

On another note Google is redecorating their offices and had decided to paste the halls with photos of those who use Google Adwords. If you'd like to have your smiling face appear at Google here's your chance. Go here to submit your photo:

http://www.google.com/adwords/photo_submit.html

Now on with the show....

*******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 Mike Metzel. Send me your ad and I'll get it in the next issue. For your chance to win 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.MerlesWorld.com/>

<http://WebSiteTrafficPlan.com>

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

Due to my host purchasing a new server the board is temporarily down this week.

Watch the Super Bowl Ads and Rate Them
<http://tinyurl.com/2bgo7k>

Adsense and Using Competitive Ads
<http://tinyurl.com/2umlja>

Yahoo Inventory Tool is No More
<http://tinyurl.com/264g4g>

UK puts new email regulation in effect
<http://tinyurl.com/2qnbkm>

Panama Launch Imminent
<http://tinyurl.com/32z4dw>

Google Clarifies it's Stance on Adsense and Images
<http://tinyurl.com/yzuuky>

Why So Worried?
<http://tinyurl.com/3agob8>

2.FEATURE ARTICLE-

"Google Adwords Ads- "Making an Impact in a Small Space"

By Merle <http://MCPromotions.com>

Are you frustrated with the results from your Google Adwords advertising campaign? Let's face it, you've got just a few lines to make a huge impact. If your ads don't draw the reader in, they won't click and if they do click and your landing page doesn't convert well, you won't make the sale.

It all begins when you put together your text ads, which can't be over 25 characters -- and the description lines max out at 35 (including any spaces used).

A well written ad will give you an edge over your competitors, who may be competing for the same keywords/phrases.

Higher click thru rates will help your ads to rise in the ranking as this is part of Google's ranking criteria.

Before you get too creative, Google has a few things to say about what is and what isn't allowed in your ads.

Let's review:

- 1) You can't repeat punctuation, or symbols. For example, no: !!!! or #####
- 2) You're only allowed one exclamation point in your ad and it cannot be in the title.
- 3) Avoid the use of superlatives such as best, cheapest, or #1 -- unless you have third party verification on your website to back up your claims.
- 4) Capitalization of every letter in a word is not allowed. For example: FREE, LOOK. However, you can capitalize the first letter of each word if you like.
- 5) No foul language or misspelled words, but why would you want to do that?
- 6) Believe it or not, you cannot use words that entice the viewer to click things. The phrases "Click Here" or "Visit this Link" are no-no's.

So now that you know the things you don't want to do, let's turn our attention to what you should be doing.

- 1) If you're trying to target a local audience, make sure to mention your location within the ad.
- 2) As with all good advertising you want to stress the benefits of your products and services; not features. Make sure you know the difference.

3) Try to use "call to action" words in your ads. For example: "Download Now", "Buy", "Order."

4) Remember that the urls in your ads do not always have to lead to your home page. You want the url lead your visitors to the exact page the ad is about. For example, if you want to offer a free ebook, lead them to the download page, don't make them look through your site to find what it is you're advertising in your ads.

5) Try to use keywords or phrases in your ad copy, within the titles and descriptions. When someone searches for that word or phrase, the Adwords ads that contain that exact phrase will see they are automatically bolded.

6) Make sure to set up separate campaigns for the different products and services that you offer. Each ad group should be centered on only one topic.

7) Once your ads are up and running, never stop evaluating and tweaking your ad copy and tracing conversions. You need to know what's working and what's not.

If you learn through testing your ads that one is outperforming another, you can log into your Google account and select that campaign. You'll then want to click on "Edit Campaign Settings" and check the box that reads "optimize show better performing ads more often." This will insure that the ads getting more clicks will get the most "playtime."

If you'd like to learn more about Google Adwords, there are some really good ebooks on the subject.

Perry Marshall <http://www.perrymarshall.com/google/>

Phil Chapman <http://tinyurl.com/s2qfu>

(Hard Copy Book)

Andrew Goodman <http://tinyurl.com/pksws>

Printer Anywhere

Print docs on other peoples printers.
quickly and easily.

<http://www.printeranywhere.com/>

4. SITES TO HELP

Google Website Optimizer

"Use Website Optimizer to test different website content. Graphical reports show which content engages your audience and results in the highest conversions. Run that content to improve your users' experience and convert visitors to customers. " Apply to be part of the beta.

<http://services.google.com/websiteoptimizer/>

"We We Calculator"

Remember, no one cares about you online, it's all about the customer. Is your website copy focused on you or them? Check out this "unique and free analysis tool that counts certain words on your site that are key indicators of whether your focus is on the customer or not."
Just type in your url and see how you rate.

<http://www.futurenowinc.com/wewe.htm>

Blog Talk Radio

Have something to say? Maybe you fancy yourself the next Howard Stearn. Start your own show and even have people call in with questions or comments. All you need is a phone and Internet connection.

<http://www.blogtalkradio.com>

Local Business Masters Course

Small business owners who are trying to tap into a local market online should read this fr-ee PDF ebook. Learn how to reach people locally online.

<http://local-biz-masters.sitesell.com/>

Fr-ee Report on Conversions

Getting traffic to your website is one thing but getting people to do what it is you want them to do while there is what's really important. This is called conversion. If you need help download this PDF report.

<http://www.omniture.com/go/636>

----- **7 .OTHER VALUABLE EZINES- SWAPS** -----

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

"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>

Tell me what you like, what you don't like, ask me a question or suggest a topic for a future issue.

Would you like your Ad featured in this ezine? It will be viewed by over 2,300 subscribers.
Solo Ads Also Available

For current ad rates:
mailto:ad_rates@mcpromotions.com

Grab my ebook "Must Have Marketing Resources"
<http://mcebook.mcpromotions.com>

I am currently in need of testimonials for this ezine. If you're a subscriber and enjoy it, or have run paid advertising in it and were happy with the results, please let me know. If I choose your comments they will be featured on my website and/or in my advertising. Send to mailto:testimonials@mcpromotions.com Read them here..

<http://www.mcpromotions.com/ezinearchives/testimonials.htm>

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

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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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