

# 2009

## Merles Mission Blog

Merle's Mission Blog

"Rants, Raves, and Random Thoughts of Kindness"

<http://MerlesWorld.com>

<http://merlesmission.com>





The place to be for tips & strategies on building an Internet business.  
Perfect for Entrepreneurs, Affiliate and Internet Marketers, anyone  
who builds and maintains websites. Online tools, resources, and  
reviews to setup and grow a net-based company.  
<http://merlesworld.blogspot.com>



# Contents

"Does Your Website Make the Grade?"	8
Michel Fortin's Book "Drop Your Goals" Online Free	8
Free Ebook- "Social Media for Small Businesses"	8
"Unleash the Power of Ebook Rebranding"- Free Ebook	9
Track Traffic to Your Twitter Posts	9
BubbleTweet.com- Add a Video to Your Twitter Page	10
Daily Mugshot- Your Photo Instantly Updated	10
SitePoint Launches SPNbabble	10
Merle's Mission Ezine Being Moved to Yahoo Groups	11
Download Internet Explorer 8	11
30 Apps for Facebook- Get More Done Have More Fun!	11
"Move Over ClickBank, There's a New Kid in Town: Click2Sell"	12
Webmaster Giveaway! Download Freebies	13
Create Free Online Surveys for Your Website or Blog	14
Happy Valentines Day!	14
"Google Adwords: A Whole Lot More Than Text"	15
Odinn Turns 40 And You Get His 222+ Free Gifts!	16
TweetThis- Let Others Tweet Your Blog Posts or Web Pages	17
TwitThis for Your Blog or WebSite	17
First There Was TweetLater now There's Post Later	18
Amazon Launches WarehouseDeals.com	18
Google Launches New YouTube Channel for Webmasters	18
"100 Percent GiveAway Looking for JV Partners"	19
My New NetBook	19

Google AdSense Launches New Ad Format "Expandable Ads"	20
"The Fast-Track to Using Google Adwords"	20
Wednesday, March 11, 2009	23
Sunday, March 15, 2009	24
Google Chrome Gets an Update	24
"RTLinks.com Makes it Easy for Others to Retweet Your Tweets"	25
"Death Through a Window"	25
"Make Your Website Talk"	27
"Put Your Web Biz on Autopilot with Autoresponders"	29
"Your Website & The Importance of Keeping an Eye on Bounce Rate"	30
The Ultimate Website Checklist	32
PodCasting 101: "Everything you Need to Know to Get Started"	32
"Website Updates are a SNAP With Server Side Includes"	34
"Appealing to Customers Thru Colors"	35
"11 Things Every Successful Website Needs"	37
"How's Your Sense of Style?"	41
How To Make A Small Fortune Online With Small Reports	43
Part II- "Dress Up Your Website With Fantastic CSS Tricks"	46
"My Personal Online Shopping Tips"	48
"Shorten and Track Those Twitter Links"	49
"Generate Your Own Disclaimers and Privacy Policies"	50
Domains 101: How to Choose A WinningName- Part 1 of a 3 Part Series	50
"Google Docs Makes Your Documents & Presentations Portable"	52

Where to Find the Best Free Photos Online	54
Google Web Elements	54
"110 Success Quotes"- Free Ebook	54
Saturday, May 30, 2009	55
Gia and Baxter	55
Too Much to Do??	56
122 Social Media Sites With Page Rank	56
Twitter Client Apps	57
What happens when you shorten those links?	57
Free Ebook by Marlon Sanders	57
Google Website Optimizer Tool- Tutorial	58
"How to Get Google to Index a New Page"	58
Who Doesn't Like Free Software?	58
Adsense Now Offers Bigger Font Size	59
Banished by Facebook- Just My Thoughts and Opinion	59
Merle's Mission Newsletter Now Posted Online	61
"How to Get Your Blog Published on Amazon's Kindle"	62
SupaLogo- Create Fun Text Logos	64
Baxter Gray	64
Gia Serena Giallombardo	64
Baxter Gray- Trying to Hide	65
"How to Make Your Blog Earn Its Keep"	65
Want to Catch the Google Wave?	67
Google Voice	68
Send & Receive Money with PayPal: "No Computer Required"	68
"Facebook Users Respond to Aging Social Network"	70

Merle's Mission Ezine- July 31, 2009 Issue	70
"No HTML? Need a Website? No Problem"	71
"Graphics GiveAway 2 Event"- SignUp Now	72
"Social Networking with Twitter"	73
Me and Missy G 2009	74
Matt Cutts Explains Caffeine Update	75
"Don't Just Type Your "Tweets"- Speak Them"	75
Ebay Ebooks for Free	76
"Everything you need to know about Twittering"	77
"TV for All Contest"	78
"Learn about Twitter Tools"	78
"Teleseminar Training MP3"	79
Free PDF's to Download	80
10 Tips for a Better Website	80
"Making Twitter Work For You"	82
"Does Google Really Penalize for Duplicate Content?"	82
"Steps for Mastering Twitter"	82
Secret Features of Google Reader	83
"JV Partners Wanted for Personal Development Giveaway"	84
"Do You Remember Love?"	85
"Domains: Buying Domains, Where to Find Expired Names, and How to M..."	85
FTC Declares Shenanigans On All Kinds Of Stuff!	87
Happy Halloween!	87
"Using Facebook and Twitter to Stand Out"	88
"The Complete Guide to Google Wave"	88



"How to Integrate Clickbank Affiliate Links Into Your Website"	88
"Fun and Useful Things You Can Do with Domain Names"	89
"Review of Reliable Webs Hosting"	92
"How should I link to a site that I have a personal relationship wi...	93
"Matt Cutts Talks Caffeine and Site Speed"	93
"Finding that Host that Offers the Most"	93
"Do You Need High Quality Articles for Your Website, Blog or Ezine?"	95
"Improve Your Website with Google's Webmaster Central Tools"	98
"Waving Goodbye to 2009"- Video	100
"Blog Profits 2010" Free Ebook	100

## “Does Your Website Make the Grade?”

Monday, January 05, 2009

Think your website is up to par from a marketing perspective? Think again. With Website Grader you type in your url and this free SEO tool will measure how effective your website's marketing IQ really is.

The site looks at things like your social popularity, website traffic, Google page rank score and much more. It also offers suggestions and hints to help you improve your grade and your marketability.

One of my sites tested on a “high school” level for readability so I'll take that as a good thing. I was also told where my site needed to be listed to improve my marketing score.

If you have a blog one site where you want to list it is:

[Technorati Profile](http://technorati.com/claim/cq3fsikk2y)

For more on Website Grader and test your websites go to: <http://website.grader.com/>

Posted by Merle at 02:15PM (-05:00)

## Michel Fortin's Book "Drop Your Goals" Online Free

Friday, January 09, 2009

Drop Your Goals Drop Your Goals (And Manage Your Life) by Michel Fortin is a book he wrote almost a decade ago that is now posted on his blog. Which I might add is a very good read. With all of the crap online today Michel is the "real deal". You can't download it, rather you'll need to view the individual chapters online, but it's pretty good. The book will show you how to stop setting goals and to start looking at your priorities and values instead.

Posted by Merle at 08:14PM (-05:00)

## Free Ebook- “Social Media for Small Businesses”

Saturday, January 10, 2009

Free ebook by John Jantsch "Social Media for Small Businesses". If you have an online business and don't understand social networking you need this ebook.

Using social websites like Facebook, Myspace and even blogging is a great way to create buzz and drive traffic to your website. If you haven't been using it because you didn't know where to start, you'll get a free education here.

John is an excellent author and is considered an online marketing expert.

<http://smallbusiness.officelive.com/socialmedia/ebook>

Posted by Merle at 10:17PM (-05:00)

## “Unleash the Power of Ebook Rebranding”- Free Ebook

Wednesday, January 14, 2009

This free ebook “Unleash the Power of Ebook Rebranding” by Harvey Segal is for every online marketer. No matter if you own your own product or you don't, you'll learn the best way to get traffic to your site, or make money using the ebook itself. Check it out at

<http://www.supertips.com/reports/rp.php?b=4&id=1&booktitle=Ebook%20Rebranding%20SuperTips&bookdown=http://www.supertips.com/rebranding/index.htm&bookurl=http://www.supertips.com/rebranding/ers-book.htm&rebrand=F1super2F2supertipsF3super2fh17fhp47f1l6flp27>

Harvey's one of the “good guys” on the Net. No sign up required to download.



Posted by Merle at 02:56PM (-05:00)

## Track Traffic to Your Twitter Posts

Sunday, January 18, 2009

TwitPwr Do you use Twitter? If you do check out this new free service that allows you to create short url's (think tinyurl.com) but with a twist. This service is for sending out tweets only. They track the number of clicks that you receive from your "followers" and then gives your account a power rating. Your "power rating" is a combination of the traffic your links generate and also how many others you refer to TwitPwr's service and how much traffic they generate.

If you use Twitter this is one you'll want to add to your Twitter toolbox.

Posted by Merle at 05:55PM (-05:00)

## BubbleTweet.com- Add a Video to Your Twitter Page

Tuesday, January 20, 2009

This is really pretty slick. You go to the site put in your Twitter user ID and make sure you're camera ready, as you'll then be taken to a page to record your few seconds of fame. Then you're given a new Twitter link where you can send all of your friends. When they get there they can see you're smiling stupid looking face and hear you speak. Like I said it's free won't cost you anything and you're friends will think you're slicker than shi....The only thing I wished was that you could add the code directly to your twitter page so you didn't have to have a totally separate link, but hey, beggars can't be choosy.

To create your own Bubble Tweet go to: <http://www.bubbletweet.com/>

If you'd like to poke fun at my creation check it out here:

<http://www.bubbletweet.com/id/ttm8x>

Be nice with the comments, I'm very sensitive. <grin>

Posted by Merle at 06:23PM (-05:00)

## Daily Mugshot- Your Photo Instantly Updated

Wednesday, January 21, 2009

Daily Mugshot A free service which allows you to take a daily photo of yourself, or as often as you like, and post have it automatically updated on your Blog or website. Sign up, shoot the shot, then add the widget code to your page. Then whenever you feel like updating the photo, take a new picture and it's instantly updated on your page. How cool is that?

Just think you can track the aging process daily, weekly or monthly and find out just how bad father time is being to your face.

Posted by Merle at 01:30PM (-05:00)

## SitePoint Launches SPNbabble

Friday, January 23, 2009

Connect and Share! A micro-blogging service similar to Twitter but with a twist. SPNBabble is for webmasters and website owners to connect and share their tips, and expertise on any topic related to webmasters. At this time still in Beta. Everything from SitePoint is cool so I'm sure this will be awesome.

