **OMI:** 1.32

Thank You

Don Nicholas,
Managing Partner
Mequoda Group, LLC
Don@Mequoda.com

530 Wood Street
Bristol, RI 02809
(508) 358-9689

<http://www.Mequoda.com>