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## The Importance Of Trial And Error

By [Roger Keays](#), 11 June 2011

Here's an interesting talk from the RSA society called "[Adapt: Why Success Always Begins With Failure](#)". The speaker talks about the effectiveness of trial and error and our natural tendency to avoid it. Here is the video

What does this have to do with Internet Marketing? A lot. So many people equivocate when it comes to making decisions about their Internet Marketing strategy it's not even funny. There is no perfect website, text ad or landing page, so here is a tip for you.

Just do it.

Even the simplest website is better than none. Even the most rushed text advertisement is better than no advertisement and even a landing page that converts poorly is better than no landing page at all.

The beauty of Internet Marketing is how your campaign evolves. Updating and growing your website is not (should not be) difficult, changing your design is easy with our back-office, and with all the statistics available on your ad campaigns and seo efforts you can continuously improve your return on investment.

Rome wasn't built in a day, so get started today.

### About Roger Keays



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