I joined so make sure to follow me:

<http://microblog.siteprnews.com/tw/message/264>

Posted by Merle at 04:54PM (-05:00)

## Merle's Mission Ezine Being Moved to Yahoo Groups

Sunday, January 25, 2009

If you've been a subscriber of mine for a long time, or you'd like to be I'm in the process of moving everything over to Yahoo Groups. Long story, my ezines were hosted on my old server, but my "hoster" died.....it's an ugly story. I looked around for something free or low cost and Yahoo was about the best thing I could find. So if you'd like to subscribe and hear about the latest and greatest websites here's your chance.

Just go to <http://groups.yahoo.com/group/merlesmissionezine>

Posted by Merle at 07:09PM (-05:00)

## Download Internet Explorer 8

Wednesday, January 28, 2009

If you've been waiting for the next generation of Internet Explorer it's your lucky day. You can download the latest version, 8.0 now at <http://www.microsoft.com/windows/internet-explorer/beta/>

Microsoft boosts a faster interface, more security and privacy. Fast is good, wish they would have taken that into consideration when putting together Vista <grin> It does look good so why not download now and take her for a spin. They also have included some "how to" videos you can watch to find out what all of the new features are and exactly how to use 'em'. They can be found here <http://www.microsoft.com/windows/internet-explorer/beta/videos.aspx>

If you download it let me know what you think by leaving your comments. Enjoy!

Posted by Merle at 02:14PM (-05:00)

## 30 Apps for Facebook- Get More Done Have More Fun!

Thursday, January 29, 2009

Do you use Facebook? Fast on the heels of Myspace this social network is used by millions of people to connect and network with people all over the world. Want to add some really cool tools to your Facebook page? Here's a list of over 30 Facebook applications that will help you to network and get more done with Facebook. It's an excellent article and the resources are outstanding.

## "Move Over ClickBank, There's a New Kid in Town: Click2Sell"

Friday, January 30, 2009

Are you frustrated with Clickbank? For years now they have been the "reigning champion" when it comes to payment processing with a built in affiliate network. Clickbank makes it easy to sell your digital products and take advantage of their affiliate army, numbering over 100,000. It's simple really - you let others sell your products and they earn commission.

Recently a new competitor has hit the scene, Click2Sell.eu. They're a company based out of Europe who have put together a service that includes many of the features that others are lacking.

No matter if you're just a merchant (seller), or you're a "super affiliate" making a living online, Click2Sell incorporates some wonderful features and benefits. Let's take a closer look:

Merchants can sell digital or material products, even subscription based services. Your products can be sold in U.S. dollars, EUR or GBP. Payments are received instantly to your Paypal, Worldpay, Authorize.net, Google Checkout or Moneybookers account.

Once registered, you can be up and selling right away. There's no "waiting period" for approval of thank you or sales pages. You set your own pricing, no maximum price points, and it's easy to add new products.

Your digital products are uploaded to Click2Sell's server and protected from unauthorized access. The thank you pages shown to buyers are encrypted so they never know the actual download location. All download links expire within 72 hours of purchase, which eliminates the problem of them being shared with others.

The built in affiliate program allows you to easily pay any affiliate commission with a few clicks, using either Paypal or Moneybookers. You set the commission rate you're willing to pay, up to 95%. Affiliates can be automatically accepted or you can choose to manually approve them. This feature allows you to ban those you don't want promoting your products.

Merchants are also given a choice to show affiliates the conversion rates of your products in the marketplace, or not. And, of course they've built in powerful statistics and tracking which reports on the number of active affiliates, and their performance. Also, it tracks product conversion rates for different keywords, a product's rank and history of changes in the marketplace and much more.

Hang on to your seat because the benefits and features offered to affiliates are just as exciting. When searching for products you wish to promote, you can search through the marketplace using various criteria such as category, rank, amount earned per sale, conversion rate, popularity and more. This is a great way to find just the products that

meet your needs.

The built in advanced tracking reports allow you to see how many people clicked on your affiliate link, and the number that actually purchased. See how much you've earned in "real time". Very nice. Even if they don't purchase right away, if someone clicks on your affiliate link and goes back to purchase within six months, you'll still earn your commission.

Any monies earned in a month are paid out in full the following month. No money is held back in a reserve account.

So, how much is all of this going to cost you? Don't faint, but it's totally free to set up an account, no matter if you're a merchant or just an affiliate. Merchants are charged 1.00 to 3.00 USD on each sale.

Do yourself a favor and check out their website for further information.

<http://tinyurl.com/6erd2o>



Posted by Merle at 05:47PM (-05:00)

## Webmaster Giveaway! Download Freebies

Tuesday, February 03, 2009



Bill McCrea and Davion Wong have teamed up for the first time to present the biggest Giveaway event to you - the Webmaster Giveaway!

<http://www.webmastergiveaway.com/members.php?id=1409>

Within this giveaway, you will find tons of high quality gifts meant to help you build your business.

If you own a website or a blog or create squeeze pages and just about any web page, then you will find many useful reports, scripts, graphics, software and even unique content to download!

Hurry, go ahead and download your gifts now.

Posted by Merle at 05:36PM (-05:00)

## Create Free Online Surveys for Your Website or Blog

Thursday, February 12, 2009

Create free online surveys and polls- A wise man once said "opinions are like noses, everybody has one". If you'd like to find out what's on the minds of your website or blog visitors here's your chance. With PollDaddy.com you can create surveys and polls for your sites and even your social network profiles. Very nice interface, clean and non-invasive with custom templates you can choose from.

The free service will limit you to 10 questions and 100 responses per month. If you'd like more features you'll want to upgrade to their paid service. Remember, people don't care about you or your business. They want to know what's in it for them and surveys are a good way to find out what your visitor's are thinking.

Posted by Merle at 03:30PM (-05:00)

## Happy Valentines Day!

Friday, February 13, 2009



So tomorrow is the biggest romantic day of the year. Well, that's what they tell me. I guess it depends on who you live with and the status of your relationship. But even if your relationship is in the toilet there's nothing like a box of gourmet chocolates to brighten your day. And if you don't have someone who cares enough about you to buy you a box, go and treat yourself. One thing I have learned over the years is the best presents are the ones we give to ourselves. Hey, you're worth it!

If you want to have a little picture fun and maybe create a little card or photo greeting for someone you love, check out the fun I had at Jpeg Fun.





Posted by Merle at 05:45PM (-05:00)

## "Google Adwords: A Whole Lot More Than Text"

Monday, February 16, 2009

By Merle <http://www.PayPerClickResearch.com>



Google Adwords is one of the reigning champions when it comes to pay-per-click advertising with the search engines. Believe it or not, they launched their program about 8 years ago and it's been added to and improved upon ever since.

Google is not one to lay dormant. They're constantly adding on enhancements and expanding their services to fit the needs of today's online entrepreneurs.

When Google first launched Adwords, you only had the option of running ads in text format. Well, you know that saying, "You've come a long way baby". It really applies here. Along with text ads, you can also choose from image and video ads.

**Let's review your options:**

**1) Text Ads:** The first and still the most popular of all advertising options. Total lines allowed are four which include your url. Nothing fancy here, so make sure your ad copy is powerful and includes a strong call to action.

**2) Image Ads:** Utilize your logo or other images for your ad copy. Can be static or animated. Ads don't appear on search sites, but are distributed through

out the content network. Make sure you've opted into the content network in order for your ads to be displayed.

Ad formats can be .jpg, gif, or .png. Animated ads can also be in flash format. Sizes available include: 250X250 square, 468X60 banner, 728X90 leaderboard, 300 X250 inline rectangle, 36X280 large rectangle, 120X600 skyscraper or 60X600 wide skyscraper.

**2) Video Ads:** How about advertising with short videos? These ads also appear in Google's Content Network. The videos appear as a static image and the viewer must click on the video to actually play it. If while the video is playing, the viewer clicks on the url at the bottom of the ad, or clicks on the video while it's playing, they are instantly taken to the advertisers website. This type of ad can be purchased on a CPC, (when they click and go to your site) or on a CPM basis, (when the video is played).

As a side note, you can also reach cell phone users with "Mobile Ads". If a cell phone user searches Google, ads are displayed. Only 2 lines of text with your url being the third line. Advertisers can choose from pay per click, (when someone visits your mobile site), or "pay per call", when they click on the call button. Image ads are also available here.

So there you have it. In case you thought Google only offered text ads, now you know all of your available options. No matter if you choose text, image, video or mobile ads, Google Adwords is definitely an innovator when it comes to pay-per-click advertising. Make sure to include this leader in your next online advertising campaign.

Posted by Merle at 05:03PM (-05:00)

## Odinn Turns 40 And You Get His 222+ Free Gifts!

Tuesday, February 17, 2009

Odinn Sorensen's "Daddys Birthday Giveaway - 40 Years" has Officially launched. And it's not the usual type of giveaway to say the least ... See for yourself: <http://daddysbirthday.com/giveaway/users/signup/member/293>

And we're talking 100's & 100's of quality gifts, literature and software here.

Well I have to get back to downloading now, But I just had to let you know about this one for sure. Enjoy all your new products,

P.S. Remember don't wait on this, It's only happening for a short while.

Posted by Merle at 04:58PM (-05:00)

## TweetThis- Let Others Tweet Your Blog Posts or Web Pages

Thursday, February 19, 2009

TwitThis- Ok, so I'm out surfing the Net today while I should be working out and I stumble across something on a web page that says "TwitThis"...Wow, I think to myself never seen this before. Being the curious little monkey that I am I quickly go to my good friend Google and search for it. And lo and behold in all of its glory there it is "TwitThis".



If you use Twitter you know how cool it is and there are hundreds of apps springing up every day to extend it's functionality but this is so very needed. I'm often on web pages and want to send it to my followers so I have to jump over to Twitter, this allows your site guest to easily click on the button and send out your link to his followers. Viral marketing in a flash. Sort of a 2009 twist on a "refer a friend" script, but much safer and cooler. Did I say cool again? Anyway, if you'd like to add this to your blog posts or website there are instructions on the site to spell it out for you.

If you use Blogger like I do they point you to a site <http://cranialsoup.blogspot.com/2009/01/add-twitthis-button-to-your-blogger.html> that walks you step-by-step how to copy and paste the code. Even a fourth grader can do this. No charge to use TwitThis so don't be a boring tweeter get TwitThis now. Now, where are my weights.

