¤§¤======¤§¤======¤§¤ M.C. Promotions Press Ezine "Creating Visibility Online For Small Business

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

"I think God invented rain to give dead people something to complain about."

Courtesy of http://www.Siglets.com

Want to Help Me Out?

If you like this newsletter please help pay the rent and buy bones for Gia and Dakota.

http://tinyurl.com/87in

"Quick Guide to S.E.O. for Adsense & Affiliate Programs"

This brand new guide by "Kidino" is excellent. In PDF format and slightly over 40 pages it's loaded with straightforward information from how to come up with ideas for your website, where to get content, increasing the CTR of your Adsense ads and more.

http://www.mcpromotions.com/adsense-ebook/index.html

EDITOR'S NOTE**

The sun is shining the birds are singing and Merle is back. I know, I know, you've missed me. Like a guest you wish would leave, I tend to grow on you after awhile. It's BEAUTIFUL outside. How I wish I was about 10 and could just frolic outside like I did as a chile but I've got all these "grown up" responsibilities. Yuck! Why can't someone build a time machine that lets us go back to any age anytime we want and stay as long as we want. Now there's an idea for a website.<grin>

We have had a ton of rain and I was starting to think I was living in Seattle instead of Ohio, but it has finally ended. Looks like I can stop working on the Ark. We use to have very nice springs here in north east Ohio but lately we seem to jump from rain to scorching hot summer in the blink of an eye.

Do you know what it's like to chase a 2 year old all day? Well, that would be what my life is like since Miss. Gia came along. Don't get me wrong. I love her to death, but every time I turn my back she's doing something bad. I can keep a close eye on her most of the time, but that one time I turn my back, she's off. You need to take a good multi-vitamin every day just to keep up. I have patio doors in my bedroom, and I'll crack the door open about a foot or so so she can run in and out all day. Don't worry, that part of the yard is fenced in so she can't run away. I'll be on my computer trying to get some work done and I'll look in my room only to find a pile of sticks, rocks, dirt, and lately mushroom tops and worms. There seems to be no end to what she'll put in her mount. Anything goes, and I do mean anything.

To get a glimpse of Gia taking time out check out her picture on my Blog. http://mcpromotions.blogspot.com/

Have you heard about Google displaying video ads? Brand new out of the gate and now part of their Adsense program. The videos will be displayed on publishers sites who participate in the Adsense program. There are no guarantees that video ads will display on your site, but if you'd like to increase your chances you should opt into displaying image ads on your site and you'll have to use one of the 3 ad formats that display these special ads which are 300X250, 336X280 and 250X250- My guess is they won't have that many videos in the beginning, but I'm sure once their inventory increases this will be another great sense of revenue for Adsense publishers. For more info see http://tinyurl.com/oj5lh

Whatever you do today, have fun!

*******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 Meg Adams. 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.EzineAdAuction.com/ http://www.MerlesWorld.com/ http://WebSiteTrafficPlan.com

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

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

"What do you think of Google's new video ads?"

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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- => 1. Marketing News/Resources
- => 2. Feature Article-Linking Strategies: "To Buy or not to Buy, That is the Question"
- => 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

"Isn't it Time for YOU to ..."

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- people on the 'Net? iCop members discuss they vote
- they participate they build their online businesses
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1. MARKETING NEWS Local Search Roundup http://tinyurl.com/qhewt New Google Video Ad Product Prompts Questions http://www.clickz..com/news/article.php/3608846 Yahoo, eBay form Web advertising alliance http://tinyurl.com/qwyed MySpace seeks link with Google or Microsoft http://tinyurl.com/owcvj Typo CyberSquatting http://tinyurl.com/r6b55 New sites take aim at MySpace http://www.msnbc.msn.com/id/12872081/

Linking Strategies: "To Buy or not to Buy, That is the Question"

By Merle http://MCPromotions.com

Symantec sues Microsoft in contract dispute

http://tinyurl.com/zg7zr

2.FEATURE ARTICLE-

Buying text links for your website is a highly controversial subject online. Like it or not, approve of the practice or disapprove, it does exist and there are many website owners who are doing it. I'm not going to debate the issue one way or the other; just shed some light on what some consider a "gray subject."

