

Measuring Value

Contributed by Clark Nelson
Sunday, 31 December 2006

Measuring Value compares intangibles within the marketplace to the business of organized religion. Popularity is the indicator for accurate ideas. The most amazing component in nearly every deep chronology is the one offered by, and interpreted from, the Holy Bible. We can measure hits, but ideas are impossible to appraise.

{mosbotwordcount}

Measuring Value compares intangibles within the marketplace to the business of organized religion. Popularity is the indicator for accurate ideas. The most amazing component in nearly every deep chronology is the one offered by, and interpreted from, the Holy Bible. We can measure hits, but ideas are impossible to appraise.

Measuring Value

Clark Nelson

Word Count: 771

Article URL: http://www.timeemits.com/tat/Measuring_Value.htm

Author's Email Address: article@timeemits.com

Measuring Value

{bot_wrgoogle}Marketing trends today teach entrepreneurs about the intangible product value. Copyrights and trademarks have significant dollar value in advertising solely dependent on "buying a name." Surveys, focus groups and statistical records abound to indicate the conception of higher quality nearly always associates with name brand merchandise. Consumers analyze their needs and perform the necessary comparison-shopping prior to purchase.

Organized religion offers a broad marketplace, chuck full of differing beliefs and ideas. Most people choose the faith they are familiar with in order to meet personal needs and those of the greater community. Adherence to a chosen biblical chronology seems a constantly changing process. The Internet invites fresh, new content. Authors are free to express an ever-widening stream of viewpoints. Conservatives stick to more rigid scientific observation while liberal writers range toward the absurd. Mix in the alternative topics of Creationism, Intelligent Design and Darwinism, and everyone wants to be right. Who then is bold enough to challenge and on what grounds? The most amazing component in nearly every deep chronology is the one offered by, and interpreted from, the Holy Bible. The sheer mention of Bible references throws a new spiritual light upon the work. Some of the most fascinating insight comes from those remote and least popular websites. We have to dig if we want good answers.

Site popularity is the playground of religious websites. In the mind of the visitor, traffic stats determine an author's legitimacy or web ministry effectiveness. Groups with a large budget typically operate heavily publicized sites. Noted authoritative sites deliver acceptable content that usually hold traditional view. Along comes the aspiring author or self-appointed evangelist that draws criticism simply because he/she is less well known. They may have a

single view that accurately represents some previously overlooked facet. Readers reach out to their ancient ancestors to learn historical facts and ways to understand early opinions. Stray a little from the pack and unique perspectives can enhance overall traffic.

My referring statistics prove there is substantial interest in the niche market dealing with ancient Holy Bible calendar math. Article marketing nearly doubled hit counts to over 42,000 in 2006. SEO and keyword revisions made web pages easier to find. I presently publish about 30 different articles in over 300 directories. I also post to forums, link directories and the latest social network marketing tools. Expansion toward the areas of pre-historical zodiac and dream interpretations allows me to add early perspectives. I noticed one small page dealing with astrology received a high percentage of keyword hits. I strengthened this section by adding two more articles. I decided to elaborate upon the involved archeo-astronomy of the Bible.

I agree we need to teach spirituality from a conservative point. Leaders have a mission to address family issues. How to raise children, manage money and community support are favorite subjects. Visitors already accept the inerrant Word of God. They want to activate it within their lives. I position religious studies in the part called testimony slightly askew. Close associations between sleep, dreams and the spirit world led to new articles on dream interpretation. Calendar cycles encompass hundreds of years and link with faith in the afterlife, a fundamental tenet of all major religions. Learning about calendars stretches our religious convictions beyond birth and death. A writer's dilemma soon developed. My theme maintains a historical Bible-based ministry. Digressing into zodiac and dream subjects challenges me to find relevant scripture. Dream interpretations are personal. I write about eternal ramifications of faith that extend outside life. Only through writing am I able to share understanding gained through dreams and visions. My work reaches people that live on the fringe. Abstract time and the inner self are intangible, unseen things. We can measure hits, but ideas are impossible to appraise.

We must rely on traffic stats to assign website intangible value. Next to sales and donation conversions, buyer and seller determine any price. Since my website is not for sale, I consider it priceless. Anyone unwilling to buy it is equally valid in calling it worthless. In the meantime, I will present the message, monitor the traffic and build that intangible value.

Are you a pastor, educator or a student of the Holy Bible? Timeemits.com seeks anointed people to review and contribute to the Ages of Adam ministry. Ancient lunar/solar calendars like the Jewish and Mayan calendars provide the background to understanding early time. Ancient calendars of the Holy Bible use differences between the moon and sun, numerical matching and a 364-day calendar year to describe X-number of days that match with X-number of years. Ages of Adam is a free read at <http://www.timeemits.com> .

Clark Nelson is webmaster for www.timeemits.com and author of Ages of Adam and sequel, Holy of Holies. Contact article@timeemits.com for more information. © Copyright 2006 Clark Nelson and timeemits.com All Rights Reserved.

