*Mission Statement: "To provide and enlighten small to mid
sized business owners with the services/ products and
information they need to become successful online."*
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Words of Wisdom...

"What's the difference between the Pope and your boss?
The Pope only expects you to kiss his ring."

Courtesy of http://www.Siglets.com
«»«

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E D I T O R'S   N O T E**

«»«

I'd like to say "Happy New Year" but it hasn't started
out that way. One of my dogs, Teddy Bear started getting
ill on New Year's Eve and has gotten steadily worse.
It started with constipation, then moved to not eating,
then no water then severe vomiting hourly. My vet who
had him on IV's ran every test imaginable but told me
there was nothing more he could do. No matter what
he tried, or how many antibiotics he forced into him,
he was still sick. He even did exploratory surgery
looking for an object he may have swallowed that did
not show up on the x-ray but the only thing he found
when he opened him up was swollen, red inflamed
intestines.

He told me if I did not take him to an internal
specialist hospital he would be dead in 3 days
from starvation. He's just a little Italian Greyhound
so he doesn't have much weight to play with and 0 body
fat. I wish I had that problem.

Anyway, my boyfriend and I took him to the hospital
this past Friday and that's where he's been ever
since. They said they had to open him back up and
do a biopsy. It was my last resort. They did the
operation on Friday and while they were in there
they inserted a feeding tube but had to bypass his
stomach (as he is still vomiting) and tie it into
his intestines. Now we play the waiting game to find
out the results of the biopsy. I'm hoping it's not
cancer or something we can't treat. For now they are
keeping him alive on IV's, pain meds and the tube.
Please say a prayer for my "little man". I've had
him 7 years and consider him my child. If you're
an animal lover yourself, I'm sure you know how
I feel.

Let's just hope this is not an indication of how
the rest of 2006 is going to go. I sure hope things
turn around soon.

*******Want to See Your Ad in This Ezine?********

If you still haven't taken the demographic survey you
still can. You'll be entered to win a FR.E ad in this
ezine- Drawing held every two weeks.Go to
http://www.advancedsurvey.com/ and type 8244 into
the "take a survey" box on the right hand side.

Today's contest winner for a free ad in this ezine
is Kozan Husey of Moonhead Entertainment Company
http://www.moon-head.comSend me your ad and I'll
get it in the next issue. For your chance to w!n an
ad scroll to the bottom and find the link to our
survey. Once you fill it out you'll be given the
chance to enter.

Please Take the Time To Do This

Due to the filtering problem and a large number of
subscribers not receiving the ezine I am asking you
to "whitelist" this ezines email address to your
address book at this time, to ensure future delivery.
The email address to add is:mcprolist@mcpromotions.com

Thanks again for joining me.

Warmest Regards,

Merle
http://www.MCPromotions.com/
http://www.EzineAdAuction.com/
http://www.MerlesWorld.com/
http://WebSiteTrafficPlan.com

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«¤»§«¤»¥«¤»§ Discussion Question of The Week §«¤»¥«¤»§

The question of the week....on the discussion board is...

"What are some of your favorite online resources?"

To POST your comments hop over to the board at..
http://www.mcpromotions.com/webbbs/config.pl

I look forward to reading your comments.

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«¤»§«¤»¥«¤»§«¤»¥ In This Issue ¥«¤»§«¤»¥«¤»§«¤»¥«¤»

   => 1. Marketing News/Resources
   => 2. Feature Article- "Search Engine Optimization and Marketing Tools"
   => 3. Net H0t Spots!
   => 4. Sites to Help
   => 5. Site Promotion Software & More
   => 6. E-Books / Ezine Resources
   => 7. Other Valuable Ezines
   => 8. Subscribe/Unsubscribe Information

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 1 . MARKETING NEWS
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Mom Fights RIAA Suit Solo
http://www.wired.com/news/wireservice/0,69938-0.html

Google Investigates AdSense Trojan Horse
http://tinyurl.com/8tjde

Google Set To Unveil Pay-Per-View Plan, CBS May Partner
http://tinyurl.com/7zr2t

Google Reportedly To Distribute Firefox
http://tinyurl.com/8ewvu

Google to develop a cut-price PC
http://www.theinquirer.net/?article=28670

Google adds new links feature to Gmail
http://www.technologynews.info/016329.html

Senator's bill requires online merchants to collect tax
http://tinyurl.com/7bhc4

Is CAN-SP-AM Effective? FTC Says Yes
http://www.clickz..com/news/article.php/3572291

AOL and Google Make Terms Public
http://www.clickz..com/news/article.php/3572406

Yahoo! Search Tells Marketers To Tighten Ads
http://tinyurl.com/dhphb

Google Pays $1 Billion For A Stake In AOL
http://tinyurl.com/8m9mm

 2.FEATURE ARTICLE-

"Search Engine Optimization and Marketing Tools"

By: Jinger Jarrett

Traffic. Everyone wants free traffic, and what
better way to get it than optimizing your site?

