

DARRELL Z. DIZOGLIO

High-Performance Copywriter, Expert Advertising, Marketing & Internet Marketing Consultant since 1991.
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Before and after results from convincing and compelling Copywriting, a customized Marketing Action Plan and Search Engine Optimization:

Before: A brand new website (October 2011) using no paid advertising.

The screenshot shows the Alexa website interface for highperformanceresumes.com. The site is not certified. The statistics summary indicates that there are 1,893,999 sites with a better three-month global Alexa traffic rank than Highperformanceresumes.com. The site has a global rank of 1,894,000 and a rank in the US of 550,660. There is no data for reputation or sites linking in.

Alexa Traffic Rank		Reputation	
Global Rank	1,894,000	Sites Linking In	No data
Rank in US	550,660		(No reviews yet)

After: January 2012 Search Engine Ranking and Business increased 267%.

The screenshot shows the Alexa website interface for highperformanceresumes.com in January 2012. The site is not certified. The statistics summary indicates that there are 1,324,400 sites with a better three-month global Alexa traffic rank than Highperformanceresumes.com. The site has a global rank of 1,324,401 and a rank in the US of 208,041. The reputation is now 3 sites linking in.

Alexa Traffic Rank		Reputation	
Global Rank	1,324,401	Sites Linking In	3
Rank in US	208,041		(No reviews yet)

<http://WordsThatSell247.com> and <http://BarracudaCopywriting.com> results.

June 2012 search engine ranking and business increased further still...

highperformanceresumes.com

Alexa Traffic Rank 793,857	Traffic Rank in 125,933
9 Sites Linking In	

Before: A three year old website in highly competitive niche without paid advertising.

Alexa The Web Information Company

Home Site Tools Top Sites **Site Info** What's Hot Toolbar Dashboard

Search for more

righteousresumes.com This site is not certified.

Statistics Summary for **righteousresumes.com**

There are 1,672,970 sites with a better three-month global Alexa traffic rank than Righteousresumes.com. Its visitors view 2.3 unique pages each day on average. We estimate that 59% of visitors to... [Show More](#)

Alexa Traffic Rank Global Rank 1,672,971	Rank in US 476,898	Reputation Sites Linking In 34	☆☆☆☆☆ (No reviews yet)
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After: Business increased by over 200% without paid advertising.

righteousresumes.com This site is not certified.

Statistics Summary for **righteousresumes.com**

There are 1,358,888 sites with a better three-month global Alexa traffic rank than Righteousresumes.com. About 40% of visits to the site consist of only one pageview (i.e., are bounces). We estimate that 94% of the site's visitors are in the US, where it has attained a traffic rank of 161,230. Righteousresumes.com has a relatively good traffic rank in the city of Providence (#995). Visitors to the site spend about 56 seconds on each pageview and a total of eight minutes on the site during each visit. [Show Less](#)

Alexa Traffic Rank Global Rank 1,358,889	Rank in US 161,230	Reputation Sites Linking In 44	☆☆☆☆☆ (No reviews yet)
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<http://WordsThatSell247.com> and <http://BarracudaCopywriting.com> results.

Six months later search engine ranking and business increased 100% further...



In both of these businesses, the Rank in the USA is everything because they depend on clients from within the US due to the nature of the business (writing).

Scroll down to the end to review all the **independent third party evidence** you need to know you are hiring a time-tested and proven **Copywriter and Sales, Advertising, Marketing and SEO Consultant**. Obviously, the copywriting effort on both of the websites immediately below is more proof positive that my sales writing is top notch. I am the same guy the agencies hire for all sorts of Copywriting assignments, but when you go direct to the source you save a bundle.

Before: Another brand new website and domain name with no paid advertising.

A screenshot of the Alexa website interface. The top navigation bar includes links for Home, Site Tools, Top Sites, Site Info (selected), What's Hot, Toolbar, and Dashboard. A search bar contains the text "HowToFindWorkNow.Org". Below the search bar, there is a section for "Search Results for **HowToFindWorkNow.Org**". The results show "Site Information for **howtofindworknow.org**" with a "Get Details" button. The metrics listed are:

- Alexa Traffic Rank: 9,493,998 No regional data
- Sites Linking In: No Data

There are also five star icons next to the "Sites Linking In" metric.

