

*******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 Marc DeSatnik of North Coast Pets at <http://www.northcoastpets.com> . 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...

"If you run an internet business do you cut back during the holiday season or do other things to prepare for the end of the year?"

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

I look forward to reading your comments.

- => **1. Marketing News/Resources**
- => **2. Feature Article- Online Marketers Join Together for First Web Content Awareness Day**
- => **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**

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Press Equalizer

Trying to get more incoming links to your website? Hidden behind the search engines lies a rarely-used "backdoor".And, on the other side, a quicker and easier path awaits anyone who opens it...Check out the easy foolproof way of increasing your link popularity.

http://www.mcpromotions.com/press_release_equalizer.html

1 . MARKETING NEWS

Google, Yahoo Test New Online Ad Model
<http://tinyurl.com/bjz5o>

Ask Jeeves Stopping Paid Search Listings?
<http://tinyurl.com/7dnld>

Google Plans for Video
<http://tinyurl.com/a289g>

Internet Ad Spending Sees Double Digit Growth
<http://tinyurl.com/8xpko>

Google adds free virus scanning to Gmail
<http://www.techstuff.ca/archives/1142.html>

Murder Suspect's Google Searches Spotlighted In Trial
<http://www.techweb.com/wire/ebiz/173602137>

Google Adwords Launches Content Bids
<http://tinyurl.com/bppsk>

Black Monday Sales Soar 26%
<http://tinyurl.com/c7ca4>

2.FEATURE ARTICLE-

FOR IMMEDIATE RELEASE:

December 1, 2005

Online Marketers Join Together for First Web Content Awareness Day

Dina Giolitto, Web Content Provider and owner of <http://Wordfeeder.com>, is taking online networking to a whole new level. Thanks to the power in networking numbers, Giolitto is currently illiciting the assistance of 20+ Ryze Business Network members in creating and promoting an upcoming major online marketing event, Web Content Awareness Day.

Web Content Awareness Day will officially launch on February 9, 2006. The holiday's host website, <http://WebContentAwarenessDay.com>, will house the creative talents of as many marketers as Giolitto can possibly squeeze in over the course of the three-month production phase preceding the event's debut. Several well-respected big names in the web marketing industry including Lorrie Morgan-Ferrero, Alice Seba and John Delavera have already heeded the call, offering inside tips and tools for content producers who seek guidance and direction in the dynamic realm of Web Content Consciousness.

"I first recognized the incredible potential in network-based group projects after compiling a 200+ page e-book of invaluable article marketing tips from my former 180+ member network, Article Marketing Mania on Ryze.com," says Giolitto. The gesture has been well-received by both contributing marketers and those who visit her website and download the free information. Since this realization, Giolitto has gone on to form a new network with a new

collective goal, also on Ryze.com, called "ABC Network - Articles, Blogs, Content Et Cetera."

Giolitto states, "The e-book project came together so effortlessly that I could have smacked myself for not thinking of it sooner. There we were, all the internet marketers, on an ongoing quest for truth in marketing and new ways to drive traffic. Suddenly I looked around and saw that in coming together to share ideas and knowledge on our network, we had enough material to easily compile a web marketer's how-to manual that's easily worth hundreds of dollars!"

Of the Web Content Awareness Day Site she says, "My mission is fueled by the enthusiasm and support of the many talented marketers who have generously offered their time and skills to make this event the best it can be. I'm incredibly grateful for the connections I've made and continue to make on the web. In some way, you might say that this event is my way of "giving back" to the internet for all the success and profit it's brought me. I look forward to us all forging ahead in our quest for practical content solutions and more marketing events like this in the future. It's clear now that the value in teamwork will always exist, even in the free-wheeling world of freelance web marketing."

Dina anticipates no less than 30,000 visitors to the Web Content Awareness Day site, and urges fellow marketers to "make contact well before Christmas if they expect to land a spot for their articles and ads."

Interested parties can learn more about Web Content Awareness Day by visiting <http://Wordfeeder.com/wcad/landingpage.com> or emailing dina@wordfeeder.com for more information.

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Dina Giolitto is a copywriting consultant and ghostwriter with 10 years of experience writing corporate print materials and web content. Trust her with your next e-book, article series or mass web event, and make a lasting impression on your audience of information-hungry prospects. Visit <http://www.wordfeeder.com> for more details.