Posted by Merle at 02:19PM (-05:00)

## TwitThis for Your Blog or WebSite

Thursday, February 19, 2009

TwitThis- Ok, so I'm out surfing the Net today while I should be working out and I stumble across something on a web page that says "TwitThis"...Wow, I think to myself never seen this before. Being the curious little monkey that I am I quickly go to my good friend Google and search for it. And lo and behold in all of its glory there it is "TwitThis".

If you use Twitter you know how cool it is and there are hundreds of apps springing up every day to extend it's functionality but this is so very needed. I'm often on web pages and want to send it to my followers so I have to jump over to Twitter, this allows your site guest to easily click on the button and send out your link to his followers. Viral marketing in a flash. Sort of a 2009 twist on a "refer a friend" script, but much safer and cooler. Did I say cool again? Anyway, if you'd like to add this to your blog posts or website there are instructions on the site to spell it out for you. If you use Blogger like I do they point you to a site <http://cranialsoup.blogspot.com/2009/01/add-twitthis-button-to-your-blogger.html> that walks you step-by-step how to copy and paste the code. Even a fourth grader can do this. No charge to use TwitThis so don't be a boring tweeter get TwitThis now. Now, where are my weights.

Posted by Merle at 02:31PM (-05:00)

## First There Was TweetLater now There's Post Later

Saturday, February 21, 2009

Convenient Blog Post Scheduling » PostLater.com- If you blog and if you have multiple blogs you know how time consuming it can be remembering to post to each and every one of them separately. Now with PostLater this brand new service makes it easy to post to all of your blogs from within one convenient interface. You can schedule future-dated posts not only on your blog but also to micro-blogging services such as Twitter. You can also log in and post immediately. If you've been looking for a tool to make your life as a blogger a bit easier this may be it.

Works with most blogging services such as WordPress, Blogger, LiveJournal, MovableType, Blog City, Blogware and many more.

If you're wondering what all of this will cost you it's only Monthly \$19.95 or an Annual Membership - \$149.00

Posted by Merle at 05:17PM (-05:00)

## Amazon Launches WarehouseDeals.com

Sunday, February 22, 2009

Warehouse Deals: Used and Refurbished from Amazon- I've always been an Amazon fan. I've probably bought enough books and household items from them to put a kid through college. Ok, maybe just community college. Amazon is at it again with the release of their new website "WarehouseDeals.com". It's a one stop shop for refurbished and slightly damaged merchandise all at reduced prices. You'll find over 80,000 Amazon.com items with savings up to 60% off of list prices. And just like Amazon they also offer FREE Super Saver Shipping which is my favorite. Stop in and take a look around. Like everything Amazon does, the site is nice on the eyes and easy to use.

Posted by Merle at 07:23PM (-05:00)



# Google Launches New YouTube Channel for Webmasters

Wednesday, February 25, 2009

YouTube - GoogleWebmasterHelp's Channel: Just launched Google's new YouTube Webmaster Channel is loaded with resources for webmasters. The information presented will help you with your website crawling and indexing questions, increasing your traffic and enhancing your site. Subscribe, or for more information go to <http://www.google.com/webmasters/>

Posted by Merle at 04:25PM (-05:00)

## "100 Percent GiveAway Looking for JV Partners"

Sunday, March 01, 2009

I just wanted to let you know.. 100 Percent Giveaway is set to launch soon! Like the name says, this giveaway offers 100% commission on all upgrades made by contributors and members that you invite.

Some of the biggest names in the business are going to be promoting this event, directing tons of members and new leads to your gift.

All you have to do is sign up, submit a gift, and promote the event to start earning 100% commissions while building your list! The event opens its doors on March 20th.

Hurry up and get in on this while you can! The sooner you start promoting the better!  
<http://100percentgiveaway.com/go/159/jv>

Posted by Merle at 07:29PM (-05:00)

## My New NetBook

Monday, March 02, 2009

I just finished watching "The Girls Next Door" and I gotta tell ya I'm a bit choked up. Yea, yea, go ahead and have your fun, but I really loved that show. Those damn twins had to come in and ruin everything. The kicker is Holly is the one who discovered them and brought them home in the first place. Then they turn around and take over the mansion. See what happens when you're nice.

Anyway, I wanted to fill you in on this cool little netbook I recently purchased. They call em e-machines or netbooks as they're way smaller then your traditional notebook and their sole purpose really is to surf the web and email. From the first time I say one in Cosco I had to have one. Now I have my trusty IBM workhorse so I really didn't need one, but I love gadgets and for a little over 300.00 how could I resist.

The one I bought is by ASUS and you can get a look at it here:  
<http://www.buy.com/prod/asus-eee-pc-904ha-8-9-netbook-intel-atom-n270-1-6ghz-1gb-160gb-hd/q/loc/101/209708382.html>

The look of it is very sleek. It's shiny ebony case is very designer looking but it does have a drawback of holding onto my fingerprints. The FBI would love this thing (LOL). It has a high-resolution screen at 1024X600 but if you don't mind scrolling you can set it higher if you like. Wireless is built in so cyber cafe here I come. It also has 160 GB of storage, 1.3 Megapixel WebCamera. It has an Intel Atom N270 1.6GH processor inside with an 8.9" LCD display. There's also a nice multimedia memory slot in the front for your camera or phone card which makes it easy to upload your pictures.

I've always been an XP fan and this comes pre-loaded with Win XP home edition and Microsoft Works for your document creation. The keyboard is not that much smaller but it does take some getting use to and the touch mouse is new for me. I'd also like to see the mouse selection controls to be a little easier on the fingers. Besides that this thing is really tough. I know you're jealous, aren't ya. The size is unbelievable at about 10.47" X 7.53" and it weighs about 3Lbs. This one was a little heavier then some of the other models I looked at but it came with a 6 volt battery. Most of them come with a 3 or 4 volt so you'll want to pay attention to that when deciding on which one you want. To me the whole point of a netbook is to be wireless and what good would it be if the battery was dead all the time. This one should last about 5 hours on a full charge.

So there you have it. Merle has a new toy and now I'm off to play.

Posted by Merle at 01:12AM (-05:00)

## Google Adsense Launches New Ad Format "Expandable Ads"

Thursday, March 05, 2009



Google Adsense is a great way to make a little side income with your website. Google announced today a new ad format called "Expandable Ads". These are rich media ads that when clicked by the user, expands the ad beyond the original size of the ad unit. Expandable ads are run on Google's content network. To find out more go to:

[https://www.google.com/adsense/support/bin/topic.py?topic=19440&sourceid=aso&subid=ww-en-et-asblog\\_2009-03-04&medium=link](https://www.google.com/adsense/support/bin/topic.py?topic=19440&sourceid=aso&subid=ww-en-et-asblog_2009-03-04&medium=link)

Posted by Merle at 04:47PM (-05:00)

## "The Fast-Track to Using Google Adwords"

Tuesday, March 10, 2009

Remember back when Al Gore allegedly said he "invented the Internet?" Well, he didn't, it was Google. Alright, I'm kidding, but sometimes it does appear that way. Google has consistently launched one killer application after another, and they weren't playing around



when they entered into the pay-per-click arena with their "Adwords" program. Adwords is one of the largest online advertising networks, reaching more than 80% of all Internet users.

So how does it work? You choose keywords/phrases that are related to your products/services, write the text ads that will be shown when someone performs a search for your keywords, set a daily budget and the cost you want to pay every time someone clicks on your ad (C.P.C), and you're ready to run. There is no activation fee and no minimum monthly spend amount.

Ads are called "sponsored links", and appear along with search results on Google, as well as other affiliated search engines and "content sites" in the Google Network. This type of keyword based advertising will help you to reach a highly targeted audience quickly and easily. Not only can you run text ads, but also image/animated ads - even video. If you're a beginner at pay-per-click marketing, I would suggest you start out with text ads. You'll need to "learn to walk" before you run.

So what does a text ad look like? It consists of a 25 character headline, a description that is 2 lines of no more than 35 characters, and what's called a "display url". This url can reflect any domain you like because when it is clicked upon, the browser will take them to your "destination url". This is set up behind the scenes and does not appear in the ad itself.

A 3 line text ad might sound like a lot of room, but it's not. You've got a small area to make a huge impact on the searcher and make them want to click. Don't underestimate the power of a well written ad. If you don't know a lot about how to write "good copy", I suggest you study up. You'll want to include what's referred to as a "call to action" somewhere in the description. You'll also want to include your keywords if possible in your title and ad copy so they will appear in a bold font when your ad is displayed. For help see: <http://www.google.com/adwords/learningcenter/text/18779.html>

You also need to send them to the page that's most relevant to your ad copy. This page is called a "landing page", and you'll want to make sure it converts. A conversion happens when the visitor performs the action you intended. For example, signs up for your newsletter, buys your product, etc. With Adwords conversion tracking you'll be given a snippet of code to paste on your web page wherever any conversion takes place. For example, your thank you page. This allows you to track how well your pages are converting. You can also use Google Analytics. For more see: <http://www.google.com/analytics/>

Now that landing page load time is being factored into "quality score", you'll also want to pay attention to your page's load time. Quicker is better. For more information on this topic see....<http://tinyurl.com/4bsyaq>

Now, let's talk about keywords. The biggest mistake most people make is choosing single keywords. You're much better off with two and three word combinations. For example if you sell dog food, instead of targeting a generic term like "dogs", you'd be better off selecting "dog food". Remember, these keywords will be responsible for triggering your ads to appear, so do your homework and choose wisely. Targeting the wrong keywords can be a very expensive lesson. For help in choosing keywords use Google's tool located at- <https://adwords.google.com/select/KeywordToolExternal>

When setting up your keywords, you'll also need to choose what's called a "match type". Here are your options:

**1) Broad Match:** The default setting. Searchers can enter your keywords in any order and your ads appear. Not the best option for targeted traffic.

**2) Phrase Match:** Your keywords must appear in the exact order for your ads to appear. This is more targeted than Broad Match.

**3) Exact Match:** This is the most targeted option. The searcher must type in your key-phrase exactly for your ads to appear.

**4) Negative Match:** You choose words you don't want your ads to appear for when searched upon. For example, typing in the word "-free" would stop your ads from appearing if someone typed that word before your key-phrase.

So who decides which ads will appear at the top? This is called "ad rank". Ads with the highest ad rank will appear at the top. Here's the formula, at least at this time as it's always open to change.  $\text{Ad Rank} = \text{C.P.C. (cost per click)} \times \text{Quality Score}$  To understand this formula you'll need to know what factors go into "quality score".