<http://WordsThatSell247.com> and <http://BarracudaCopywriting.com> results.

After: Three months later web traffic and sales exploded. Note the #826 website ranking in Providence, RI the ideal target market for this business. All this, without paid advertising.



howtofindworknow.org This site is not certified.

Howtofindworknow.org

Statistics Summary for **howtofindworknow.org**

There are 1,462,858 sites with a better three-month global Alexa traffic rank than Howtofindworknow.org. Almost all its visitors are in the US, where it has attained a traffic rank of 130,791. This site is relatively popular among users in the city of Providence (where it is ranked #826). [Show Less](#)

Alexa Traffic Rank	Reputation
 1,462,859 Global Rank 	10 Sites Linking In 
 130,791 Rank in US 	 (No reviews yet)

Six months later, we were discovered by webmasters and the public nationwide and **worldwide** as traffic continued to increase...



howtofindworknow.org

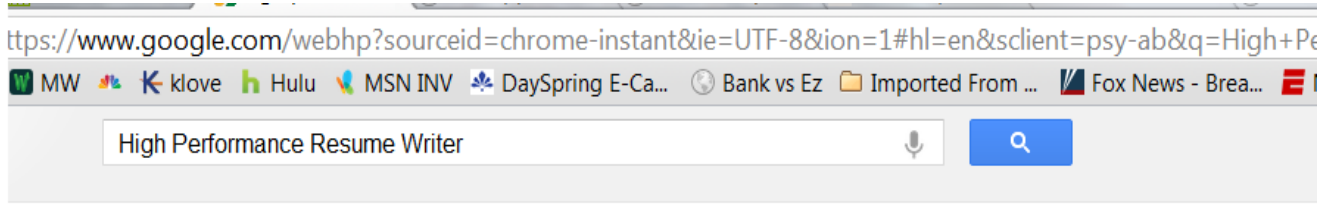
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148 Sites Linking In	



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Google organic search engine results: **Ranked five of five on first page results.**



About 25,100,000 results (0.21 seconds)

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Note how this keyword search has between 25 million and 34 million results!

Continued

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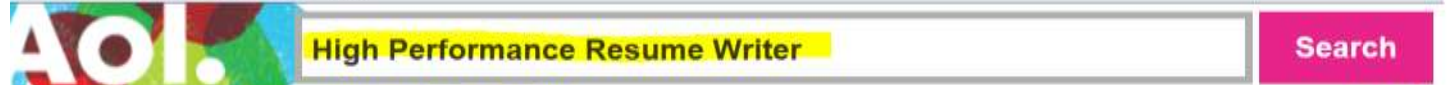
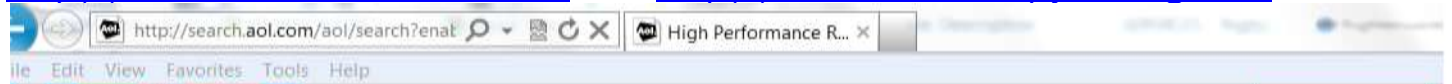
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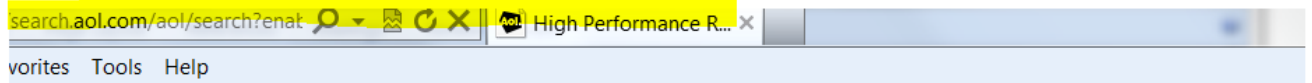
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In summary, **this is SEO domination** against intense competition with major advertising budgets! The giants of the résumé writing business Monster.com, CareerBuilder.com, JobFox.com, Ladders.com, and Ladders.com Executive Service all spend at least five figures on their annual Internet advertising efforts. Furthermore, they were well established on the Internet years before my Internet Marketing and SEO efforts began. Fortunately, SEO, Copywriting and Internet Marketing skills are a great asset of mine so I survived and thrived on the Internet. My clients have done likewise. **All these efforts help you long-term.**

