





Today's contest winner for a free ad in this ezine is Mary Hartman. 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 ezine's 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>

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

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

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

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 ¥«»§«»¥«»§«»¥«»»**

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=> **1. Marketing News/Resources**

=> **2. Feature Article- "Yahoo Search Marketing Gets a Long Overdue**

**Update: "Panama"**

=> **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**



Google to offer more click fraud protection  
<http://tinyurl.com/2a5vgo>

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Google Ads To Appear On Social Networking Profiles  
<http://tinyurl.com/23wnbh>

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Judge Finds in Favor of Search Engines  
<http://tinyurl.com/23z3ux>

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The 12 Steps to Cure Email Addiction  
<http://tinyurl.com/yubsoq>

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**2.FEATURE ARTICLE-**  
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**"Yahoo Search Marketing Gets a Long Overdue Update: "Panama"**

By Merle <http://MCPromotions.com>

Yahoo Search Marketing, which bought Overture back in 2003, hasn't had a facelift in years. They have gone through a lot of changes and have finally gotten around to launching a new and improved version of their service which they're calling "Panama". No relation to the country of southeast Central America which also bears the same name. But it's got a nice ring to it.

With such a large customer base the upgrade is being rolled out slowly, in phases to insure a smooth transition for existing customers. The first to try the new system were invited by invitation only, back in October. New customers are automatically enrolled in the new service upon registering with Yahoo Search.

Existing advertisers will notice a brand new easier to use interface along with many other new features and some old features that have been replaced. On the "Manage Bids Page" these items have been removed: "top 5 max bids", "position", "your cost" and the familiar "bid tool". These items have been replaced with "estimated avg. position column", "average historical bid range", and "latest available bid range"

Ad ranking which was at one time based on bid amount only now is based on bid amount and "ad quality". The ad quality is determined by the ads "historical performance" (click thru rate) and the ads expected performance. What this means in English is that higher quality ads that receive more click thrus will enjoy a higher ranking. This change should also result in more relevant ads for searchers.

According to Yahoo to best take advantage of their new ranking system you'll want to include your keywords in your ads and use their excluded keyword features to optimize your advanced match type. The new bid requirement is now .10 which applies to all existing customers once they are upgraded. This applies to all of those who were at one time "grandfathered in" under lower rates.

Besides a streamlined easier to use interface what are some of the other new features? Glad you asked.

- 1) Geo Targeting Capabilities: Narrow distribution to cities and surrounding areas.
- 2) Analytics (aka Ad Testing): Test multiple ads to see what is and isn't working for a given group of keywords.
- 3) Campaign Scheduling: Manage your campaigns with the ability to schedule them by start and stop dates.
- 4) Insert Keyword Feature: Automatically insert keywords into titles and descriptions.

Ad copy is also now instantly reviewed. The old process was 24 to 48 hours for approval.

It's still your decision to run ads on content match (ads displayed next to webpage content that is related to your biz) and/or sponsored search (search engine results pages only).

The new page you'll see upon logging into your account is called "The Dashboard". It provides a clear overview of your account. You'll also see 3 tabs across the top of the page as follows:

1) Tab 1 (Campaign Section) This is where you'll manage your bids, add keywords, create new ads and also review performance of your campaigns.

2) Tab 2 (Reports Tab) Here's where you'll monitor the performance of your campaigns, see impressions, clicks, monthly costs, view graphs.

3) Tab 3 Administration Tab: Contains all of your general account information and settings. Example: billing and payment info, daily spend limits and more.

Something else that's new is that each ad group may contain up to 1,000 keywords and up to 20 ads. An ad consists of your title, url and descriptions. You can set 1 bid for each ad group or set individual keyword bids.

Current users who were use to the individual keywords will need to create categories for their keywords. Each category is considered one campaign. A campaign consists of one or more ad groups. Each category should relate to one product or service.

If you're an existing user and you're account hasn't been upgraded yet you can request an upgrade at <http://tinyurl.com/yu946m> - There is also a nice tutorial located at: [http://searchmarketing.yahoo.com/rc/srch/tu\\_up.php](http://searchmarketing.yahoo.com/rc/srch/tu_up.php)

Those who don't choose to upgrade will have it done automatically eventually. Again, it's all being done slowly in phases.

Current users will receive an email at least 2 weeks before their actual upgrade date. Before the upgrade takes place you'll be sent details on how to preview your account in the new system. If you like what you see in the read only preview mode, there will be an "upgrade now" button, just click that to begin the process. Processing time can take up to 8 hours to complete.

To stay up to date on the upgrade process see:

<http://searchmarketing.yahoo.com/upgrade.php>





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### 3 .NET HOT SPOTS

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#### **Paypal 15.00 Rebate**

Make a purchase of 30.00 or more using Paypal between Feb 8th and March 31st and get a 15.00 rebate. You must sign up here first before making your purchase. The \$15.00 USD rebate will be deposited into your PayPal account by May 28, 2007. Limit one rebate per Paypal acct.

<http://tinyurl.com/27cjma>

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#### **AdBrite**

If you're an advertiser looking for places to run your text or banner ads or a publisher who wants to earn some income from selling the space on your site, Adbrite has you covered.

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

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#### **My Free Copyright**

"Provides a third-party, non-repudiation, registered dating of your original digital creation. By using this service, you publicly associate your digital copyright and defined rights to you."

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

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### 4. SITES TO HELP

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#### **Pinger**

A new way to send messages with your voice-as convenient as a phone call, as efficient as an email. You dial a number speak and they receive an email message with your voice message. Very cool.

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



Only certain Ebay listings will get listed here:

You must have a feedback rating of at least 100

Your Ebay listings need to be set up as "fixed price" or be part of your store inventory.

Your feedback needs to be 98% positive at the minimum

You also have to accept Paypal

For more info see:

<http://express.ebay.com>

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**5. SITE PROMOTION SOFTWARE AND MORE**  
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**Google Content Webinar**

Learn all about Google's Content Network with this Flash guide. Learn the difference between search advertising and running your ads on the content network. Running time 7 minutes.

<https://trainingcenter.google.com/gcn>

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**AdWords Seminars**

Google is coming to a city near you. Straight from the horses mouth. "The seminars will be offered in two tracks: Beginner & Intermediate, and I intermediate & Advanced. Both are designed to teach you how to manage your AdWords account more effectively by covering topics from best practices on account setup to bidding and campaign management strategies."

[http://services.google.com/ads\\_inquiry/awseminars](http://services.google.com/ads_inquiry/awseminars)

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**Letter Pop**

"You can make Thrillingly Creative Newsletters in minutes. Easy, Fun, Powerful—with no software to download."

<http://letterpop.com/>



**"Can You Write a 7 Page Report?"**

If You Can Write 7-15 Page Reports, Then You Can Make A Living Online Working Just A Few Hours Each Week From The Comfort Of Your Home. Find out how in this free report

<http://tinyurl.com/ytfjbt>

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**ClickBank™ Super Users Guide**

Written by Mark Hendricks

Get your fr-ee copy of this revealing guide for ClickBank affiliates and vendors

Find out the four MAJOR problems you have using ClickBank and how to quickly and easily solve each one of them

<http://www.merlesworld.com/e-books/CBSuperUsersGuide.pdf>

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