**Quality Score is determined by :**

1) How *relevant the keywords* and ad copy are to the search query.

2) "The *historical Click-through rate of the ad*, and of the matched keyword on Google".

3) It also includes your *account history*, which looks at the click through rate of your keywords and ads.

4) Landing page *load time*.

And, according to Google "other relevant factors". One tip to increase your ad rank is to increase your cost per click, and improve your ad copy and keywords in order to increase your quality score. Ad ranking is determined slightly differently for the search network compared to the content network.

For the content network it looks like this:

**Ad Rank= Content Bid X Quality Score**

What is the difference between the Content Network and Search Network? Good question. I thought you'd never ask. This is another option you'll have to decide upon when setting up your account. If you choose "search sites", your ads are displayed on search results pages only. Google's search network consists of: AOL, Netscape, Earthlink, Compuserve, AT&T, Worldnet, Ask.com, Shopping.com, Froogle and of course Google itself.



If you choose for your ads to appear in the "content network", this includes community websites, online publications and other information based sites that choose to display Adwords ads. Partners in the content network include sites such as: Google's Gmail, About, Lycos, NY Times.com, Infospace, Reed Business, HowStuffWorks, Business.com, Food Network, HGTV, MarthaStewart.com and many other content based websites. Ads are targeted to the content of the individual pages.

You'll also have some control over where your ads appear and don't appear with what's called "placement targeting". You can actually pick and choose from websites you'd like your ads to appear on, or not to appear on. For more on placement targeting see <http://tinyurl.com/5zwfy9>

You can opt in to both search and content networks, or just one.

At this point you're probably thinking this is a lot to learn. And you're right - it is, but there are plenty of online resources to help you such as:

#### Adwords Help Center

<http://www.adwords.google.com/support/>

#### Adwords blog

<http://adwords.blogspot.com/>

Google is a powerful Internet giant and makes for a mighty advertising partner. Make sure you harness some of that muscle, and you too can become an Internet force to be reckoned with.

Posted by Merle at 04:49PM (-04:00)

## Wednesday, March 11, 2009



NOTE: The following is a guest post from one of my favorite internet marketing mentors. Why I Love Affiliate Marketing - Part 1 By Jimmy D. Brown of "Affiliatenaire"

Do you find yourself "starting" to create your own product to sell online, but never "finishing" it? One of the things I love about affiliate marketing is --

**\*\* You don't need to create your own products \*\***

Many people find the idea of creating their own products to be an overwhelming and even paralyzing task.

\* I don't have any good ideas!\* I'm not a writer!\* There's too much competition!\* I don't know how to set everything up!\* I can't figure out where to start!\* It's too hard!

These are just a few of the valid reasons many people give when it comes to not creating their own products to sell. I'm sure with a few minutes of brainstorming, we could come up with a list of many more.

With affiliate marketing, you don't need your own products. You simply promote someone else's already proven successful offer for a commission.

And, truth be told, even if you ARE a writer and you DO have lots of ideas and you CAN figure it all out...

**\*\* Nobody wants to create new products all the time \*\***

As good as you may be, you don't know everything! Why try to create a product on every

topic imaginable in your market when you can earn just as much money by simply promoting someone else's really good offer as one of your profit streams? That's why I love affiliate marketing. You don't need to create your own products.

.....  
Jimmy D. Brown is the author of "Affiliatenaire", teaching you how to create big-time affiliate commission checks in only 1-3 hours each week. Discover how you can get cash in the bank without a website, experience or even an idea! Visit <http://tinyurl.com/bb72jw>  
.....

Posted by Merle at 03:30PM (-04:00)

## Sunday, March 15, 2009

Seems as if every time I turn on the TV or open a newspaper it's all bad news. More people out of work, more people losing their homes, this company going bankrupt, that one going bankrupt. It's all so negative I'm getting to the point where I don't even want to watch the news. Can we just say something positive for once? I really think that all of this negativity just breeds more of the same. Anyone with me on this?

Well, I've got something good for you. If you're looking for a job this site, Razume will help you with your resume. You can build your own resume using their "ResumeBuilder" or if you already have one you can upload it and receive high-quality feedback on it. So how much is all of this expertise going to cost you? Absolutely nothing. Isn't that music to your ears? Yes Virginia, there really is a Santa Claus and sometimes you can get something for nothing. So if you need resume help strap on your hiking boots and get over to <http://razume.com/>

Another cool site, since we're talking about finding a job is <http://www.indeed.com/> - Just type in the kind of work you're looking for and it goes out and searches thousands of job boards, newspaper classifieds, and company websites. Can you say "EASY".

I hope you find these two sites helpful and next time you see someone who's down take a minute to do something nice for them or say something positive. One person really can make a difference.

Posted by Merle at 01:52AM (-04:00)

## Google Chrome Gets an Update

Tuesday, March 17, 2009

It's no secret that I love all things Google. They have a knack for taking good things on the net and making them even better. Hell, if they could rule the world, that would be OK with me. Do you use their Chrome browser? If you do you might want to know that they released an updated beta version which you can download at the link above.

So what's new and improved? According to the Google Blog it's speed. They claim it's 25% faster on their V8 benchmark and 35% faster on the Sunspider benchmark than the current stable version.

I'll admit I haven't played with Chrome a lot. I did download it on my desktop but my boyfriend uses it a lot more than I do. It's a pretty plain browser but it gets the job done. I don't think they're going to take over Internet Explorer or Firefox anytime soon, but it's a nice addition to the browser family.

Posted by Merle at 05:54PM (-04:00)

## “RTLinks.com Makes it Easy for Others to Retweet Your Tweets”

Friday, March 20, 2009



I've been using Twitter a lot more lately and discovering more ways to take advantage of this push type of marketing. I'm sure everyone has their own reasons for using it and specific types of "tweets" they like to get. Me, I like interesting sites and articles. Things I can learn from to help me with my online marketing. Not so much interested in what you had for

dinner last night or what you're watching on TV. Sorry. I know it makes you human, but not so much what I want to know. TMI.....

If you use Twitter you know how important it is to get others to "retweet" your tweets. If you don't know that means they take what you sent out and send it out to their followers. This is called "retweeting".

Here's a really slick service called RTLinks that shortens your link and at the same time makes it simple for others to retweet your message. When you shorten a link the page that comes up when someone clicks on that link has a frame at the top which includes a link to easily "retweet", a link to your profile. Simple to use and free. Check it out at <http://rtlinks.com/>

Posted by Merle at 12:52PM (-04:00)

## “Death Through a Window”

Tuesday, March 24, 2009



A few days ago as I was going about my usual daily routine when I heard the sound of a blaring fire truck. When I looked out the window I saw a frantic woman in the driveway across the street waving her hands as the local police pulled up in the driveway. An ambulance arrived and took its place next to the police car, as a fire truck parked on the street. Definitely a lot of commotion going on at an elderly woman's home which is usually very quiet.

Almost as if watching a movie I couldn't tear myself away from the window as I

watched the woman explaining that she could see the lady who lived in the house clearly

through the window but when she rang the doorbell there was no response. The police decided to bust the glass and go in. I saw the emergency squad rush in with the gurney. When they came out less than 5 minutes later with no patient onboard. I just knew she was dead. My boyfriend said he saw the flutter of a white sheet through the front window of her home as they covered her body.

Not long after the fire truck and ambulance left leaving only the cop to stand guard over the body until the men in black came for her. My sister said when there's a death the police will stay until the body is picked up. I found it so strange that the police have to guard someone who is dead. I mean, do they think someone is going to run away with the corpse? Is she going to get up and walk away on her own? I don't think so. I found the whole process very strange.

Hours went by and family members started arriving and hugging each other in the driveway. Most certainly trying to console each other. The cop kept moving his car and pacing back and forth in the driveway as more and more people filled up the home.

The woman who lived there was old. I didn't know her that well, but I would presume her to be in her eighties. My dogs barked at her every day as she walked to her mailbox to pick up her daily correspondence. Now they would bark no more. This quiet woman who seemed to be so independent was now gone. Her whole life came to an end on this Spring like day. Was she sick? or did God just decide her time here was through? I had so many questions about someone I really didn't even know. I mean I saw her pull in and out of her driveway, her family and friends would come to visit, but to say I knew her. No, I did not. Yet, I felt sad that day knowing as everyone rushed about with their daily activities that this woman who had a family of her own, was now dead.

Her whole life came down to waiting for two guys in black suits to take her away. Take her away from where she had lived her entire married life. From the home where she had raised her children, created a life for herself and her husband, where so many memories were made. Now they were taking her away.....and I couldn't stop staring out that window as they slowly drove down the street with the body of a woman whom I saw yesterday getting her mail and today was dead. There was just something not right about all of it.

I know we all have to die someday, but to be honest it scares me. None of us know when it will come or how it will all end. I just hope that when my time comes people will say kind things about me and my family and friends will miss me. I hope that I will have done worthy things and leave the world a little better of a place than it was when I entered. What can I do that might live on forever long after I'm gone.

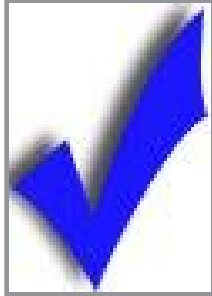
We all wonder "what's the point?" What happens to us when we die? where do we go? Do our souls really leave our bodies and travel on? Until we each experience death for ourselves we'll never really know the answer to these questions. All I knew as I stared out the window that day was that death had come calling right across the street. I felt a sign of relief that it wasn't one of my family members or someone I deeply loved, but yet it was someone who mattered to someone else.

I slowly closed the blinds feeling safer already from death's outstretched hand, and went back to my mundane daily existence but I couldn't shake the sad feelings I had as my day was interrupted by "death through a window".

Posted by Merle at 01:11PM (-04:00)

## "Make Your Website Talk"

Monday, March 30, 2009



Have you noticed the latest online craze? No, it's not how to make a million dollars overnight, although that idiotic idea is still floating around... It's adding voice to your website. "Ma Bell" meets the Internet, so to speak. If you spend any amount of time online I'm sure you've seen a number of sites employing this technology.

So who's behind this phenomenon and what's the benefit of adding voice to your website? I'm so glad you asked. In the cold, impersonal world of the Net, your voice adds a touch of warmth and personalization that can increase credibility, thus raising your conversion rate. Sound good? (No pun intended.) Of course it does.

