

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 mouth. 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 FREE 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 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.

1 . MARKETING NEWS

Local Search Roundup
<http://tinyurl.com/ghewt>

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/>

Symantec sues Microsoft in contract dispute
<http://tinyurl.com/zg7zr>

2.FEATURE ARTICLE-

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

By Merle <http://MCPromotions.com>

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 site linking 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 than 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.

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

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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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