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# M.C. Promotions Press Ezine

"Creating Visibility Online For Small Business

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http://www.McPromotionsPress.com/

Companion Blog <a href="http://Mcpromotions.Blogspot.com">http://Mcpromotions.Blogspot.com</a>

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"I'm not a complete idiot - some parts are missing."

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## Are You Interested in Joint Ventures?

"How To Have Your Joint Venture Partners BEGGING To Promote Your Products Making You TONS of Money!"

This 8.00 ebook by Case Stevens shows you how to really land great joint ventures.

Although this report only contains 16 pages, it's valuable, because it will enable you to rub shoulders with the big players. If you're serious about your joint venture proposals and want to make it big in your niche, you will get this report right now and read it today.

http://tinyurl.com/366lxk

# \*\*\*EDITOR'S NOTE\*\*\*\*

Hi Kids,

March usually comes in "like a lion and goes out like a lamb" here in Northeast Ohio. Well, I think we've entered the lamb stage. Either that or "Mother Nature" is playing her usual teaser tricks. It's absolutely beautiful outside. I just got back from walking the dogs and the sun was warm across my face, the birds were singing and people were out doing yard work and washing their cars. More like a spring day, but hey we'll take it. I did hear the snow is coming back by the weekend or next week so I don't think winter is quite done with us yet.

Speaking of walking the dogs. Have you ever tried to walk 3 dogs? I don't know how professional dog walkers do it. It must be some ancient art form they teach you some far off land because when I do it I look like an absolute idiot. The dogs change sides, and the two males want to stop and sniff and pee on everything they see. As long as we keep moving it's fine, but as soon as they stop to smell they start changing sides and wrapping the leashes around my legs. I have to keep changing hands and turning around to keep from killing myself. Now I know for people watching this it's probably absolutely comical. The worst part is I live on a main road so there's no privacy as the cars come whizzing by at 40 mph. Yes, I could walk them all separate but that would be 3 walks and no one needs that much exercise, not even me <LOL>

There's a lot of great resources in today's issue so come in from outside, sit down and let's get to it.

Have a great day!

\*\*\*\*\*\*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 <a href="http://www.advancedsurvey.com/">http://www.advancedsurvey.com/</a> 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 Mary Hartman. Send 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.MerlesWorld.com/ http://WebSiteTrafficPlan.com

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

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.

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

- => 1. Marketing News/Resources
- => 2. Feature Article- "Yahoo Search Marketing Gets a Long Overdue

Update: "Panama"

- => 3. Net HOt 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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SPONSOR MESSAGE	
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How would you like to get more subscribers to read every single message you send? You can. With the Subject Line Secrets course, you will get more subscribers reading your email messages. Order your copy today at

http://tinyurl.com/27a44t

1 . MARKETING NEWS
Yahoo's Panama good for big brand marketers: study <a href="http://tinyurl.com/2g5ry5">http://tinyurl.com/2g5ry5</a>
Yahoo feels the pressure of AT&T alliance <a href="http://tinyurl.com/yumqre">http://tinyurl.com/yumqre</a>
New Faces of McDonald's Packaging Set for Debut <a href="http://tinyurl.com/yogzm7">http://tinyurl.com/yogzm7</a>
Google Adds Features to Its Local Business Center http://tinyurl.com/26w628
What the Verizon Verdict Means for Vonage <a href="http://tinyurl.com/2gn4oj">http://tinyurl.com/2gn4oj</a>
 Microsoft Attacks Google on Copyright http://tinyurl.com/2cgz26
Kelsey: Online Directory Ads To Top \$11B in 2011 <a href="http://tinyurl.com/yp5erg">http://tinyurl.com/yp5erg</a>
 Google gets deeper into real estate listings http://tinyurl.com/2low6j

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

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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 <a href="http://tinyurl.com/yubsoq">http://tinyurl.com/yubsoq</a>

------2.FEATURE ARTICLE-

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"Yahoo Search Marketing Gets a Long Overdue Update: "Panama"

By Merle <a href="http://MCPromotions.com">http://MCPromotions.com</a>

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 net 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

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

Two other tutorials are at: Yahoo Bidding and Ranking Tutorial

http://tinyurl.com/yv2j3x

Yahoo Search Marketing Help

# http://tinyurl.com/2axfvu

If you use Google Adwords you'll find many of Yahoo's enhancements to be a bit similar, I guess they finally figured out they needed to make some major changes if they wanted to try and catch up with Google's lead in the pay per click race.

