

## Name Squeeze Pages - What Are They and Why Do You Need Them?

There are many terms that are used in the Internet marketing world. Some are confusing, and some are simple. Some are simple but made to sound confusing. Name squeeze page how to information is a relatively new term, but it's a technique that has been around for quite some time. Name squeeze page how to information is one of the first steps used by successful marketers for lead generation. Without leads, sales cannot be made - but getting good leads these days can be hard work - unless you know how to use a name squeeze page.

You've surely heard of opt-in lists. If you haven't, an opt-in list is an email list of people who have agreed to receive information from you in their email inboxes. If you send them commercial email messages without that permission, you are spamming them - and that is against the law now. However, if you have their permission, you are not spamming them. They have the option of unsubscribing from your list anytime that they want to, and you must honor any remove requests that you receive.

An opt-in list is gold to an Internet marketer, and this is the end result of name squeeze pages. A name squeeze page is a webpage on your website that is intended to get the name and email address of visitors to the page. Now, there are many scripts that you can use to collect information about your visitors without them knowing about it, but this is not ethical, and in most cases, it violates the spam laws and privacy laws that are in effect.

To make an effective name squeeze page, you want to provide information that interests your readers and makes them want to be directed to more information, or to receive information via email. The visitor will be required to provide their name and email address for this information. This also works well when you have a freebie to give away, such as an ebook or free report. You can require the visitor to enter their email and name, and agree to receive information from you in the future in order to get the free download.

These names and email addresses that your name squeeze page collects can be added to your mailing list. You are now free to email them your newsletters and offers. But you should mail responsibly. Email good information or product reviews to your list, as opposed to spammy type advertisements. If you are mailing what appears to be spam to your list, you will lose a lot of subscribers in a very short time - and all of your efforts will be wasted.

Creating a name squeeze page is not hard. You just need some copy on the page that will make the visitor want to sign up. Of course the page needs to have a sign up form, and the HTML code for such a form can be obtained from your autoresponder service. Using an autoresponder service that requires double opt-in subscribing is highly recommended. The confirmation page that the person sees after confirming the subscription through email should redirect the visitor to the information that they are seeking, or to the free download that you are offering.

Name squeeze pages how to information is popping up all over the Internet. This is happening because this technique works. Internet marketers are using name squeeze pages on a regular basis to build massive opt-in lists. If lead generation is important to your business, you need to get your name squeeze pages up and working for you as soon as possible.

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