How did I ever come up with this popular keyword (natural search engine term) that is also highly profitable, descriptive and memorable? How did I dominate this keywords search engine results on Google, Yahoo, AOL and Bing to crush my competition? **Research on consumer psychology, consumer behavior, knowing the target market and what motivates them, listening to client feedback, competitive intelligence, decades of helping clients as a Copywriter and SEO consultant. Besides that, I have continually learned new strategies, trade secrets, tested and researched new ideas for over two decades.**

More importantly, I understand winning Internet marketing concepts that are universally successful regardless of the product or service they promote. In other words, there is no easy shortcut that anyone can sell you. Successful Internet Marketing and SEO is the result of consistent effort. It is a race between you and 5 million of your closest competitors. Without professional help and a master plan, I guarantee that you will waste tens of thousands of dollars annually.

<http://WordsThatSell247.com> and <http://BarracudaCopywriting.com> results.

The **independent third-party evidence** above is designed to give you indisputable proof of my Copywriting talents and Sales, Advertising, Marketing and SEO expertise. If your business had this kind of Internet traffic and sales revenue, you would be on a Hawaiian vacation right now. All Information here is provided via screen snapshots from: Alexa.com, Google, Bing, Yahoo and AOL. **Isn't it time you invested in yourself?**

Keep in mind, the two résumé writing websites are micro-niche businesses. The main category would be Sales, Marketing and Advertising Services, then Writing Services then Professional Résumé Writers next we want the elite writers only hence the term High Performance Résumé Writers. Most micro-niche businesses must spend significantly every year to keep the business coming in. This kind of success with three micro-niche businesses speaks volumes. This is like the ultimate challenge for a veteran Copywriter, and Advertising, Marketing and SEO expert.

Why just hope for success when you can guarantee it instead? What if your website converted 300% more browsers into buyers? Isn't it time you said YES to success?



How much would your sales and profits increase if your business was found by 100% to 300% more people on the Internet this year?

Do you have an ordinary website or an automated income-producing machine?

Could you "handle" a lifestyle of leisure, fun and travel with websites that produced monthly revenue on autopilot? Could you stay humble after you make it big?

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A Typical Client's Return on Copywriting Investment (ROI) for Landing Pages:

Amateur Writers/Do It Yourself vs.

A High Performance Copywriter

Initial cost: Zero – \$300

\$1598 flat rate

Time Investment: 2 – 3 weeks of time

Zero

Results in 90 days: \$0–\$100 in sales

\$15,000 – \$60,000 average.

Missing:

A SEO strategy that can dominate
Original content for SEO
Vital keywords that attract traffic
Powerful Unique Selling Proposition
Trust and respect
Effective call to action
Convincing sales message to act now
Trigger words
The deal closer
Second effort
Opt in email list for follow up
Bookmarking & Return Traffic
Editing and proofreading
Follow up effort opportunities

Included:

Expert SEO strategy to dominate
Original content for SEO
Vital keywords that attract traffic
Powerful Unique Selling Proposition
Instant credibility, trust and respect
Effective call to action
Convincing sales message to act now
Trigger words
The deal closer
Second effort
Opt in email list for follow up
Bookmarking & Return traffic
Editing and proofreading
Follow up effort opportunities

Ultimate Results:

1– 2% of potential

Ultimate Results:

89 – 95% of potential

Annual Sales: Up to \$2500.

Annual Sales: \$60,000 – Millions

True Cost: Substantial lost sales

True Cost: \$1598

Gain: None due to lost time, labor,
confidence and opportunity.

Gain: \$57,400 – Millions.

Conclusion: Delegating your website copywriting, SEO and marketing plan to an expert is the only smart thing to do if you prefer profits to poverty.



The key to long-term success and growth is to re-invest a healthy percentage of your profits to help generate continued revenue and market share growth.

The billionaire Ted Turner said, "Early to bed, early to rise; work hard and advertise..." when asked what his secret to success was.

If you are not going to invest in your own business who will?

If not now when?