So now that you're considering adding the sweet sound of your voice to your site, where might you want to use it? Depending on your website's content and theme, there are a variety of ways to incorporate your voice into it. For example:

- You might place a welcome message on your front page, summarizing your site's highlights, informing visitors of what they'll find, and thanking them for stopping by.
- If you have an "about us" page on your site, you might want to record a brief message to accompany your background info. This will help people feel as if they're actually meeting you.
- Since testimonials are a great enhancement to any site imagine if you actually added them in your customer's own voice. If you use one of the phone recording services you could give them the number and they could easily record how they feel about your products/services.
- If your site has been featured in an online interview or radio show, imagine including this audio in our site. Just think of it as your very own live press room.

One thing to consider is the quality of your voice. If it's not all that pleasant to listen to, you may want to employ the help of a friend, or you could hire a "professional" voice-over service. Do a search at Google and you'll find plenty of options. One such service is <http://www.jennifervaughn.com/>

So now that you're actually thinking of recording something and adding it to your site, how do you do it? There are many different ways, some more expensive than others. Let's examine some of your choices a little more closely.

1) MP3 Sound Stream: <http://mp3soundstream.com/>

Creates streaming audio from MP3 or Wav files. Produces high quality output for only \$39.95.

2) Audio Player Pro: <http://www.audioplayerpro.com/>

Starting at only \$47.00. This produces a code that you can paste onto your website that will enable the viewers' default player.

3) Audio Generator: <http://www.audiogenerator.com/>

Streaming audio using just your browser. Easy to use, you can phone in your message or use MP3 files. Excellent sound quality. After recording your message paste some code onto your site and a button appears with your audio. \$29.95 monthly.

4) SoundNails: <http://www.soundnails.com/>

This program converts several MP3 files into the popular Flash format. The sounds can then be played in streaming mode without the need of a player like (Windows Media Player or Real Player) in a user-friendly way. 30 day free trial is available, with two versions offered ranging from \$10.00 to \$65.00.

5) Sonic Memo <http://www.sonicmemo.com/>

Includes a step-by-step tutorial. You'll have to create your own MP3 files and upload them to your server. If you record WAV files, you'll have to first convert them to MP3 format. This software sells for \$97.00.

6) Instant Audio: <http://instantaudio.com/>

Just record a message by phone and your website or e-mail is instantly audio-enabled. To check their sound quality call the phone number listed on the site, leave a message, then hit the play button on the site to listen. This service will cost you 29.95 a month.

#### **Other Resources of Interest:**

Free ebook that shows you how to add audio to your site at absolutely no cost to you. The book is rebrandable if you sign up for the affiliate program.  
<http://www.novasoft-inc.com/ebook.asp>

Internet Audio Guy:  
<http://internaudioguy.com/>

Some pretty good resources here on adding audio, and if you subscribe to the ezine, you receive a 22-page free report entitled "Web Pages with Sound and Video."

Your site has been sending non-verbal messages for years; now it's time to break free and let it send a message everyone can hear. Adding audio to your website is not only easy to do, it can help you gain the trust of your site's visitors, thus increasing your conversion rate. So stop wasting your time and money, and start getting the sales you may be missing.

Posted by Merle at 01:15AM (-04:00)

# "Put Your Web Biz on Autopilot with Autoresponders"

Friday, April 03, 2009



Anyone who has a web-based business will tell you that answering emails is one of the most time consuming chores they face on a daily basis. After answering your emails for any length of time, you'll soon see that many of the requests you receive are for the same information over and over. Instead of typing the same responses again and again you can streamline this process with the use of autoresponders.

Autoresponders work much in the same way as fax on demand. They're pre-determined email responses that are triggered to go out automatically to specific email inquiries.

There are many ways you can use autoresponders in your online business. Here are my Top Ten:

- 1) FAQ (Frequently asked questions)-** How many times do you get questions on how your site or service works? Take them and answer them all in one text document.
- 2) Advertising Rates-** If you sell ads in your ezine or on your website, set up a document containing your ad rates and demographic information.
- 3) Help Responses-** For tech support on your site; you can make a list of possible problems with the solutions along with a note that you'll be in touch soon. This can also be used for tech support with your software or e-books.
- 4) Copy of your Ezine-** If you publish an ezine, make sure you have an issue people can request a copy of by autoresponder. Many times people like to see an issue before they subscribe. Make sure you include subscribe information inside as well.
- 5) Price Lists-** If you sell products on your site, supply a comprehensive list of items with pricing.
- 6) Services-** If you perform multiple services, list them along with a brief description and pricing and how to order.
- 7) Vacation-** If you're going to be out of touch for a week or two you can set up an autoresponder to answer your incoming mail, with a canned response of when you'll return.
- 8) Short Courses-** Many site owners use autoresponders to teach lessons or set up a tutorial on a subject, with one lesson being sent every day over a period of a week or two.
- 9) Sample Chapter-** If you sell an e-book, you could offer a free sample chapter to arouse interest and encourage purchases.



**10) Articles-** Writing articles (like this one) and distributing them online is a great way to promote your website. Setting them up on autoresponders makes it extra easy to offer them to others for possible inclusion in their ezine or on their sites.

If you're in need of an autoresponder service, check out some of these:

**Send Free**<http://www.sendfree.com/>

**Get Response**<http://www.getresponse.com/>

**Free Autobot**<http://www.freeautobot.com/>

**123 Response**<http://www.123response.com/>

These are just some ideas for getting mileage from autoresponders. If you take a look at what information is requested most by your business, you'll come up with many more that will suit your need and help put your web-based business on autopilot.

Posted by Merle at 12:33AM (-04:00)

## "Your Website & The Importance of Keeping an Eye on Bounce Rate"

Wednesday, April 08, 2009

When you hear the word "bounce", you're probably more inclined to associate it with a checking account, not your website. But for those who study and understand website statistics, they understand that "bounce rate" is an important measure of your website's effectiveness.

Bounce rate, simply put, is the percentage of people who come to your site, then immediately leave without viewing any of the inside content pages. Think of it like window shopping. Say you browse by a shop and don't really care to enter based on what you saw at first glance through the window. The window in this case is your home page. A bad first impression, or irrelevant content, can chase away a visitor and stop them from freely investigating the full content of your site.

**Google Analytics defines bounce rate as:**

*"The percentage of single-page visits or visits in which the person left your site from the entrance (landing) page. Use this metric to measure visit quality - a high bounce rate generally indicates that site entrance pages aren't relevant to your visitors."*

Therefore, a high bounce rate is bad but a low bounce rate is a positive sign that your visitors are engaging and exploring your website. So what constitutes a good rate? This is a very hard question to answer, but if you do some research, most say it needs to be under 50%. It also will depend on the type of site that you have. For example, if you're a blogger, many times a visitor will come to your blog to read the latest updates then leave. Thus more often a blog will have a higher bounce rate than a "normal" site as there is no need for them to go any deeper.

How do you know what your bounce rate is? One free program that makes it easy is



"Google Analytics". Register, list your sites and paste some HTML code on your pages and you're ready to go. You'll clearly see your bounce rate go up and down as you view the in-depth reports.

So, how can you improve your bounce rate? First, you'll need to track the rate over time, and also look at the amount of time your visitors are sticking around. Also, take note of the traffic sources. Where is the majority of the traffic coming from? Search engines, direct links, social networking sites like Stumble Upon or Twitter, etc. The source of the traffic and the quality of that traffic will contribute to the overall bounce rate being higher or lower for the week. Some traffic, depending on the source will naturally convert better than others.

Once you know your statistical rate, you'll need to start making small changes, then run tests to see if it improves over time. It all starts with trying to improve the usability of your site's landing page. Translation: what people see when they come to your home page.

You can make changes to the design, look and feel of your site. Make sure there are other links readily available to peak the visitor's interest so they'll want to dive further into your content. Of course, you always want to make sure your site's navigation is user friendly, and that the site itself is easy to use and well organized. Another trick is to play around with different headlines, even change your website's copy. Another big problem is a heavy load time. Make sure your site loads quickly so the visitor isn't reaching for their back button before it even finishes loading.

Change one thing at a time, and keep your eye on the bounce rate to see if it improves. If you're not doing so already, have Google Analytics email your site reports weekly in PDF format. This will make your homework a little easier.

As you can see, bounce rate is an important statistical measure and says a lot about the "stickiness/effectiveness" of your website. There are also those who believe it plays a role in search engine algorithms and how they rank your site. If this is true or not, I don't know - but if it is true it gives you some extra motivation in working on improving it. For more on this controversial subject see:

<http://searchengineland.com/bounce-rate-as-a-ranking-factor-15643>

<http://www.webpronews.com/topnews/2008/11/21/is-bounce-rate-a-google-ranking-factor>

By studying your site's bounce rate, you really can learn a lot as to what's working and what's not with your website. It really is an important number to know and one you'll want to continually strive to improve upon.

Like costly heated air leaking out a drafty window, you'll want to do what you can to plug those leaks and try to keep visitors at your site a little longer. It's only when they are fully engaged that they'll make a purchase, subscribe to your ezine or do whatever action you consider a conversion. In the end, isn't that what it's all about? If your site's been losing visitors as fast as they enter, it's time to follow the "bounce rate" and make some much needed changes.

# The Ultimate Website Checklist

Friday, April 10, 2009



When you're getting ready to launch a new website there are plenty of things you need to check and double check. I keep a list myself. You need to make sure you cross out t's and dot your i's...so to speak. Here's a nice PDF checklist of all the things you need to check before your next website goes live. Very well done.

Posted by Merle at 07:48PM (-04:00)

## PodCasting 101: "Everything you Need to Know to Get Started"

Monday, April 13, 2009

Everywhere you turn online these days you hear the word "podcast" or "podcasting." No, it's not some broadcasting method used by Martians, even though it might sound like it. A Podcast is just an audio file that is syndicated via an RSS feed, that you download and listen to with your computer or a portable device such as an iPod.

What makes it different from an ordinary RSS feed is the audio component included in the "enclosure field." Think of it as a feed that talks to you.

Podcasting is increasing in popularity. According to Forrester Research, by 2010 podcasting should have about 12.3 million listeners. That's a pretty big audience. For more info see <http://tinyurl.com/84tyo>

Similar to a talk radio show, podcasts can also take the format of an interview. Topics range from business to hobbies; even rants and obsessions. Lengths vary, but a typical podcast will run anywhere from 10 to 30 minutes, but I have seen some longer. So far, there are not many music podcasts due to the red tape and cost of music licensing -- although musicians and/or small record labels bypass that issue by utilizing their own recordings.

