

9 Reasons to Add Games to Your Site

By Barbara J. Feldman

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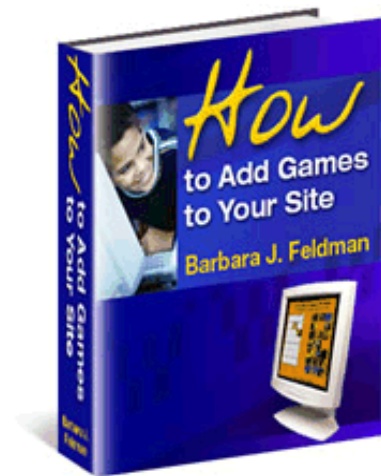
"How to Add Games To Your Site"

<http://surfnetkids.com/cgi-bin/a/cu.cgi?id=manxman>

and

Richard "Manxman" Killey

<http://www.comeandread.com>



Please feel free to pass “9 Reasons” along to others who may be interested in it.

Become a “How to Add Games to Your Site” affiliate, and make money giving away a version of this book customized with your affiliate code. Sign up by following the Affiliate Program link at the bottom of the following page:

<http://surfnetkids.com/cgi-bin/a/cu.cgi?id=manxman>

Reason #1 to Add Games to Your Site

GAMES ARE STICKY

Kids and teens play online games. If you engage your audience with entertaining games, your audience will stay at your site longer and return time and time again. Internet marketing gurus call this "sticky."

"Advertising Age" reports that games areas on portals keep visitors FOUR times longer than other sections.

Are longer visits better? Yes! Why? Because the longer a visitor stays to interact with your message, the more chance it has of sinking in.

Are return visits good? Yes! Why? Because it takes repetition of a message for it to sink in. (All teachers already know this.)

Both of these metrics (length of visit and return visits) can be easily tracked. If your Web stats don't include these measurements, try Add Free Stats at:

<http://www.addfreestats.com/>

Did you notice my repeated reference to "your message?" What exactly is "your message?" It is the single purpose of your Web site, whether educational or commercial – it is the ONE thing you want to get across. Web guru Seth Godin calls it "the banana" – the prize you want your monkeys (visitors) to grab.

Again, this can be educational or commercial. The concept is the same. To learn more about monkeys and bananas, read Godin's book:

"The Big Red Fez: How to Make Any Web Site Better"

<http://www.amazon.com/exec/obidos/ASIN/0743227905/>

Want your site to be sticky? Learn how to create games with "How to Add Games to Your Site"

<http://surfnetkids.com/cgi-bin/a/cu.cgi?id=manxman>

Reason #2 to Add Games to Your Site

GAMES ARE VIRAL

Kids, teens and adults all love to share good games, so your visitors will tell their friends about your games via email and instant messaging. Internet marketing gurus call this viral because it spreads your site like a (good) germ from person to person.

Although Internet types often act as if they invented viral marketing, it has long been called "word of mouth" or "creating a buzz."

The easiest way to encourage your visitors to buzz about your games is to make it simple for them to do so with a "Tell a Friend" link TWICE on EVERY page: once just under the headline or title of the game and again below your game (or other content.)

If you are using the right tools, this kind of campaign is easily tracked, so you can see which of your games (and other pages) are getting recommended ... and which are not.

Here are three tools for creating a "Tell a Friend" campaign. Recommend-It.com is easy to implement and even pays you when a user signs up for ezines after recommending your site. (<http://www.recommend-it.com>) If you prefer to install your own "Tell a Friend" script, and have a UNIX server, try one of these CGI scripts from Willmaster.com. Master Recommend is free (<http://willmaster.com/master/recommend/>) and Master Recommend Pro is \$45 (<http://willmaster.com/master/recommendpro/>).

Although less than half of the Surfnetskids content is gaming, my game pages are recommended TWENTY times more often than my other pages.

Isn't it time you considered adding games to your site? Act now.
<http://surfnetskids.com/cgi-bin/a/cu.cgi?id=manxman>

Reason #3 to Add Games to Your Site

GAMES INCREASE INBOUND LINKS

Many, many sites will link to games. So if you have games on your site, you'll increase the number of sites linking to you. This not only results in more direct traffic, but also improves your ranking at popular search engines such as Google.

Internet marketing gurus have been promoting the concept of "reciprocal link campaigns" for many years. You seek out complementary sites to yours, and then call/write/email to suggest that you'll link to them if they link to you. There even is software to help you manage such campaigns, and keep track of who is actually linking to you.

But I have discovered a far easier way to get sites to link to me: I provide content (read that GAMES) that people WANT to link to.

In addition to the direct traffic these links provide, they also improve your ranking (how close you are to the coveted top spot) on Google search results.

Google explains their site ranking system this way: "PageRank relies on the uniquely democratic nature of the Web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B."

The importance of a good position in Google can not be underestimated, as it also powers the Web search at Yahoo! when searchers want more sites than those listed in the limited Yahoo! directory.

To track who's linking to you, you can look in your Web stats or you can use one of several search engines. Go to Google (<http://www.google.com>) or AltaVista (<http://www.altavista.com>) and type "link:www.yoursite.com" in their search bar to get both a total count and a listing of sites that link to you.