There are some very simple things that you can do
to optimize your site. If you want to get more from
your website, then implement these strategies, use
these tools, and make your website spider food for
the search engines.

Below are some of the best sites I have found for
optimizing my sites.

1. Check your site.

Before you start tweaking your site, you need to
make sure that it's either in Google or not banned
by Google.

The truth is, you want to optimize your site for
Google, which is now the number one search engine
in the world.

It won't do you any good to optimize your site if
Google won't accept it.

Use this tool to check your site.

Google Banned - http://www.googlebanned.com

2. Toolkits

If you can find the tools you need in a collection,
this will save you a lot of time, as well as
frustration because you will know exactly what you
need to do to properly optimize your site.

You'll want to check different aspects of your site like page rank, metatag information, and links. Nothing will drive your potential customers away faster than broken links.

This site, in addition to offering a forum on search engine optimization, also offers a nice collection of tools for helping you optimize your site.

SEO Chat - http://www.seochat.com/seo-tools

These two sites also offer search engine optimization tools. It's really a matter of preference, as well as what tools you need to optimize your site.

Add Me - http://www.addme.com
Evrsoft - http://www.evrsoft.com

3. SEO Software

You can also use software to help you optimize your site. Where software will help you the most is to actually help you optimize your site for the keywords you are trying to target. It's a waste of time to optimize your site if you haven't optimized for the right keywords.

This is the software I use, and it's free. It works for both MAC and PC, and it has some of the best documentation I've ever seen on search engine optimization because it's written for the average person. It also includes a basic search engine optimization training course, a 50 page manual, and excellent, step by step directions for preparing your website for the search engines.

Web CEO - http://www.webceo.com

4. ROR Generator/Robots Text Generator
A what?

ROR is similar to a robots.txt file in that it gives information about your site. The difference is that an ROR file is in XML format.

You can use this generator to create an ROR file for your site, and then paste a button to the main page of your website. When the search engines spider your site, they'll spider this file and have a better description of what your site is about.

I would also recommend that you create a robots.txt file because this will tell the search engines what not to spider on your site. If you own a members' area, or you sell anything, you don't want the search engines spidering your download pages.

ROR Generator -
http://www.rorweb.com/rorgenerator.php

Robots Text Generator -

http://tinyurl.com/9bfe2

5. Site Map

A site map is not only a great tool for letting your customers know where everything is located on your site, it can also help you with the search engines.

By creating a site map, you will have an index of all the pages on your website. When the search engines spider your site, they'll find all of the pages.
This will help you with your rankings.

Creating a site map, especially if you have hundreds, or even thousands of pages on your site, can be very time consuming. This generator will speed up the process.

Spider Map Creator -

http://tinyurl.com/3alb8

6. XML Site Generator

Google is now offering webmasters a chance to submit an XML site map.

An XML sitemap is a search engine friendly sitemap of your site. This isn't written for your visitors though. It's written for the search engines so that they can find all of the pages on your website.

Even if you include a sitemap on your site for your visitors, I would still recommend that you use an XML sitemap. This can speed the process of getting your site indexed by Google. This is an easy way to make sure that all of your pages get indexed.

Creating a sitemap is easy. You can use the generator listed below. Once you've created your sitemap, submit it to Google.

XML Site Maps - http://www.xml-sitemaps.com/index.php

Submit your sitemap to Google -
https://www.google.com/webmasters/sitemaps/login

7. Linking

There's been a lot of talk about linking because
linking is one of the most important strategies
for getting high ranking in the search engines.

The more links you have pointing back to your site,
the higher the page rank you will get, as well as
creating a way for others to find you. You can use
this strategy to get referrals from other sites,
which is free traffic. It's targeted, and you
are being recommended by another site.

Before building your linking strategy though,
you should check your popularity. See who you
are linked to first.