Before you think you need some special device to listen to a podcast, let me assure you that you don't. Most RSS readers have the capability built in to play podcasts. Any software that can play a sound file can play a podcast. If you want to take them with you to listen to while on the road you'll want to invest in a portable MP3 device like an iPod.

Like other RSS feeds, you decide which ones you want to subscribe to and you can unsubscribe at any time.

Online business owners should think of podcasting as yet another avenue for promoting your products and services. Like an ezine or the RSS feeds you already use, it's a simple

inexpensive method of syndicating your audio files online. It would appear that a podcast is a bit more personal. Instead of just reading, like a newsletter, people can listen to the sound of your voice and make a more personal connection.

Now that I have your attention you may be wondering "How do I create a podcast?" Well, it's really pretty simple if you follow the easy steps below:

1) First you'll need to use software to record your own audio file. A good free one is Audacity which you can download at <http://audacity.sourceforge.net/> While there, you'll also need to download the Lame MP3 Encoder which allows MP3 exportation.

2) Once your audio is recorded you'll need to create an RSS feed file which is simply a special text file with an RSS extension that also includes a particular enclosure tag. For step by step directions on making a feed file see this site:<http://make-rss-feeds.com/making-an-rss-feed.htm>

There's also a great tutorial on RSS here:

<http://www.mnot.net/rss/tutorial/>

3) Once your audio and RSS files are completed you'll need to upload both of them to your server/website.

If you'd like to read more here are some more online sites to help guide you.

Create Podcasts Using Your PC <http://tinyurl.com/9jfcbb>

If you don't want to do all this work manually there are software tools specific to podcast creation.

ePodCast Creator <http://tinyurl.com/do7sq>

GCast- <http://www.gcast.com>

That's it. Wasn't that simple? Remember, you can't get subscribers if people don't know about your feed, so make sure you add it in a prominent place of your site. You want to make it easy for them to subscribe and add your feed to their news reader.

If you think you're going to have a hit on your hands and want to try to generate cash from your podcast, check out <http://www.premiumpodcasting.com/> . They provide a system that allows you to charge for your shows and also include private access to them, track who is listening and more. You can try them out for a four day trial for only one dollar.

Once your podcast is live you'll want to make sure you list it with the various directories that exist for just this purpose. You'll find a nice list here: <http://tinyurl.com/create.php>

Podcast Bunker  
<http://tinyurl.com/9qayk>

Podcasting Station  
<http://tinyurl.com/7qlzq>

Robin Good has a huge list at  
<http://tinyurl.com/9rusq>

So now that you see how easy it is to create a podcast, what's stopping you? Remember, this is a great tool to add to your marketing mix and if you're a bit on the creative side this might be just the ticket. Have fun with it, experiment and you'll become an expert podcaster in no time.

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By Merle- Want to Know the SECRETS of Article Promotion? Discover everything you need to know in this brand New Ebook, "How to Use Articles to Drive Website Traffic". Get your F-r-e-e Copy now at <http://articleannouncer.mcpromotions.com>

Posted by Merle at 01:56PM (-04:00)

## "Website Updates are a SNAP With Server Side Includes"

Friday, April 17, 2009



If you ever had to make a change to your website that needed to be carried onto every page, you know what a tedious job it is. Well, have I got news for you. It doesn't have to be. Welcome to the world of Server Side Includes, also known as SSI. The best part about SSI is that it will make your life as a site owner 'oh so sweet.' You're going to want to kiss me after I give you the lowdown on this little beauty.

Let me give you an example. Let's say you have a site with over 50 pages and you need to add another link to your navigation bar. Can you imagine how long it would take you to open each page and update it? By putting your navigation bar into an SSI file, you would only open up that one file and update that - - and the change to your navigation bar will show up site wide. See how simple that was? By editing one file you have updated your entire site instantly.

The most common use of an include file is for your top navigation, your bottom text navigation, copyright, logo or any other piece of info needed to appear on all pages of your site.

So how do you create an SSI file? Glad you asked! An include file can be an HTML file or a simple text file. It should be whatever HTML coding you need for that element of your site, minus the <HTML> or <Body> tags which should remain on your individual pages.

An easy way to make them is to design your web page and cut and paste the code you want into individual files and name them things like topnavigation.htm or bottomnav.htm. By giving them descriptive names, you'll know at a glance which file is which when it comes time to perform those updates.

After creating the files you plan on using as your includes, you'll need to open your web pages and insert a line of code where you want the SSI information to show up in your documents.

**The code looks like this:**

```
<!--#include virtual="nameofSSIfilegoeshere.htm" -->  
If your includes are located at the root level on your  
web server your path would look like this:  
<!--#include virtual="dropdownmenu.htm" -->
```

That's it. Pretty simple, really. After you get the hang of it you'll wish you would have learned about them years ago. They really do make global updating a snap.

**Here are a couple of good sites to learn more about SSI:**

Big Nose Bird-  
<http://www.bignosebird.com/ssi.shtml>

CGI Resource-  
[http://cgi.resourceindex.com/Documentation/Server\\_Side\\_Includes/](http://cgi.resourceindex.com/Documentation/Server_Side_Includes/)

New Breed Software  
<http://www.sonic.net/~nbs/unix/www/ssi/>

Web Reference  
<http://www.webreference.com/programming/ssi/intro/>

Before you start implementing SSI you need to ask your web host if they support them (most do), and also if they will need to be named with any special extensions. Some servers may require you to give them specific extensions like .asp (if it's NT) or .shtml (for many Unix servers). Although the majority won't, it's always better to ask first. Better safe than sorry.

By designing your website with server side includes you'll save yourself a ton of headaches when it comes time to updating your site. SSI is a Webmaster's best friend, so I suggest you spend some time getting acquainted.

Posted by Merle at 03:57PM (-04:00)

# "Appealing to Customers Thru Colors"

Tuesday, April 21, 2009

One of the first steps you should think about when designing your Website is 'what colors will I use?' Sometimes that decision is made for you in advance, as when your assignment is to put together a corporate site that already has pre-determined company colors that must be used. If not, and the field of color choice is wide open, you need to think long and hard about the psychological effects of different colors and the mood they create.

Let's say the desired effect you're looking for is to create a restful, calm site for a nursing home. You probably won't want to choose an excitable color like red. How many colors should you use? Try to limit your site to two or three at the most. Any more than that will tend to create confusion and look unprofessional.

Since colors can trigger reactions in people, you want the ones associated with your website to be favorable. You want your visitors to fill out that form, purchase that product, sign up for your newsletter. Good color choices can help move them along to the desired response.

Understanding a little about color theory will go a long way in helping you make the most out of your color selections. Below are some basic colors and meanings.

*Brown - Comfortable and Enduring*

*Red - Excitement, energy, passion*

*Purple - Associated with royalty/mystery*

*Black - Elegance and sophistication*

*Yellow - Betrayal- Fear*

*White - Innocence and Purity*

*Blue - Reliability and Trust*

Are you starting to get an idea of why using the right colors can make or break a site? For example, a site that sells baby merchandise would want to stick with pastel soft colors, not outrageous purple or black.

**To learn more about color theory check out these sources:**

Choosing the Right Colors for Your Website

[http://www.avangate.com/articles/color-web-site\\_59.htm](http://www.avangate.com/articles/color-web-site_59.htm)

Do Colors Influence Website Visitors?

[http://www.graphic-design.com/Web/web\\_color.html](http://www.graphic-design.com/Web/web_color.html)

Choosing the Right Colors for Your Website

<http://www.outsourcingtemps.com/articles/choosing-the-right-colors-for-your-website>

Color is a very powerful aspect of Web design. Take advantage of it and you'll have a successful site that evokes just the right mood and gets the response you're looking for.

# "11 Things Every Successful Website Needs"

Thursday, April 23, 2009



So you've put together a spectacular website, and you're ready to go live on the Internet for the whole world to see. Not so fast there Bucky. In case you didn't know, there are a few essential requirements that every site needs to include in order to be successful.

**Let's review, shall we:**

**1) Privacy Policy/Disclaimer:** Now, I'm not a Lawyer and

don't claim to be one, but these two documents should be standard issue for every site you have. People want to know how you're going to use their personal information, and a "privacy policy" does just that.

In today's litigious society you'll also need to include a disclaimer/terms of use page. This protects you and spells out to your visitors what they're agreeing to by using your website. If you don't know where to start in generating these documents, you'll find plenty of help online.

DMA Privacy Policy Generator  
<http://www.dmaresponsibility.org/PPG/>

OECD Privacy Statement Generator  
<http://tinyurl.com/5plgpc>

Google AdSense & other Ad Networks Privacy Policy Generator  
<http://www.serprank.com/privacy-policy-generator/index.php>

Privacy Policy Generator  
<http://www.freeprivacypolicy.com/>

Free Site Disclaimer  
[http://www.easyriver.com/free\\_disclaimer.htm](http://www.easyriver.com/free_disclaimer.htm)

This is not legal advice, and if you need help in this department, consult with a local attorney.

**2) Contact Us Information:** I can't tell you how many sites I've been to that fail to include a way to contact the owner. If you can't include a phone number, at the very least have an email address or a "contact us" form. By providing this information, you'll make your visitors feel more comfortable knowing there's a way to reach you should the need arise.



If you need a form and don't know how to create your own, try one of these free form services.

Bravenet: <http://www.bravenet.com/webtools/emailfwd/>

Freedback: <http://freedback.com/>

Email Me: <http://www.emailmeform.com/>

**3) Search Box/Site Map:** If your site is rather large, you'll also want to include a way to search, or have what is called a "site map". There are many ways to add a search function to your site, the easiest being to use Google's free service at- <http://www.google.com/sitesearch/>

or try PicoSearch: <http://www.picosearch.com/>

A site map sounds technical, but it's just one web page that contains links to every page of your site, usually broken down by category. Here are some resources to help.

FreeFind: <http://www.freefind.com/>

**4) Google Analytics/Tracking System:** Once your site is up and running you'll want to keep your eye on traffic. Who's visiting your website, what pages are the most popular, where is the traffic coming from. All of these questions and more can be answered by using a good analytics program.

There are several ways to add a thorough tracking system to your site, but the easiest and one that won't cost you a dime is Google Analytics <http://www.google.com/analytics/> Once registered, you can add as many sites as you like all under one user ID and password. You'll be given some code to copy and paste on your pages. Simple, easy, and you're done.

**5) Newsletter Sign Up/RSS Feed:** There's an old saying that people won't buy from you the very first time they come to your website, so you need a way to stay in touch with them to bring them back again and again. By offering a newsletter, also known as an ezine, you'll be building a list of possible prospects which is invaluable to any site owner.

