

Today's contest winner for a free ad in this ezine is Maryanne Smirnos. 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 ezine's 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 are some of your favorite ezines?"

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- Google's Site Targeting: "Giving Control Back to the Advertiser"**
- => **3. Net H0t Spots!**
- => **4. Sites to Help**
- => **5. Site Promotion Software & More**
- => **6. E-Books / Ezine Resources**
- => **7. Other Valuable Ezines**
- => **8. Subscribe/Unsubscribe Information**

2.FEATURE ARTICLE-

Google's Site Targeting: "Giving Control Back to the Advertiser"

by Merle <http://MCPromotionsPress.com>

If you use Google's Adwords program you know that in the past you had no control over where your text ads were displayed. By adding "site targeting" Google has finally given control back to the advertisers.

Site Targeting allows you to pick and choose the websites you would like your ads to appear on. Of course, the websites you get to choose from must be in the Google network and be displaying "Adsense Ads" on their pages.

Now don't think that site targeted ads will be replacing Google's "Keyword Targeted Ads". It's simply another tool at the advertisers disposal and is an option, not mandatory or required.

The program works differently then the normal "keyword targeted ads" where you only pay per click. With site targeting you pay CPM (cost per thousand impressions). The minimum bid per thousand is currently .25 but if you're trying to appear on high traffic sites you'll need to bid higher to win top placement due to the competition for these spots.

Remember, you'll pay for being shown whether anyone clicks on your ad or not. To set up a "site targeted" campaign you'll need to log into your Adwords account and go to your "campaign summary page" then select "create a new site targeted campaign". You can name the sites where you want your ads to appear or type in a list of words that describe your website and Google will take that input and come back with sites you can choose from.

Keep in mind that this type of ad campaign can be expanded text ads and animated image ads. Giving you more flexibility and options.

Findology PPC Search

A new search engine with over 800 million searches per month offering you 50.00 in free clicks when you sign up.

http://www.findology.com/ppcu_promo

Small Business and Retirement

An online guide for Retirement Plan Management for small business put together by the U.S. Small Business Administration. Find out what your options and responsibilities are. No one wants to get old but it's going to happen to all of us sooner than we think.

<http://www.sba.gov/nationwide/index.htm>

4. SITES TO HELP

Opt Out PreScreen

If you're like me your mailbox is stuffed to the gills every day with credit card and insurance offers. If you're tired of it and would like to opt out from receiving these offers go to...

<https://www.optoutprescreen.com/>

BackLink Checker

Getting other sites to link to yours is important when it comes to ranking well with the search engines. But do you know how many websites have a link to yours? If not try this handy tool that will display a complete list along with the anchor text they're using.

<http://tinyurl.com/dqq5v>

6 . EBOOKS AND EZINE RELATED TOPICS

Download a Free Chapter of Andrew Goodman's New book "Winning Results with Google Adwords"- 32 pages of solid gold.

<http://tinyurl.com/ce6mf>

WebSite Services Magazine

"WebsiteServices.com is the online home of the only publication purely for website owners - Website Services Magazine! Providing Essential 'Net Info for Website Owners, their mission is to help their readers and visitors succeed by providing helpful and valuable information about online business trends, industry insights and best practices." Read articles online or subscribe.

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

7 .OTHER VALUABLE EZINES- SWAPS

If you would like to swap ads send your information to <mailto:swap@mcpromotions.com?subject=swap>

"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>

I am currently in need of testimonials for this ezine. If you're a subscriber and enjoy it, or have run paid advertising in it and were happy with the results, please let me know. If I choose your comments they will be featured on my website and/or in my advertising. Send to mailto:testimonials@mcpromotions.com Read them here..

<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.

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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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Interested in Syndicating my articles on your website?

<http://tinyurl.com/aohr>

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