If you're interested in taking "Panama" for a spin, new users can sign up below and get a 50.00 credit <a href="http://tinyurl.com/ywtnul">http://tinyurl.com/ywtnul</a>

It's going to be interesting to see if these upgrades will give Yahoo a bigger piece of the pay per click pie. I'll be watching, will you?

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Merle of WebSiteTrafficPlan.com offers a F-r-e-e ebook and an e-course that will teach you how to promote and market your website. Grab your copy now at <a href="http://webSiteTrafficPlan.com">http://webSiteTrafficPlan.com</a>

You may republish the above article as long as the sig line is kept intact.

## Fr-ee Resource Report

See Every Tool Mike Filsaime Uses To Run His Entire Online Empire With All of the Junk Left Out to Save You Precious Time and Money As You Build Your Profit Pulling Business- No charge to download the report.

http://the-resource-report.com/?newest\_version=3721

# 3 .NET HOT SPOTS

## 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/

## CraigsNumber

Craigsnumber is an auto-expiring, FR-EE anonymous phone number. Just type in where you want the calls to go to and they'll give you a temporary phone number for an hour, a day, a week or even a month. Pretty cool

http://craigsnumber.com/

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# **Google Adwords**

The learning center at Google will teach you everything you need to know about running your very own Adwords campaign. Bookmark it as you'll need it again and again.

http://www.google.com/adwords/learningcenter/

## **Selling Downloadable Products?**

"PayLoadz offers a service to sell intangible goods such as: software, eBooks, music, podcasts, movies, digital art, manuals, articles, certificates, forms, files, and more.

The automated service delivers your downloadable products to your customers instantly after payment. Uses PayPal's or Google's online payment system "

http://tinyurl.com/2252cy

QUICK TIP

# **Ebay Express**

A new section of Ebay designed more like an ecommerce store where people can buy from many vendors and put it all in one shopping cart and make one payment.

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

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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/

## Search Engine Rank Check

"RankingCheck.com is a free online service that allows you to check the search engine ranking (SERP) of your web site on the 3 most popular search engines: Google, Yahoo and MSN."

http://www.rankingcheck.com

#### **Need More Traffic?**

Here's your chance to purchase over 30 pages of valuable information on how to promote and market your website. Originally offered as only a 10 day ecourse now you can download the entire 10 days as an ebook in PDF format for only 7.00.

http://www.websitetrafficplan.com/purchase\_ecourse.htm

6 . EBOOKS AND EZINE RELATED TOPICS

Fr-ee eBook - "The Truth about Making Money On the Internet."

By Kathleen Gage almost 200 pages of quality information You will learn how to get more leads, find more customers and close more sales. This is real information designed for people who are serious about using the Internet in your overall marketing. Excellent info and I can't believe she is giving it away.

http://www.streetsmartsmarketing.com/free-ebook.htm

## 1000 Visitors in 24 Hours

Imagine, day after day, thousands of visitors to your website, just by creating easy-to-make videos that you distribute to all of the video sites in just minutes- This report will show you how. Download your copy for only 7.00, refer it to others and make 100 percent of each sale.

http://tinyurl.com/yql7lc

## "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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# ClickBankTM 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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## "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 ebooks, 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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http://tinyurl.com/23epaz

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# 8.HOW TO SUBSCRIBE UNSUBSCRIBE

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If you are not a subscriber and would like to be please send mailto: Subscribe@MCPromotions.com- If you enjoy this ezine and feel that it's helpful I sure would appreciate a small donation. You decide how much and pay with PayPal http://tinyurl.com/87in

If you'd feel better donating with Amazon with your ccc go to <a href="http://tinyurl.com/yv224">http://tinyurl.com/yv224</a>

If you would like to be taken off our mailing list use the link at the very bottom of this ezine for instant rem0val. AOL users will need to cut and paste the link into their browsers. or send email to mailto:takeoff@mcpromotions.com

Read Back Issues: http://MCPromotionsPress.com Member of iCop- http://i-cop.org/cgi-bin/mem/jl.pl?1092

RSS Subscription Options are located here: <a href="http://www.feedpass.com/MCPromotionsPress">http://www.feedpass.com/MCPromotionsPress</a>

# http://www.MCPromotions.com

Merle's Cyber Promotions Send comments to mailto: Merle@MCPromotions.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" <a href="http://mcebook.mcpromotions.com">http://mcebook.mcpromotions.com</a>

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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 <a href="http://www.advancedsurvey.com/">http://www.advancedsurvey.com/</a> 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 <a href="http://AdvancedSurvey.com">http://AdvancedSurvey.com</a> and in the survey box on the right type this number 10443

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