





**\*\*\*\*\*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 Jill Watson. 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](mailto: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...**

I didn't post a particular question as the old board has come down and a brand new one is up with multiple categories. I really need your help in getting things moving up there so please post your problems or questions. No ju-nk it's heavily moderated.

<http://mcpromotions.com/forum/>

I look forward to reading your comments.



Microsoft Releases Web Browser Upgrade  
<http://tinyurl.com/yrwocc>

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## 2.FEATURE ARTICLE-

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### "Paying for "Action" with Google"

By Merle <http://MCPromotionsPress.com>

Google, the constant trendsetter has recently launched its latest beta project "Pay Per Action" advertising. If you're an Adwords user you're familiar with their pay per click ad model, you pay every time someone clicks on one of your ads. With this new pricing model you only pay when someone clicks AND performs a specific action that you specify in advance. No more paying for clicks or impressions, only when actions that are completed on your site.

So what types of actions can you set up? Things like subscribing to your newsletter, requesting a company catalog, or purchasing your product/service. You'll need to paste the "conversion tracking code" that Google gives you onto your websites landing page so they can verify when a particular action has been completed.

The first step in the process is to create your ads and define the action you want the visitor to take when they click on your ad and visit your site. You'll also need to set a price you're willing to pay when someone actually completes the action.

You can select ad formats of text, image or their new "text link ads". These are short descriptive ads that are a maximum of 90 characters that are made to "blend" with the content of the pages they are displayed on. Google recommends they be 5 words or less for best results.

Pay Per Action ads are shown on publisher sites that are participating in Google's Content Network, not on Google itself or on their "search network".



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### 3 .NET HOT SPOTS

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#### **ThumbStacks**

"Welcome to Thumbstacks.com, a new site for making and sharing presentations on the web." Make a slide show right in your browser and send it to others.

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

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#### **Crazy Egg**

What do people do at your website? If you'd like to track their performance and even perform some split tracking. Different plans available. Fr--ee plan allows you to track up to 5000 visits and 4 pages at the same time.

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

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#### **Yahoo Creative Commons Search**

"This Yahoo! Search service finds content across the Web that has a Creative Commons license. While most stuff you find on the web has a full copyright, this search helps you find content published by authors who want you to share or reuse it, under certain conditions.'

<http://search.yahoo.com/cc>

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### 4. SITES TO HELP

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#### **Mark Joyner's Training Call**

Listen to this free teleseminar with Russell Brunson, Ewen Chia, Matt Gill, Tellman Knudson and Joe Vitale where they reveal the key marketing lessons they have learned from Mark Joyner's teachings. You'll need to give up your email address to download it.

<http://www.extremebizmakeover.com/call/>





## Tax ID Ebook

An ebook to help you find out how to get a tax ID in your state, resale tax ID, sales tax and other types of permits. You'll find a complete list of links for each state.

<http://www.tprweb.com/public/627.cfm>

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## "The New Rules of PR"

"In "The New Rules of PR", author and online expert David Meerman Scott provides techniques to help your organization implement a press release strategy to reach your buyers as well as the media directly- resulting in more exposure for your news and, ultimately, more results for your business. " No charge and in PDF format.

[http://www.prweb.com/destination.php?awsrc=dmseb\\_fp](http://www.prweb.com/destination.php?awsrc=dmseb_fp)

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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>



