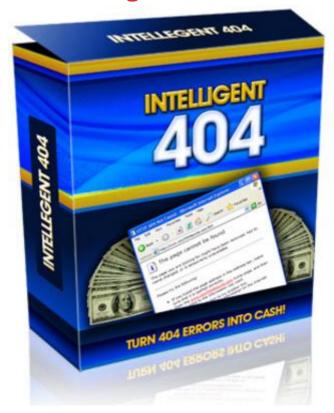
Intelligent 404 Mrr



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You click on a link or type a URL into the address field of your browser. But instead of being taken to that particular web page, youre confronted with a 404 error... that infamous Page Cannot Be Displayed message. Maybe you typed the URL wrong. Or maybe whoever created the hyperlink made a mistake in the HTML coding. Either way, the page youre hoping to access doesnt display. So you try it again and receive the same results. If youre really interested in getting to that page, you might make a few more attempts. But regardless of how determined you are, youll eventually give up, perhaps making a mental note to come back later. You know, just in case it was caused by a temporary server glitch. Of course, if youre like most Internet users, youve got a dozen things going on at the same time. And that means youll probably never get around to trying that page again, much less remember the original URL address or where the link was located. Well... thats exactly what most of your viewers experience. Once that 404 error shows up, theyre gone. Most likely, never to return. But the bad part is, you wont even know thats what happened. Or how many times a day that sort of thing takes place. Oh sure. You could spend countless hours wading through your web logs every day in an attempt to keep track of each and every

error message. But even then, you probably wouldnt be able to tell what URL address a viewer was attempting to access. Worse, without knowing what went wrong, you cant fix it. And lets be totally realistic here. Whos even got that kind of extra time available? Rather than being buried in confusing web logs, you should be spending every available moment on more important and productive details. Like advertising your online business and taking care of customers! Has This Ever Happened To You? Youve paid good money to have a killer solo ad sent out to tens of thousands of subscribers. And since it includes a time-sensitive offer -- viewers need to get to the product sales page by a certain deadline -theres no room for error. Unfortunately, either you or the owner of the list typed the wrong URL address into your ad. Now what? Assuming you find out about the error soon enough, you can always send a second message to those same subscribers, one that includes the correct web page link. Its not the most professional scenario but at that point its all you can do. Besides, what really matters is all the valuable time thats been wasted. Every single minute that passes by prior to sending the correction, youre LOSING money. And thats just ONE instance. Think about all the other places a viewer might encounter a bad link... * An important message you posted on a discussion board. * A guality article you wrote and distributed throughout the Internet. * A link to your website that someone else placed on their resources page. * A classified ad that got blasted to FFA sites and/or safelists. * A product or affiliate link in a paid or free distribution ebook you released. * A product or affiliate link in an ecourse youre sending out through autoresponder. The list goes on and on. And with so many areas involved, its unlikely that you have the time or ability to be 100 certain no mistakes have occurred. So whats the solution?

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