

- SPECIAL REPORT -

**A Snap-Shot Guide To
SBI Terminology**

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Introduction

This guide offers explanations of the terms, terminology, and acronyms you'll come across in your journey through the SBI world.

If there's a term or acronym you'd like included, please let me know through my contact form.

Enjoy the Ride!

Colin Dunbar

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"There is no more noble occupation in the world than to assist another human being - to help someone succeed."

- Alan Loy McGinnis, Author

Terms, Terminology and Acronyms

API	Application Program Interface A special program that allows you to query a company's database.
BAM	Brain and Motivation The time and persistence that are required to grow anything that is worth achieving.
BI!	Brainstorm It! A user-friendly, non-technical, niche-finding, keyword brainstorming and research tool. It is designed to help users generate free, targeted traffic from the Search Engines.
CR	Conversion Rate The percent of visitors who click and convert into "dollars". brainstorm.sitesell.com/help-day1.html
FBI!	Form Build It! Forms on your Web site can be powerful tools. And FBI! has been designed to provide you with extreme flexibility and power to create forms quickly and easily.
FI!	Feed It! A tool specifically designed to leverage the marketing efforts of SiteSell's affiliate force.
keyword	A keyword is merely the topic for the content of a Web page. All the other words on that page are "content... information about that keyword/topic." brainstorm.sitesell.com/help-keywords.html
KFCP	keyword focused content page Each specific "topical page" is called a Keyword Focused Content Page. brainstorm.sitesell.com/help-day1.html
LFI!	Link Fix It! A service that checks for broken links in your SBI site. Pages that are within 2 TIERS of your home page are checked.
MKL	Master Keyword List The "analytical half" of BI! It is where you search, manipulate, analyze, and delete keywords generated and researched by the creative half, Brainstormer. brainstorm.sitesell.com/help-day2.html

<p>MWR</p>	<p>Most Wanted Response When a visitor lands on your site is for her to fulfill the action that will generate income for you, whatever that may be.</p> <p>Example: If you are a service seller, the MWR is a "click through" to your contact information page which provides your phone number or e-mail address for follow-up communication – where you can close the deal and secure a work contract.</p>
<p>MYCPS!</p>	<p>Make Your Content PREsell! The book that teaches small business owners how to "write to PREsell" through the creation of their own unique style or "personal voice", and by communicating in a manner that builds a trusting, credible relationship with their target market.</p>
<p>MYLW!</p>	<p>Make Your Links Work! MYLW! updates and supplements the link-building information in the SBI! Action Guide. A thorough, up-to-date review of the big picture, including important new material, it provides depth and understanding as you hone down to the actual link strategies.</p> <p>You will focus on what needs to get done. And then you will be free to invest your precious time into more important business-building matters.</p>
<p>MYNAS!</p>	<p>Make Your Net Auction Sell! An e-biz in every closet... Get into Auction Action! Start and grow a profitable Net auction business.</p>
<p>MYPS!</p>	<p>Make Your Price Sell! Price with confidence and double your profits. "How much money are you leaving on the table?"</p>
<p>MYSS!</p>	<p>Make Your Site Sell! The definitive work on making any Web site SELL! Widely acknowledged as "the bible of selling on the Net."</p>

MYWS!	Make Your Words Sell! Want to sell more? Use better words... much better. Become an e-persuader.
NPI!	Name Park It! Domain name parking service, only available to SiteSell's 5 Pillar Affiliates and SBI owners.
SBIX	SBI Express SBIX boils it all down and reports only what you need to know, only what is significant. You are always up-to-date and "noise-free." No back issues. ALL IMPORTANT INFORMATION goes into the various HQs in Site Central. We *DO* post the most recent issues, FYI. http://SBIX.sitesell.com/
SE	Search Engine Example Google, Yahoo, MSN.
SI!	Search It! Search It! is a powerful, yet easy to use search tool. You literally have the best marketing/ebusiness, search/research tool at your fingertips.
site concept	The central theme upon which you will base all your site's content. Every page that you write will be about a topic that is related to your Site Concept. brainstorm.sitesell.com/help-day2.html
TI!	Track It! Track It! is track-to-sale software. It reports on special campaigns that you create and is especially useful for tracking the Return on Investment (ROI) of Google AdWords campaigns. You can also use it to track the ROI of e-zine articles or ads, location of a link on a page, and so forth.
TNT HQ	Tips 'n Techniques HQ Here you'll find cream-of-the-crop information, tips, and how-to strategies to maximize your SBI! experience and results. Contributions come from a variety of sources (SBIers, guest experts, SBI! Express, Forums, etc.).

USP	Unique Selling Proposition A USP explains your service or product's most powerful benefit, in combination with a strong, unique feature of your business. It answers the question... "Why should potential customers buy from or hire you?" It belongs on a sales page, not in your domain name.
VPP	Valuable PREselling Proposition A VPP explains, in very few words, the specific and high-value information your site delivers and your unique positioning for this delivery (i.e., your angle of approach).
WTB	Wordtracker Balance All WordTracker queries in the Select Resource drop-down menu in Brainstormer show the "WordTracker Balance" (WTB) after it. For example... "WordTracker All Words (WTB 18)" means you have 18 WordTracker queries remaining in your WordTracker Balance.