You'll find a multitude of free and low cost newsletter services online. It's up to you, depending on your needs and what you can afford. If you don't want to pay anything, my favorite free services are:



FreeAutoBot: <http://www.FreeAutoBot.com>  
Yahoo Groups: <http://www.yahoo.com/groups>

You can also offer an RSS feed for your newsletter, or updates to your blog or site. This makes it easy for others to keep up with your most recent posts. The best service for this is...

FeedBurner: <http://www.feedburner.com/fb/a/home>

**6) Consistent Navigation:** This might sound like a no brainer, but many folks get it wrong. No matter what type of menu system you decide upon, make sure it stays the same across the board on all pages of your site.

Your job is to guide your visitors through your website, making sure they always know where they are and how to get to where they need to go.

For more see:

Eye on Web: <http://tinyurl.com/dyh9fm>

Web Page Mistakes:  
<http://www.webpagemistakes.ca/website-navigation/>

**7) Search Engine Optimized Copy:** At first glance you might not think this is so important, but trust me it is. You want your pages to rank well with the search engines and there are a few steps you can take to ensure this happens.

Each page of your website should be optimized for 2, or at the most 3 keywords/phrases. Weave the keywords into your titles and into the body of each page. You can also include them in your image titles, alt tags, even in the names you give your pages. Look at each page individually and decide what it's about, then optimize accordingly.

For help see:

MarketLeap: <http://tinyurl.com/ce8ffd>  
CopyBlogger: <http://www.copyblogger.com/seo-copywriting/>

**8) Social Media Share Button:** With the popularity of social media sites such as Twitter, Facebook, and MySpace, you'd be foolish not to include an easy way for your content to be shared with others.

You'll find many free services that will give you the code you need to instantly add a "share button" to your web pages so that visitors can instantly share them with their friends.

To generate your own buttons see:

AddThis: <http://www.addthis.com/bookmark.php>

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

**9) Meta Tags:** Some may tell you that meta tags are dead. Don't listen. Meta tags should be included in your HTML code at the top of every page. Many search engines will read them to pull a description to include in their search results.

Again, each page should be optimized separately and have a unique title, keywords, and description tags.

For help see:

Submit Express: <http://www.submitexpress.com/metatag.html>

Submit Corner: <http://www.submitcorner.com/Tools/Meta/>

**10) Copyright Notice:** Sounds simple but forgotten by many. All pages should include a copyright notice. If you don't want to have to update it manually every year, find a simple Javascript that will automatically do it for you. You'll find one such script at:

Uncle Jims: <http://jdstyles.com/java/copyright.html>

**11) Trust Seals/Testimonials:** I grouped these two items together as they both instill trust and confidence in your visitors. Remember, when someone comes to your website, they don't know who you are and if you're selling something, they may not feel comfortable giving out their credit card information. To help them feel more "warm and fuzzy", include trust seals for any organizations you belong to:

For example:

iCop: <http://www.icop.net>

BBB: <http://www.bbb.org/us/Business-Accreditation/>

Honest E Online: <http://www.honesteonline.com/index.html>

Also, if you have testimonials from happy customers, or ezine subscribers, weave them into your site copy. People always love to hear that others have had a happy experience with your products/services. Make sure you get permission first from the testimonial writers before placing them on your website.

So there you have it -my short list of what every site needs to succeed online. Now that you're armed with this information, get out the magnifying glasses and take a close look

at your own website to see what may be missing.

It's not hard to create a website, but for one that stands out head and shoulders above the rest, you need to include these important elements. When you launch your next site you want it to be successful, not average. So what are you waiting for? You've got a lot of work to do, so get busy.

Posted by Merle at 04:35PM (-04:00)

## "How's Your Sense of Style?"

Tuesday, April 28, 2009

No, I'm not referring to your wardrobe here, but to cascading style sheets, also known as CSS. Developed by the World Wide Web Consortium, it allows webmasters to separate site layout from the design. CSS is actually a standard for controlling the appearance of your Web pages. It's essentially a set of rules that, when linked to or embedded in HTML pages, control their appearance.

Right about now you're probably thinking "What's so great about that?" The benefits are numerous -- two of the biggest are:

**1) Easy Site Updates:** Global site updates will be simpler when you can make all your changes in one place to update the entire site. It's much better than going through page after page of HTML code. For example, say you have a site made in Times New Roman font and your customer calls you up and tells you he wants Verdana. Can you imagine scrolling through 25 pages or more looking for every incident of the `<font>` tag and changing it to Verdana? What a nightmare. With CSS you would simply specify the font in one location and the change would be implemented site wide.

**2) Faster Loading:** Your HTML pages will load faster due to cleaner code. All of the extraneous coding will be in a style sheet, leaving less clutter and faster downloading of the site.

So now that you've seen a few of the "benes" to style sheets, let's learn more about them. Let's clarify up front that while both Netscape and Internet Explorer both support CSS from version 4.0 and higher, they don't exactly see eye to eye on CSS and interpret some style properties differently. You'll want to test your pages in both browsers to check and correct any inconsistencies.

So what can you control with CSS? Things like paragraphs `<P>`, Headings `<H1><H2><H3>`, borders, table layouts, Fonts and font colors, text alignment, pixel size, line height, letter spacing, word spacing, font weights, page margins, and even background images; and the way they work is a big improvement over just plain old HTML. Are you beginning to see the possibilities and just how powerful this can be?

**There are three ways to use CSS:**

1) **Inline:** The CSS tags are applied to the web page itself, to any body element you choose. This is not the best method, as you'll have to find each incidence in the web site

in order to make changes in the future. Example of this:

*(remove the periods before and after the span tag)*

*.<Span Style="background-color: yellow">Text Here </Span>.*

*In the example above the text would be highlighted yellow.*

2) Embedded: The actual CSS code is part of the HTML page placed between the <HEAD> tags on each page. Again, placing the tags inside the pages defeats the convenience of CSS and being able to make global site changes from one document, but some do like to use this method.

#### **Example of embedded:**

```
.<HEAD>
<STYLE TYPE= "text/css">
<!-->
H2 {font-size:small}
</STYLE>
<HEAD>.
```

3) Linked: In my opinion, the best method to use. You place a link to the CSS between the <HEAD> </HEAD> tags on your web pages. The link looks like this:

```
<Link Rel="stylesheet" Type="text/css" Href=style.css>
```

The style sheet is a separate text document that is saved with a .css extension like this: style.css.

So now that you know your three options for using CSS, how do you write the code? Every style sheet rule starts with a selector followed by braces. A selector is any part of HTML coding like P, Font, Body, etc.

#### **Here's what it looks like in action:**

```
.P {font-size: 12pt}.
```

The P above is the selector and the font specification between the braces is the property. This code says that all paragraphs will be 12 pt font in size.

A rule can always have multiple properties. Semicolons separate multiple properties, commas are used to separate multiple selectors.

Example:

```
.P { color: black; background-color:white; font-size=12pt }.
```

This code says you want all paragraphs black with a white background and a 12 pt font. (Why anyone would want that is beyond me; it's just an example so go with it.)

You can always group more than one selector tag like this if you want them all to look the same.

*TD,H2,H1 { color: Red; background-color: pink }*

This would make all table cells, and heading 1 and 2 tags red with a pink background. Attractive don't you think? Again, this is an exaggeration to prove a point (even if it is gaudy).

Selectors are not case sensitive, so "P" is the same as "p."

H2 { color: blue } this would make all heading 2 tags blue in color.

As you can see from these examples, CSS is not that hard to pick up and can really give you more control over your website's appearance. For further information, check out some of these informative sites and you'll be a CSS pro in no time at all:

<http://www.freewebmastertips.com/tutorials/css>  
<http://www.w3schools.com/Css/default.asp>  
<http://www.csstutorial.net/>

There are also software programs you can download that will make the creation of CSS so much easier:

TopStyle <http://www.bradsoft.com/topstyle/index.asp>  
Style Master [http://www.westciv.com/style\\_master/](http://www.westciv.com/style_master/)  
Rapid CSS Editor <http://www.blumentals.net/rapidcss/>

In Part 2 of our discussion of CSS, we'll discuss some fun things you can do with styles that will dress up your website and have you looking like a pro in no time at all.

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### **Jimmy Brown's Short Reports**

What if you could pick and choose from a selection of short (but meaty) reports that were instantly applicable to your business? What if they were all written by none other than Jimmy D. Brown?

Now they are. Check out the newly-released Small Reports at:  
<http://infoprofitshare.com/go.php?offer=dakota6969&pid=15>

Posted by Merle at 04:55PM (-04:00)

# How To Make A Small Fortune Online With Small Reports

Wednesday, April 29, 2009

Today, I'd like to share with you a business idea that is oftentimes overlooked by online marketers.

We all know about writing and selling ebooks. Perhaps you don't know HOW to do it, but we know that it's a great business model.

But, ebooks can be a pain to write. I mean, really, who has time to write 50 to 100 pages before making a cent? Yikes!

Here's a business model that's JUST as profitable, and a lot less work.

I'd like to introduce you to your new best friends --

Small Reports & Jimmy D. Brown (the guy who's going to teach you about them).

After you read this excerpt, be sure to grabbing the FREE report "5 STEPS TO A BIG-PROFIT, S.M.A.L.L.™ REPORT BUSINESS: How To Turn 7-15 Page Small Reports Into A Six-Figure Information Empire" at this site:

<http://www.infoprofitshare.com/go.php?offer=dakota6969&pid=5>

But, first -- I'll share the first few pages of the actual paid course.

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## How To Make A Small Fortune Online With Small Reports

Hello, this is Jimmy D. Brown. Welcome to Small Reports Fortune™ where I'm going to teach you "How To Make A Small Fortune Online With Small Reports".

We'll talk at length about how to do this, but I want to kind of encapsulate everything into one opening statement as we begin our presentation --

The ultimate information business is finding a target audience and then convincing them to make repeated purchases from you.

An age-old marketing law is this: "it's much easier to sell MORE to existing customers than it is to find new customers to sell to". Your information business stands to gain serious momentum when you offer multiple, related offers to your customer base.

Instead of selling a customer a \$20 ebook and then looking for the next customer, you'll want to setup a system to offer her a \$20 ebook, then a \$40 product, then a \$497 product and finally a \$1997 offer. (These are just "generalities", of course)

And it's all going to build upon this foundation of creating short, 7-15 page reports.

The important thing is to get your existing customers to spend MORE money with you.

Learn this: the more money each customer spends with you, the less customers you'll need to reach \$100K per year.

