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http://www.McPromotionsPress.com/
Companion Blog http://Mcpromotions.Blogspot.com

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

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"Time flies when you don't know what you're doing."

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Right now you can align yourself with a real success story in the making. Enjoy many rewards while doing something good for the environment and consumers. Ethos FR delivers value to the consumers while contributing to the future of next generations

http://www.gasclubusa.net/go/dslodge/main.htm

EDITOR'S NOTE*

Merle here. Yes, I'm back. It seems that every time I sit down to put this rag together something else comes up to stop me. Must be fate. I'm determined to get this done and out to you today if it kills me. Who knows, maybe it will?

Have you been enjoying the weather? I just realized the other day that July 4th marks the halfway point for summer being over. Can you believe it? Over? It just started. Why does the bad weather seem to linger on and on and the good stuff fly by in a wink of an eye. Another thing it made me think of is that it also means the year is half over too. Now I don't know about you but I just did my taxes in April so that seems like a crazier thought. I can't say I'll be sad to see this year go. It started out with my dog, Teddy Bear, getting ill and dying. Now if that's not a bad sign for a new year I don't know what is.

Gia is growing like a little weed. She's about 8.5 months now and I do enjoy watching her frolic and play. I think we could all learn something by slowing down and watching an animal with no cares and concerns having fun with herself. Wouldn't that be nice, no worries, no bills, just playtime, food time and sleep time. I read somewhere that dogs sleep 18 hours a day. And I thought I slept a lot. When she is awake Miss. Gia is hell on wheels. I think she may have A.D.D. or something. I think she get's that from George, he has it too. <LOL>

By now you've all heard about Google's new Checkout. If you haven't you're not paying attention. Shame on you. It's not the Paypal killer that everyone had thought it would be but it does have some nice new features. I plan on writing a short article on the whole process soon. For more see http://checkout.google.com

I'm thinking of buying an RV. Not that I have the money right now but I'm sure if I visualize myself having one that I will. I want one you drive not the kind you drag around. It looks like fun. A

house on wheels and we could actually take off for the weekend and take the dogs with us too. I haven't had a vacation in about 8 years so even a campground sounds good to me at this point.

******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 Mike Smirson. 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...

To POST your comments hop over to the board at... http://www.mcpromotions.com/webbbs/config.pl

I look forward to reading your comments.

"What do you think of Google's new Checkout?

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

- => 1. Marketing News/Resources
- => 2. Feature Article-"Google Brings "Commercials" to the Web with Video Ads"
 - => 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

"What Everybody Should Know...

About How To Have A Successful Internet Company" 47 Proven Methods, Tips and Techniques to Become Wildly Successful in Online Business! Order today!

http://www.i-cop.org/join/ref.cgi?id=msmerle

1. MARKETING NEWS

eBay Bans Google Checkout http://tinyurl.com/jxw6w

Gone From PayPal: Google Checkout, Jordan

http://www.internetnews.com/bus-news/article.php/3618631

Google Says Bill Could Spark Antitrust Complaints http://tinyurl.com/ecq32

http://tinyurl.com/plqpq Podcasting Legal Guide- U.S. Only http://wiki.creativecommons.org/Podcasting_Legal_Guide Google Tests Cost Per Action http://www.clickz.com/news/article.php/3615476 Research: Internet Users Plagued by 'Banner Blindness' http://tinyurl.com/jequo Ebay Launches Their own Blogs http://blogs.ebay.com/ MarketingSherpa's Top 10 Best Blogs & Best Podcast of 2006: Readers' Choice Award Results http://tinyurl.com/hfu5m CDT Calls For 'Net Neutrality' Protections http://tinyurl.com/zny4b DMA Releases Affiliate and Ad Network Best Practices http://tinyurl.com/eno5n MSN Unveils Analytics Site For Search Marketers http://tinyurl.com/z8emr E-mail, MySpace Claim Nearly Two-Thirds Of Online Impressions http://tinyurl.com/hc8qq ----Google Creates Government Search Site http://www.google.com/ig/usgov Want to work for Google?

No Neutral Ground in This Internet Battle

http://tinyurl.com/k479h

2.FEATURE ARTICLE-

"Google Brings "Commercials" to the Web with Video Ads"

By Merle http://MCPromotionsPress.com

If you're a Google Adsense Publisher or participate in Google's Adwords program, by now you've heard the news that they're now offering "video ads." That's right! Now you have the option of text, image and video ad formats.

These are "moving pictures," just like those you view on your old fashioned television set. Web-based video has definitely risen in popularity recently, most likely due to the fact that more households now have a high speed connection.

Unlike TV commercials where you're forced to watch, Google video ads do not play automatically when a website loads. The viewer must choose to click on the play button in order for the video to begin. The videos are contained in a box and volume, pause and forward controls are available to the user at all times.

Playing the video itself is not considered a clickthru; the user has to click on the video during playback or click on the url that is displayed at the bottom of the video box to actually visit the advertiser's site. So if you would like to watch a video that's displayed on your site, you can without having to worry about being accused of clicking on your own links to inflate your earnings.

Video lengths can vary, but can be no longer then two minutes. If you're worried about them slowing down your website, don't. All video is hosted by Google's server.

If you're an Adsense Publisher and want video ads to appear on your website there are a few things you'll need to to do to increase your

odds they'll be displayed. You'll need to opt into image ads and use one of the following size ad formats:

300X250 Med Rectangle 336X280 Large Rectangle 250X250 Square

If you don't want video ads to show up on your website, you'll need to opt out of image ads or don't use any of the above ad sizes on your site.