So why would you want or need to buy a text link on another website? It all goes back to "link popularity." Search engines look at how many other sites are linking to yours when deciding on your ranking. Granted, this is just one criterion, but nevertheless an important one to pay attention to.

If you don't know how many other sites are linking to yours, go to any search engine and type this in: link:http://www.yourdomain.com ... you should get a pretty good idea of your "popularity."

Keep in mind that Google never shows all sites linking to yours, so what you see in the results will not be an accurate presentation of those linking to you. Why they do this is not clear (it's one of those "Google Secrets"), but a possible explanation is that it's one of the methods they use to keep their ranking algorithms private.

When considering a link purchase, only buy from sites that are related to your theme and use the Google Toolbar to check their page rank. You can download it here: http://toolbar.google.com/

A page rank of 4 or above is pretty good but a 7 or 8 is excellent. Never buy a link based on page rank alone. If the site doesn't relate to your site's content, don't do it.

Here are some things to keep in mind before making any purchases:

There are two types of links: one-way and reciprocal. A reciprocal link is when two sites agree to link to Each other, a one-way link is just one sitelinking to another without linking back. Purchasing a text link is an example of a one-way link. One-way links are counted higher by most search engines and therefore are more valuable then reciprocal.

When supplying your text link to other sites, make sure to include your keywords in your anchor text. The anchor text is the part of the link that is clickable. Use a variety of key phrases so as not to raise any red flags with the search engines.

You also want to be consistent with your url. Use the "www." part in all incoming links, as links to "yourdomain.com" and "www.yourdomain.com" could be treated as two different websites by the search engines.

Another tip when buying links is to do it slowly. Don't buy too many at one time. You want it to look natural to the search engines. Hundreds of sites deciding to link to yours in a week is not "natural" and may catch unwanted attention from the powers that be.

Stay away from link farms when choosing link partners. Just associating with "bad sites" can be enough to get you banned by the search engines. You'll also want to make sure you're getting links from different IP addresses. Search engines will give the links more weight if they don't all come from the same IP.

So now that you have the basics, where do you buy the text links? I thought you'd never ask.

1) LinkHaul: http://www.LinkHaul.com

Purchase static links to PR 4, 5,6, 7 or 8 websites. Pricing starts at 3.00 per month.

2) Text Link Brokers: http://TextLinkBrokers.com

Offering a variety of link building programs to increase your link popularity.

3) LinkAdage: http://www.LinkAdage.com

Buy or sell text links within an auction format or buy direct thru a broker.

4) Text-Link-Ads: http://www.Text-Link-Ads.com

Offering \$100.00 in free text link ads when you spend \$125.00. So you only have to spend an initial investment of \$25.00

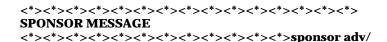
5) BackLinks: http://www.BackLinks.com

Free service that allows webmasters to trade, sell or buy text links.

When you buy a link, it's usually billed on a monthly basis and you'll always pay more for a site with a higher page rank, and also for having them put your link on their main page compared to a page deeper down within the site. Once you purchase a link let it run for a few months at a time, search engines will need it in order to find and spider them.

Right or wrong, purchasing links is one way to improve your link popularity quickly and move your site up the ranks in the search engines. Remember, there are many ways to increase your website traffic, and buying text links is just another means to an end.

"Must Have Marketing Resources" by Merle is loaded with VALUABLE online resources YOU need to know about, when it comes to running your online business. Download your copy now at ... http://mcebook.mcpromotions.com



Jay Abraham, describing the man behind "The Book"...