Or, easier still, here's a site that will count and tally your inbound links for you:
Marketleap Link Popularity Check
<http://www.marketleap.com/publinkpop/>

Want more links to your site? Add games to your site with the tools revealed in "How to Add Games to Your Site"
<http://surfnetkids.com/cgi-bin/a/cu.cgi?id=manxman>

Reason #4 to Add Games to Your Site

GAMES REINFORCE YOUR BRAND

Games can be customized with your company name or image, and thus serve as way to get your audience to interact with your company brand.

What is branding, anyway? Hang around any group of marketers, and this question is bound to come up and be hotly debated to boot.

Although often confused with name recognition, branding is NOT how well consumers remember your name. Branding is more emotional, than cognitive. It is the FEELING people get when they hear your name. It is their DESIRE for your product and their LOYALTY to it.

Branding experts go to great lengths to place their products in situations that will generate the FEELING and DESIRE they are going for. Which is why products are placed in movies (with movie stars) and many big-time consumer products are filling their Web sites with games.

For a few examples of big consumer brands using online games, take a look at:

Life Saver's Candy Stand
<http://www.candystand.com/>

Coca Cola Racing Family
<http://www.coca-colaracingfamily.com/>

Now, you may be thinking that all this customized game stuff is way over your budget. But it is not! I've done it, and you can too. Discover how with my tell-all how-to manual "How to Add Games to Your Site" which reveals the low-cost guerilla techniques I used to build my Surfnetkids Games site. It even divulges more than thirty FREE games that you can use to build your own branded game arcade.

"How to Add Games to Your Site"
<http://surfnetkids.com/cgi-bin/a/cu.cgi?id=manxman>

Reason #5 to Add Games to Your Site

GAMES ARE EDUCATIONAL

Kids and teens love games, even educational games. So games can be used as educational tools to increase vocabulary and learn facts.

How do you decide which games to use when? It's simply a matter of what your goals are. Word games, such as word searches and other word scrambles, reinforce vocabulary and make fun out of spelling.

Quizzes (called trivia games when they are simply "for fun") and crossword puzzles can help with learning facts and summarizing reading material.

Picture games, such as sliders and jigsaws, can break up long portions of text (like an illustration) and bring fun to any topic.

Want to learn how to create online games that coordinate with your topics? Get "How to Add Games to Your Site"
<http://surfnetkids.com/cgi-bin/a/cu.cgi?id=manxman>

Reason #6 to Add Games to Your Site

GAMES ARE EASY TO IMPLEMENT

It's not as hard as you fear. In fact, it is downright easy to add games to your site. If you (or your Webmaster) know how to add an image to a Web page, you can turn your site into a crowd-pleasing game arcade.

What I discovered at Surfnetkids really surprised me. I had incorrectly assumed that only original and sophisticated games would draw a crowd. But what I learned was that simple, familiar games such as word searches, jigsaws, and arcade games ARE EXTREMELY POPULAR! And these games have already been developed.

You don't need to be a programmer if you use the right game applets. And over the years, I've tracked down more than fifty great ones. Discover them all in "How to Add Games to Your Site."

<http://surfnetkids.com/cgi-bin/a/cu.cgi?id=manxman>

And to make it even easier for you, at the Surfnetkids Game Club we do all the work for you, with a fresh batch of new Flash games for your site each and every month:

<http://www.surfnetkids.com/games-store.htm>

Reason #7 to Add Games to Your Site

GAMES ARE CHEAP

Not only is it easy to add games to your site, it is downright cheap. More than thirty of the game applets I reveal in "How to Add Games to Your Site" are completely FREE!

<http://surfnetkids.com/cgi-bin/a/cu.cgi?id=manxman>

Reason #8 to Add Games to Your Site

"GAMES ARE PROFITABLE"

Kids aren't the only ones attracted to games. Adults and business people love online games too. Marketing guru Anne Holland of MarketingSherpa.com has done three case studies on how

business-to-business sites have used online games with incredible results. Even if you are not a commercial entity, and even if you are not using custom games, there is a great deal to learn from these case studies. Read all about it:

<http://www.marketingsherpa.com/sample.cfm?contentID=1959>

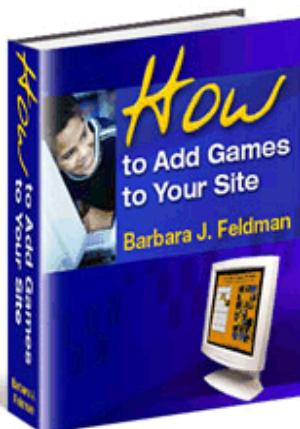
Blockdot creates online games as a form of advertising they call "advergaming." Perhaps your budget doesn't allow you to hire them, but their article on WHY games are so effective is very interesting: <http://games.blockdot.com/what/industry.cfm>

Reason #9 to Add Games to Your Site

"GAMES ARE FUN"

Yup. Games are just plain fun. And don't we all deserve just a little more fun in our lives?

Well, that's it. The end of "9 Reasons to Add Games to Your Site." I hope you enjoyed it.



Get your copy of "How to Add Games to Your Site" now.

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