Your Adsense earnings will vary depending on if the videos are CPC (cost per click) or CPM (cost per thousand), which is chosen in advance by the publishers when setting up their campaigns. Publishers displaying "Site Targeted Ads" http://tinyurl.com/ewmce are paid on a CPM basis. If the videos are contextually displayed, you'll be paid for actual click thrus to the advertisers' sites.

Google Adwords users may run video ads on Google's "Partner Sites," which are the only places they are displayed at this time. You'll need to set your campaign to show your ads on Google's "Content Sites."

When creating your video, keep in mind the two minute maximum length rule and the format must be AVI, ASF, Quicktime, Windows Media or MPEG.

You'll also have to choose between site targeted or contextually targeted when setting up your campaign. If you choose site targeted you'll actually select the websites where you want your video ads to be displayed. With contextual settings your videos will be matched up with related content sites.

Remember, Google requires that videos be "family safe" and may not contain any of the following:

- * Any Material for those 18 and over
- * Mature Themes
 - Crude or Indecent Language

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For a complete list of editorial guidelines see http://adwords.google.com/select/videoguidelines.html

Like it or hate it, you won't be seeing video going away anytime in the near future. Any type of advertising that engages more of the viewers' senses is bound to benefit from a higher clickthru rate, which is good for the advertisers as well as Adsense Publishers. It can also have a major impact in reinforcing a company's brand image.

The real question is, can MSN and Yahoo Publisher be far behind in adding video to their advertising options?

"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

"Help With Adsense"

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



LookSmart Ad Center

"The LookSmart AdCenter is better than ever! From the new, intuitive interface to the enhanced functionality, every change gives advertisers more control."

https://www-adcenter.looksmart.com/security/login

Hostica

How about hosting 5 domains for only 5.00 a month. Yep, and from what I hear their service is pretty darn good. If you need more they have other plans to accommodate your needs.

http://hostica.com/

Poodle Predictor

Ever wonder what the search engines see when they look at your website? Enter your URL to see what your site will look like in search-engine results.

http://gritechnologies.com/tools/spider.go

4. SITES TO HELP

Keyword Tool

"The Keyword Tool generates potential keywords for your ad campaign and reports their Google statistics, including search performance and seasonal trends"

https://adwords.google.com/select/KeywordToolExternal

BlogPrinting

"Create an account with blogprinting.com and start generating revenue from your blog by providing a simple and painless way for your readers to purchase printed copies of your content."

http://www.blogprinting.com/

The Secret Video

Ever heard of the Laws of Attraction? The theory is what you think about expands and is drawn to you. This 1 hour and 28 minute video is an enlightening journey into a different way of thinking.

http://tinyurl.com/gaow7

Keyword Typo Generator

Some people like to bid on mis-spelled words as part of their pay per click ad campaigns. "Enter a keyword or key-term into the box to generate a list of suggestions for likely human misspellings and typos."

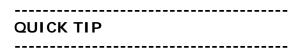
http://tinyurl.com/pjwkp

30 Ebooks with Resell Rights- 10.00?

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...

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



Easy Way to Track Click Thrus

Want to know an easy way to track click thrus to your site without using tracking software. As long as you have access to your stats or log files you can add this to the end of your links.

/?=sourceoflink

Added to a Link it looks like this:

http://MerlesWorld.com/?source=google

Just change the source to whatever type of advertising you're doing. You'll find the amount of traffic from these links inside your log files.

5. SITE PROMOTION SOFTWARE AND MORE

Learn How to Increase Your Site Traffic for 7.00

Over 30 pages of valuable marketing and promotion information in one nice package. Download your copy now at...

http://www.websitetrafficplan.com/purchase_ecourse.htm

Startup Control Panel

"A nifty control panel applet that allows you to easily configure which programs run when your computer starts. It's simple to use and is very small and won't burden your system."

http://mlin.net/StartupCPL.shtml

Ebay Keywords Advertising Program

"Want to generate more revenue by appearing at the top of eBay's search results pages? eBay Keywords lets you create small text ads that will be seen by "matched" buyers who are searching for what you're selling."

http://pages.ebay.com/keywords/

"Make Money with Ebay"

The Best Internet Business Ever?

EBay is here to stay. Learn how you can create extra income from home without creating a website. A new website will teach you a step-by-step formula for making money at home using eBay. Click this link below for instant access and make money by this time next week!

http://tinyurl.com/n2rjh

6 . EBOOKS AND EZINE RELATED TOPICS

Fr-ee Ebook

Over 125 (Legitimate) Link Building Strategies by Robin Nobles, Eric Ward, and John Alexander-You can read it at the site or download it in .exe format.

http://www.searchengineworkshops.com/131LinkPop.html

Fr-ee Report

7 Steps to Increasing Website Conversion.

http://www.omniture.com/go/

Pitch Perfect- Fr-e Ebook

"In this new e-book from Wordtracker, writer Neil Davidson tells the story of how Bob Arden's web design agency learns to use keyword data to improve the quality of their work and ultimately win more business." Get it fr-ee.

http://www.wordtracker.com/pitch-perfect.html

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

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http://www.ebookomatic.com/cbae/?a=iSUYfS3V3V

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Member of iCop-http://i-cop.org/cgi-bin/mem/jl.pl?1092

http://www.MCPromotions.com

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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 http://www.advancedsurvey.com/ 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 http://AdvancedSurvey.com and in the survey box on the right type this number 10443

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