The book that Jay today considers to be one of the most concise, powerful, pure distillations of all his teachings to date...

https://paydotcom.com/r/6627/msmerle/225755/

3 .NET HOT SPOTS

Internet Marketing NewsWatch

A brand new site dedicated to news of online marketing Takes the trouble out of tracking down everything you need to know to stay on top of the game

http://www.imnewswatch.com

Unofficial Google Analytics Blog

What's up with Google? I'm still waiting for them to open up more invitations for Anayltics. The invites are in such high demand people are actually selling them on Ebay. Find out this and everything else about Analytics at this unofficial Blog.

http://www.roirevolution.com/blog/

ClickTracks Appetizer

"A free web analytics program that includes several of ClickTracks' most popular features--like its overlay view, path view, page analysis and basic visitor labeling. " They give it away in hopes that you'll like it so much eventually you'll upgrade to the pay version.

http://www.clicktracks.com/

4. SITES TO HELP

Page Rank Assisted Search Engine

Want to know which sites have the highest PR for certain keywords or phrases? Type it in and select the PR you want to see and you'll be presented with the top sites.

http://www.prase.us/

Addgenta

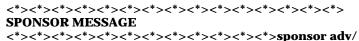
"Q-Ads is an easy and powerful way for you to unlock the revenue potential of your website or blog. Q-Ads is a unique way for you to embed ads anywhere you can place a picture — in your blog post, on your website,in your RSS feed."

http://www.adgenta.com/

Ranking Tool

"Use this online tool to see what your ranking is. Find out how popular your website is to users and search engines. Also, find out how many search engines linked to your website."

http://www.iwebtool.com/rank



Site Hosting and Domain Registration- Great Deal!

As an online marketer I run several small sites online and I'm sure you do too. Next time you need to register a new domain you really should consider Doteasy. I've been using them for years and at 25.00 for domain registration and hosting you can't beat their reliable service.

http://www.doteasy.com/index.cfm?A=merles69

QUICK TIP

"Create Shortcuts to Your Fav Websites"

If you use Internet Explorer it's easy to add a shortcut to the site you're currently visiting right on your desktop. Just right click anywhere on the website and click "create shortcut". You'll find an icon for it now on your desktop.

5. SITE PROMOTION SOFTWARE AND MORE

Newsletters by RSS

"This f-r-e-e service accepts your newsletter content sent as an email and converts it to an RSS feed file. You can create or update content in your RSS feed by simply subscribing your NewslettersByRSS email address to your newsletter."

http://www.newslettersbyrss.com/

PayLoadZ Express

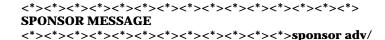
"Use this form to sell any digital item you created: ebooks,music, videos, software, crafts, or any other file. Simply fill in the required fields and click the "Generate Your Selling Code" button to obtain the code you need to sell your file." Works hand in hand with Paypal.

http://express.payloadz.com/

SlimStat

A quick but in-depth statistics package for your website that's totally fr-ee.

http://tinyurl.com/g6z3b



The Reese Report

It's simple. John Reese is allowing people to download a free issue of The Reese Report. This includes a 20-page PDF newsletter and a CD-Rom archive file that contains tons of screencam video tutorials and is a companion to the newsletter.

http://www.reesereport.com/msmerle

6. EBOOKS AND EZINE RELATED TOPICS

Fr-ee Special Report

"The 5 Critical Elements To Creating A 6-Figure Income Online" by Damon Zahariades. Very informative report on what you need to do in order to be successful online.

http://www.webbusinesstoday.com/special-reports/

30 Ebooks with Resell Rights

I can't believe it but he did it again! The first resell package that Keith Wellman put together was a huge success and people loved it so...

He decided to do it again! Brand new version 2.0 will be sure to impress you and is probably the best that I have seen...Less then 10 bucks.

http://www.keithwellman.com/resell/thankyou-page/222

7.OTHER VALUABLE EZINES-SWAPS

"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



What's for Dinner?

How many times have you heard that one? Find out the answer and much more at Debbie's Country Cookin'

http://www.debbiescountrycookin.com

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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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