Link Popularity Checker -
http://www.marketleap.com/siteindex/default.htm

Once you have checked your link popularity, begin
by building links back to your site. Below are two
sites that offer directories you can submit your
site to.

Directory Manager -
http://www.123promotion.co.uk/directorymanager/

Free directories that don't require a link back
http://www.directoriezsubmission.com/free-web-directories.htm

Linking can drive a lot of traffic to your site. The
more backlinks you have pointing back to your site,
the more popular it will be. You'll also get a lot
more traffic.

Before you start to market, complete your site.
Optimize it for the search engines, and use these
tools to help you get higher rankings.

Article Source: http://www.iwantcontent.com

Written by:
Jinger Jarrett will show you how to optimize
your site for the search engines. Download
Search Engine Secrets. It's fr-ee.
http://www.jingerjarrett.com/Article-Writing-Ecourse/

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3 .NET H0T SPOTS
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Jog Tunes

"Like to listen to music while you jog or work out?
Select your tunes using the search fields. Click
on the links to iTunes Music Store to listen,
order, and download the tunes to iTunes. Drag
the tunes from the Library to a new playlist
and put them in a sequence that matches your
workout."

http://www.jogtunes.com/JTCtunes.php

Pixel Banner Ads

"A new way of advertising online - turn any blog or
website into a money maker.For $10 per month per ad,
they will show your 20x20 pixel ads across their
network of publishers as many times as possible."

http://pixelbannerads.co.uk

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4. SITES TO HELP
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Reuters Labs

"A news video player has up to 20 of the latest
breaking stories from around the world - updated
throughout the day so the content is always fresh.
The player is Windows and Macintosh compatible
and takes just a few minutes to integrate into
your site. Visitors can watch full news stories
right in the context of your page."

http://labs.reuters.com/video/

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Beginners Guide to Search Engine Optimization

Do you know how to optimize your website for the
search engines? If not get your hands on this easy
to follow guide that will teach you the basics for
better ranking.Your choice of formats.

http://www.seomoz.org/beginners.php

QUICK TIP

Web Surfing Tip

After you're done visiting one website and you're
ready to move onto the next, you usually highlight
the web address and hit delete or backspace so you
can type the next one in. Did you know you don't
have to touch the mouse at all?

Just Hold down your Alt Key and the D key at the
same time which will highlight the web address
and you can just type the new one.

Pretty cool!

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 5. SITE PROMOTION SOFTWARE AND MORE

CB Affiliate Express

If you use Clickbank for your affiliate program check
out this software that allows your affiliates to
cloak their links and so much more.

http://www.cbaffiliateexpress..com/

Keyword Spider

"Free Copy Of this Brand New Keyword Spider
Software? It Gathers Tons Of Keywords From
Other People's Websites." Discovers hundreds
of new keywords for your pages based on whatever
search word you input!

http://scamfreezone.com/keywordspider/

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 6 . EBOOKS AND EZINE RELATED TOPICS

Podcast Optimization

"Sign up to receive the free Podcast Optimization
newsletter and you'll also receive access to the
LEARN and SUBMIT resource centers featuring expert
articles and the ultimate podcast directory index
and submission tool." If you have a Podcast please
submit it here for possible inclusion. Directions
for submission are on the site.

http://www.podcastoptimization.com/

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 7 .OTHER VALUABLE EZINES- SWAPS

If you would like to swap ads send your information
to mailto:swap@mcpromotions.com?subject=swap

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"Merle's Mission Ezine"

Merle's Mission is published twice a month and is
geared towards webmasters and those who own their
own website. Contains software, free e-books, website
tips and tools, design resources and much more that
will help you build a better website. You'll never
be at a loss for content ideas if you subscribe now!
http://MerlesMission.com

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better donating with Amazon with your ccc go to
http://tinyurl.com/yv224

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http://www.MCPromotions.com

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me a question or suggest a topic for a future
issue.

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http://mcebook.mcpromotions.com

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Read them here..
http://www.mcpromotions.com/ezinearchives/testimonials.htm

*********W!n a Free Ad in This Ezine:***********

If you still haven't taken the demographic survey you
still can. You'll be entered to win a FR.E ad in this
ezine- Drawing held every two weeks.Go to
http://www.advancedsurvey.com/ and type 8244 into
the "take a survey" box on the right hand side.
=============================

Also, we have a satisfaction survey that I need
your comments on go to http://AdvancedSurvey.com
and in the survey box on the right type this number
10443

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Cleveland, OH 44143**
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