

## Issue 29

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# The truth about FFA pages

## ● **WHAT IS A FFA WEB SITE?**

FFA comes from: Free For All site, and are sites that allow anyone to submit a link to them. This links are free of cost and you don't need to link back to the page, as it's usually required in the link exchange programs.

Whether a FFA submission is useful or not it's still being discussed. Some people claim that FFA web sites produce so little traffic, that's useless to consider submitting a link to them.

Others say that investing resources on search engine optimization and other methods of traffic improvement it's much better. And many point out that if your alternative is having a free link in a FFA web site or having nothing at all, then the FFA web site's link is always better than nothing.

You can be sure that if you post your link into a FFA web site you will get a real flood of e-mail!...

### **SPAM e-mail !**

E-mail that comes from hundreds (even thousands) of people that want to tell you about their business and have captured your e-mail address from the sites with special programs that do so.

Will you also get e-mail from people interested in YOUR offer? ... Only a few!

## ● MY OPINION

- FFA web sites are more a waste of time and effort than a good deal
- If you still would like to try with them, don't post to them one by one, a good autosubmitter can get you pretty good results in a minimal amount of time.
- NEVER use your personal e-mail addresses when you post to a FFA web site, you must use a free (disposable) account.
- Be sure that the URL address you submit doesn't have any e-mail address that can be harvested by spammers
- Using FFA autosubmitters it might look as a good idea, but in fact it doesn't work, because your link rolls off from the pages as fast as other people submit their sites via the same tool.
- Submitting manually to FFA web sites it's even worst, for the same reason than before and because it takes too much time per submission.
- If you want a better positioning, submit with autosubmitters more than once a day

## ● HAVING YOUR OWN FFA WEB SITE

Absolutely! It's much better to own a FFA web site than to post to FFA web sites!

You might wonder what's the gain of creating a page that allows OTHER people to post their links to YOUR ffa site for free?

The gain is that with a good CGI script...

**You would get their E-mail addresses!**

Then you can use that e-mail address to send out a "thank you for posting" message, which it's just an excuse to include an advertisement for some of

YOUR products.

Some webmasters send also a second e-mail telling their users when their link roles off the page, in this message, they tell the receiver that his link is no longer available at the FFA web site and they invite him to come back and submit it again.

As you can probably guess, if you run the FFA web site this is your second opportunity to include another advertisement in this message as well..

So, as you can see these are the reasons of why the FFA web sites exist...

- NOT to give you the opportunity to contact people
- BUT to give the owner the opportunity to harvest your e-mail address for marketing purposes

If you go around sending information about your business opportunity to people that haven't asked for it, you can be accused of spamming. However, if people give you their e-mail address in order to be accepted in your FFA web site, and therefore accepts that will receive confirmation e-mail, they can't complain about it.

## ● THE MILLION DOLLAR QUESTION ABOUT FFA WEB SITES

**Do FFA web sites work as a traffic builder?**

- It used to work well in the past
- It isn't very good anymore.

Many people use autosubmitters to submit to hundreds or thousands of FFA web sites at the same time, they get a throwaway account and direct the flood of e-mail caused by the submission to that address.

As they use a throwaway account, they never go and read those messages.

Only a few use their personal e-mail address, but they get so many messages that just can't possibly read every single one of them. So, the chances of your message being among those that get read are closer to 0 % than to any other number, because...

- Very few people do read those postings

## • HOW TO MAXIMIZE FFA WEB SITES PROFIT

- Once you get the e-mail addresses you should make sure that they are real, and the easiest way to do it, is to request via e-mail that all submitters confirm their submissions by replying to the message. (So they don't use a fake one)

- Send your confirmation mailings two or three days after the submission. If the submission has being made using an automatic submission tool, the user will get a ton of mail, so an immediate reply might get buried among thousands of others.

- Always notify the user why you're mailing him, and if you promised to send one or two reply e-mail, send only one or two e-mail.

We have now covered why people run FFA web sites and how to improve the benefits they can bring. But is that hard work worth it in the end? I wish I could say otherwise, but I believe that the answer is no. It takes quite a lot of effort to get a FFA web site run flawlessly and even when you manage to achieve that, the negative sides of running a FFA web site will always be with you.

Is it worthwhile doing all this work? My idea is that the answer is no. It will take you too much effort to get a FFA web site run flawlessly and you can expect only little result. Unless you run a PAID service.

Why would people pay for a FFA service? They will do it if they see that you consciously filter all the automatic submissions, and offer a copy of the e-mail address of all the daily submitters to your customers.

# ● FFA web sites COMMON PROBLEMS

What kind of problems can you expect with a FFA web site of your own:

- Some people might post ads with e-mail addresses that belong to someone that they would like to disturb, and you can be accused of SPAM (so you need to keep a copy of all the requests that you receive)
- Massive autosubmitters will hammer at your host (no solution for this).
- Even if it's not allowed, some people will post obscene links on your page (you need a human being that reads all of them to filter them).

## FINAL ADVICE:

**Keep away from FFA web sites!**

Written by Dr. Roberto A. Bonomi

This web page is part of "[How to Sell on The Web](#)"

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## FREE CONTENT FOR YOUR WEBSITE OR EZINE

Would you like to have some fresh and free content to include in your web site or e-zine?

You can reprint Dr. Bonomi's articles on your web site or in your e-zine as long as:

- a) The article is printed in its full form with no changes.
- b) You send us a quick e-mail to: [newsletter@easy-home-business.com](mailto:newsletter@easy-home-business.com) telling us where you'll be publishing it.
- c) You include the following text at the end of the article:

**ABOUT THE AUTHOR:** Dr. Roberto A. Bonomi is the owner of the successful [www.easy-home-business.com](http://www.easy-home-business.com) site and the incredible "How to Sell on The Web" e-book

If you are looking for the best information to drive traffic to your website and make more sales, then I highly recommend you to visit <http://www.easy-home-business.com>

Easy Home Business' site is in the first 10 places of every important search engine that you can look at!

This guy really knows what he's talking about!

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## SEND US YOUR SUGGESTIONS

We would love to hear what you think about the Easy Home Business' Newsletter. And if you have any suggestions for upcoming issues please send them too!

Just e-mail the editor at: [newsletter@easy-home-business.com](mailto:newsletter@easy-home-business.com)

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