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One in every of the most ways in which to extend sales is to put offers in various places that are normally overlooked by Internet marketers. One such place is the error page. Another is that the thank you page or the order entry form. There are completely different ways in which to plug individuals once they finally land on your site, however you wish to add offers wherever you think they might be visible to people, thus even the error page can be a smart place to feature an offer.

When your consumers see the trouble you've got gone to so as to customise the positioning to feature offers in places which will generate surprising sales, they will be delighted and impressed. So, let's bear some of the main points here.

A slip page is that the page folks get after they kind in an exceedingly URL in your domain that does not exist. This could either be thanks to a misspelling or as a result of you took the page down and people had the previous page bookmarked. To feature offers to the error page, also referred to as the 404 error page, you can use a plug-in too.

Download the 404 Error page plug-in obtainable at askapache.com/404-google-WordPress-plugin.html and FTP it up to your site. You'll want to place it into the same plugins folder you set the other plug-ins into before. Then, activate it the identical way by getting it to flip green.

While you're within the admin area of your web site, you'll wish to look for the option panel and select that. There will be a submenu entitled "AA Google 404."

You'll wish to insert the Google Search API key there. Hit the update button. Then return to the most admin area and appearance up the Presentation > Theme Editor area. There ought to be a link there that can allow you to edit the 404 error page. Produce a template for how you want the error page to look and add the code that tells it to feature some offers.

Another thing that consumers like to determine are site stats. You can offer these directly on the internet website by putting in the Cystats plugin. It's located at WordPress.org/extend/plugins/cystats. This nifty plug-in lets visitors to your website see the quantity of referring pages, most browse classes, and even most read comments, and a full heap more. It's a nice method to prove that your website has readership and a high interest level.

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