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Top Paying Words

Do you use Google AdSense on your website?
Did you know that some of their top paying words pay out over 30.00 per click? Find out what they are at:

<http://hop.clickbank.net/?dakota6969/shopcourse>

3 .NET HOT SPOTS

Google Blogs

Google has so many Blogs it's hard to keep track of the latest updates on them all. Until now. Here's the RSS feed for all of them that you can add to your news reader.

<http://blog.outer-court.com/google/rss.xml>

Writeboard

Working on a project with multiple people? Writeboard makes it easy to communicate and exchange ideas with your very own board. Creation is free then invite others to participate.

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

RSSFWD

Love your email but love RSS feeds too? RssFwd can deliver updates from RSS/Atom feeds straight into your mailbox.

<http://www.rssfwd.com>

4. SITES TO HELP

Google's Report Sp-am

Google is tightening the screws on those webmasters who use trickery and deceit to place in their website. From Google themselves. "Trying to deceive (sp-am) our web crawler by means of hidden text, deceptive cloaking or doorway pages compromises the quality of our results and degrades the search experience for everyone. " If you find a sp-ammy page Google encourages you to report it here.

<http://www.google.com/contact/spamreport>

Search Engine Decoder

This is the coolest search engine relationship chart I think I have ever seen. Just click on an engine to see who's getting their results from who. Nice.

http://www.search-this.com/search_engine_decoder.asp

New Article Directory

"This directory provides helpful articles on all aspects of website promotion and online business. If you are a web publisher, looking for articles which you can use in a newsletter or on your website, then you have come to the right place."

<http://www.a1-optimization.com/articles/>

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Need Help Writing Articles?

This easy system will teach you step by step how to write your very own articles in less than 30 minutes. Article writing is a great way to promote your website but if you need help with the actual writing, you're going to love this!

<http://dakota6969.kspecial.hop.clickbank.net>

QUICK TIP

Website Tip

When someone purchases your product or uses your service and sends you a message telling you how much they enjoyed it, you'll want to use these testimonials on your site. Make sure you ask if it's ok first, but most people won't mind as long as you include their name and a link back to their site. Don't underestimate the power of using testimonials on your website, they're very powerful indeed.

5. SITE PROMOTION SOFTWARE AND MORE

Firefox PayPal Plug In

"The PayPal Send Money extension provides a quick way to send money to anyone with an email address. Enter the recipient's email address and the extension opens a quick link to PayPal's Website Payments Standard checkout page so you can log in and make a quick payment to a friend."

<https://addons.mozilla.org/extensions/moreinfo.php?id=1538>

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Need Help With Your Article Promotion?

Download my latest ebook that will show you the ropes of how to increase your website traffic by writing short articles.

<http://articleannouncer.mcpromotions.com>

6 . EBOOKS AND EZINE RELATED TOPICS

Free Audio Recording Building an Opt in List

Listen to this 51 minute MP3 audio with aweber CEO Tom Kulzer and John Hantsch of Duct Tape Marketing and learn how to build your own opt in list.

<http://www.aweber.com/audio-building-opt-in-lists.htm>

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>

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Instant Attention

Increase Your Sales Revenue, e-Zine Subscriptions, Affiliate Commissions and more with this new kind of pop up advertising. Very Cool and slick looking. You have to see it to really appreciate the beauty of this system.

<http://www.instantattention.com?aid=1325>

8.HOW TO SUBSCRIBE UNSUBSCRIBE

If you are not a subscriber and would like to be please send <mailto:Subscribe@MCPromotions.com>- If you enjoy this ezine and feel that it's helpful I sure would appreciate a small donation. You decide how much and pay with PayPal <http://tinyurl.com/87in>

If you'd feel better donating with Amazon with your ccc go to <http://tinyurl.com/yv224>

If you would like to be taken off our mailing list use the link at the very bottom of this ezine for instant removal. AOL users will need to cut and paste the link into their browsers.

Read Back Issues: <http://MCPromotionsPress.com>

<http://www.MCPromotions.com>
Merle's Cyber Promotions
Send comments to <mailto:Merle@MCPromotions.com>

Tell me what you like, what you don't like, ask me a question or suggest a topic for a future issue.

Would you like your Ad featured in this ezine? It will be viewed by over 2,900 subscribers.
Solo Ads Also Available

For current ad rates: mailto:ad_rates@mcpromotions.com

Grab my ebook "Must Have Marketing Resources"
<http://mcebook.mcpromotions.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>

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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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**Merle
776 Miner Road
Cleveland, OH 44143**

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