



## Revealed: Easy ways for new Webmasters to Drive sales

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October 30, 2010 - Glen Parken always wondered why most website owners struggled endlessly while other webmasters slept peacefully at night.

In a touch economy, online entrepreneurs are using every talent available to them to achieve success. Online business owners in this situation all agree it's not enjoyable or entertaining – many being new entrepreneurs coming about from being let go from full time work, and looking for a new start online.

“People that work hard deserve rewards” says Glen Parken, Partner at BuyerShield.com™, a Web seal solutions company. Parken admits the competition online has heated up over the last decade and “Google isn't helping”. Consumers are demanding more quality, more professionalism and lower prices, Parken reported.

A recent study states that Internet users are more confident and savvy when it comes to buying online which has risen the bar for Internet merchants maintain to achieve sales. “We really do want success for our clients and do our best to help them achieve that” says Parken.

An estimated 90% of online businesses fail within their first 6 months, and are abandoned within a year.

While times are tough, Parken stated that “these are the times millionaires are made”. Parken recommended those that are brand new to the Internet start off with eBay, a low-risk, low-cost way to getting familiar with how Internet marketing works.

“Our web site seals are the best on the market – pretty much guaranteed to increase sales for online businesses – they even work with eBay”. Parken adds “[we] have some great FREE tips on how to increase sales available to everyone”.

Entering the Internet marketplace in the early 2000 dot-com bubble burst, Parken admits he “faced the same tough situations as many do now” but then added that “with some intelligence, drive, and the right tools, new and existing online businesses can still flourish”. More visitors are using the Internet to find cheaper goods than available in regular shops. “If I were starting out, I would get smart about marketing and would tweak my website, be it adding live support chat, or adding a good quality web seal” Parked stated.

BuyerShield.com™ is a Web seal security solutions company specializing in increasing sales for online businesses through its impressive and cost-effective range of sales-boosting web site seals. All web seals come with a 14 day FREE trial. Visit their site today to learn more about what they can do for your business: <http://www.buyershield.com>.

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