

How To Build Your List By Using iFrames

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Retaining your visitor's attention while they are on your site is a well-known problem for many webmasters. Visitors get distracted and click away from your page or site without performing your chosen tasks you had planned for them to carry out.

How rude of them!

Many times it is the webmaster who is to blame... a poorly constructed webpage can result in a lost sale or a lost subscriber. Many times the core reason for this failed manipulation has to do with the layout of the webpage itself, than to any lack of interest on your visitor's part.

Most webmasters, especially those who are into marketing, want their visitors to do two things:

1. buy their product or click thru to an affiliate link to buy a product
2. sign-up or opt-in to their newsletter to receive follow-up information

This is where problems can arise, visitors may just opt-in and they are quickly wisped away to a thank-you page. Or the visitors might buy the product without signing up to your newsletter list.

Many professional webmasters use a squeeze page where they capture the contact information of interested customers. Others use Pop-ups or Fade-ins to capture contact information. But many times having your visitors go thru all these different pages can be distracting and result in bounces or lost sales.

One simple solution to this common problem is to keep your visitors on your main sales page and still collect their contact information. This can be easily done by the use of a simple iFrame.

An iFrame lets you insert content from another website into your current page without distracting the reader. It is a popular way of inserting another HTML page on your current webpage - advertisers such as Amazon have long used iFrames. The new widgets are another way of accomplishing this same task.

By using the iFrame code, you can open or display your autoresponder sign-up form directly on your sales page. Then as your visitor signs up for your list or newsletter - you can display the thank-you page in the same iFrame, all the while keeping your visitor on the sales page and still reading your message.

Setting up your iFrame code is quite simple. Here is some sample code you can use. Keep in mind, you can adjust the size of your

iFrame and the color of the page background, etc. - like you would do with any HTML webpage.

```
<*IFRAME src=http://www.YourSite.com/yourcapturepage.htm  
frameBorder=0 width=450 height=150><*/IFRAME>
```

Remove *'s in actual code for your iFrames.

Your lead capture page will contain your autoresponder form. All professional AR services such as Aweber or GetResponse will supply these forms which you can place in your iFrame. Then once your visitor has signed-up, they will receive your thank-you message right on the page in the iFrame. Just design your HTML thank-you page to fit neatly in your iFrame window. Keep in mind, all these HTML pages have to be hosted on your site's hosting account.

Why is this effective?

The main reason why using an iFrame can be very effective is because your visitor **NEVER** leaves your page, they can continue watching your video, reading your sales message while they sign-up to your list. Many webmasters will offer incentives for people to sign-up with extra videos, free software downloads, free marketing tips... people will gladly give you their contact information if you provide them with valuable information they can use. Just use an iFrame to make the whole sign-up process easy and seamless for your site's visitors to do.

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