The idea is simple: get your target audience (subscribers + customers) to repeatedly spend money with you.

Once you have worked to secure a customer or subscriber, why not allow them to spend as much money with you as they are willing?

I'm not suggesting that you exploit your relationship with others and coerce them into purchasing sub-par products or things they don't really have a need to buy. I'm talking about making products and services available that provide genuine usefulness to those who are in a position to buy.

There's a big, big difference between these two statements:

"This product is going to change your business forever ... it's the best product I've seen in months ... if you don't buy this today, then you're absolutely nuts ... it's what I consider to be a 'must-have' for anyone who's serious!"

"If you're ready to XYZ, then I've found this product to be very beneficial in my own business. I use it myself and here are the results that I've achieved. I highly recommend it and will even give you a free copy of XYZ if you are one of the first 50 who buy it."

Both are attempting to get the sale. But one is full of hype and the other is reasonable.

Back to my point. You need to get your target audience to buy from you. And buy again. And again. And again.

Despite popular belief, you can do this without being a money-hungry, conscious-less, in-your-face, psychological mind-games coercer. (That's a mouthful, huh?!)

So, that's the backdrop of the Small Reports Fortune™ course. I'm going to teach you how to -

CHOOSE a market, CREATE small reports to sell to them and CASH-IN on your own money-making information business.

What I want to teach you to do in this series is to create small, 7-15 page reports that you sell to your list members in the \$10-\$20 range...and how to spiral them into premium-priced offers down the road.

You can make a "small fortune" with "small reports" - and I'm going to show you how to do it.

Here's what it looks like 12 months from now:

You have 12 reports available for \$10 each. (One per month) Customers buy the first one and, in time, buy most of the others. (Multiple customer purchases)

You put together package deals of 12 reports for \$97. (Larger chunks of cash per transaction)

You launch an affiliate program for the \$97 package and sell large quantities of the bundle. (Affiliates love ~\$50 commission per order!)

You use your reports to launch "high ticket" offers that sell for \$1,000 or more. (Skyrocket your profit!)

You make a "small fortune" with "small reports" (Yes, YOU!)

And it all begins right here.

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The great thing is that you can get more of a peek into this course by grabbing the FREE report "STEPS TO A BIG-PROFIT, S.M.A.L.L.™ REPORT BUSINESS: How To Turn 7-15 Page Small Reports Into A Six-Figure Information Empire" at this site:

<http://www.infoprofitshare.com/go.php?offer=dakota6969&pid=5>

Posted by Merle at 02:08PM (-04:00)

## Part II- "Dress Up Your Website With Fantastic CSS Tricks"

Monday, May 04, 2009



In Part 1 of this series, we discussed the different ways of implementing style sheets into your site and the basic layout of tags. Now, let's move on to some of the fun ways you can dress up your site with some standard CSS tags.

Have you ever been to a website and saw text that appeared to have been highlighted with a yellow highlighter pen? Many sales-oriented sites use this technique to call attention to ad copy they want to stand out.

**The tag looks like this:**

```
<span style="background-color:yellow"> Text Here </span>
```

Pretty simple, really. How about sites that remove the underlining from hyperlinks? Think it can't be done? Think again. Here's how to do it:

```
<style type="text/css">
<!--
A:link {text-decoration:none}
A:visited {text-decoration:none}
-->
</style>
```

or like this -



*A:link, A:visited, A:active { text-decoration: none }*

How about setting your link colors? And how about making the links change colors when you hover over them? This is easy, too, but be aware it only works in Internet Explorer 5.0 or higher.

```
<style type="text/css">
<!--
A:link { color: #0000FF }
A:visited { color: #000000}
A:hover { color: #FFCC33 }
-->
</style>
```

Many sites you go to these days have fancy colored scroll bars instead of boring gray ones. This code only works in Internet Explorer 5.5 or higher; Netscape users will still see the standard gray.

```
<STYLE TYPE="text/css">
<!--
body {scrollbar-3dlight-color:#ff9909;
scrollbar-arrow-color:#000099;
scrollbar-base-color:#ff9909;
scrollbar-darkshadow-color:#000099;
scrollbar-face-color:#ff9909;
scrollbar-highlight-color:#000099;
scrollbar-shadow-color:#ff9909}
-->
</STYLE>
```

If you'd like some free software that will generate the colored scroll bar tags easily, go to [http://www.harmonyhollow.net/cool\\_web\\_scrollbars.shtml](http://www.harmonyhollow.net/cool_web_scrollbars.shtml) You'll also find an online tool you can use to generate the code at: <http://www.draac.com/mouseover-scrollbars.html>

Page Margins are easy to control with CSS and can be set in mm,cm,in,points (pt) or pixels (px).

**Example: To set a left margin**  
**margin-left: 2.0 in;**

**To set all 4 margins at once use**  
**Body {margin: 2 in }**

**To set individual margins at once use**  
**Body {margin: 2% 5% 10% 12% }**

Did you know some sites even use CSS to lay out their tables? This is a pretty advanced topic and not for the faint of heart:

<http://www.sitepoint.com/blogs/2008/02/28/table-based-layout-is-the-next-big-thing/>

Want to keep a background image from tiling on your pages?

*Body {background: #333399 url (filename.gif) no-repeat center}*

### Think indenting paragraphs online is impossible?

*P { text-indent: .50in }*

Tables don't have to be boring. You can give em fancy borders by inserting this instruction into your table tag:

*Style= "border: 4px solid red"*

You can change the above color and px size to whatever you'd like.

Ever notice how almost all submit buttons are all dull gray? Yours doesn't have to be. Use the following tag between the <form> tags.

```
<form>
<input type= "submit" value="submit" style="background-color:
#333399>
</form>
```

For more information on dressing up your forms with CSS see these tutorials:

[http://outfront.net/tutorials\\_02/adv\\_tech/funkyforms1.htm](http://outfront.net/tutorials_02/adv_tech/funkyforms1.htm)

These are just a few of the page elements you can control with CSS. For more tricks and tips, visit some of these sites:

[http://www.boogiejack.com/intro\\_to\\_CSS.html](http://www.boogiejack.com/intro_to_CSS.html)

<http://www.w3.org/Style/Examples/007/>

<http://www.mako4css.com/Tutorial.htm>

Using CSS to dress up your site is really pretty simple. Just a few tags can have you looking like an instant Webmaster Genius. Try some today and your friends will be dying to know your secrets. Whether you share or not is up to you.

Posted by Merle at 12:27AM (-04:00)

## “My Personal Online Shopping Tips”

Friday, May 08, 2009

Do I have your attention? Good. What I'm about to tell you is “top secret”....ok, maybe not, but when it comes to shopping online I am a pro. I love to shop, like most women when I find a great deal I get excited as a turkey on Thanksgiving. Yea, maybe that was a bad analogy. But seriously you can find some really good prices online if you know what you're doing. Here are my personal tips and what I do before making a purchase.



1) First for a little comparison pricing I hop over to Froogle <http://www.froogle.com/> if it sounds familiar it's owned by Google and it's their shopping engine. Just type in what you're looking for and out it goes to scour the net and come back with what you're looking for from various sites. You can then sort by price "lowest to highest" and browse away for the best price. This is a smart thing to do before making any major purchase to make sure you're not paying more then you need to.

2) Once i decide on what I'm going to pay and who I'm going to purchase from...I jump over to <http://www.retailmenot.com/> to see if there are any discount offers or free shipping offers for the particular vendor I'm buying from. Many times you'll find another 10 or 20 percent off that you would not have known about, so check here first. You can also subscribe to be notified of any special coupons for your favorite vendor while you're there.

3) If you're purchasing a big ticket item you can always use one of the free services that will monitor the price and let you know if it detects a price decrease. Check out: <http://www.priceprotectr.com/>

4) One final tip: When it comes to electronics and techy gadgets these are my fav sites- <http://www.buy.com/> (offers free shipping on most big ticket items) and <http://www.woot.com/> Woot offers a daily special and sometimes they are AWESOME! Once you become addicted to Woot you'll be a "Wooter" for life.

There you have it. A few simple "Merle Secrets" that will save you some money. Don't worry....you can thank me later. Now get out those credit cards and "go shopping"!

Posted by Merle at 12:11AM (-04:00)

## "Shorten and Track Those Twitter Links"

Monday, May 11, 2009

TwitPwr is a short url service that will track the number of clicks the links you send out to your Twitter followers actually get. Good information to know right? I mean you spend a lot of time communicating with Twitter every day, but is anyone really listening??

This site also assigns a power rating to users who's links receive the most clicks. It's free to sign up and once you register and send out a link, here's what you'll see on your

profile page: A Screenshot of the site, Traffic Data, Alexa Stats, Related Links and more.

If you've been sending out aimless links to your Twitter followers why not try out this free tracking service and find out who is really paying attention to you. It should be a real eye opener.

<http://twitpwr.com/>

Posted by Merle at 06:19PM (-04:00)

## “Generate Your Own Disclaimers and Privacy Policies”

Thursday, May 14, 2009



First my own disclaimer: I'm not a lawyer, nor do I pretend to be and this is not legal advice. In case you didn't know if you offer anything for sale on your website you need to have a privacy policy and a disclaimer. Many times it's hard to know where to start. This site allows you to generate basic templates which you can then edit to suit your needs. Check it out at:

[http://www.easyriver.com/free\\_utilities.htm](http://www.easyriver.com/free_utilities.htm)

There are also a few other nifty tools which you can use to generate other items you may need for your site. Very cool.

Posted by Merle at 02:51PM (-04:00)

## Domains 101: How to Choose A WinningName- Part 1 of a 3 Part Series

Monday, May 18, 2009

What's in a name? When choosing one for your domain, it could mean the difference between success and failure. Giving birth to a website requires the same thought and effort you'd put into naming your flesh-and-blood babies. After all, you're going to have to live with it for a long time. So you need to choose something you're not only going to love, but will also work to your benefit.

**Let's begin by examining domain extensions that are available to you:**

1) .COM- *Still the King and the best choice for most online businesses*

2) .NET- *In the beginning this was meant for ISP's but now it's the most common alternative*

*when the .com extension of a domain you really want is already taken.*

3) *.ORG- Designed for Non-Profit sites*

4) *.INFO/.BIZ- Fairly new but starting to spread in usage*

5) *.US- Country extension domains are also available for most countries*

As you can see, you have many extensions available to choose from but if possible, always go with .com. It's the most widely recognized and still the default people use when looking for a website.

After registering your .com name you may want to "lock up" the .net version to keep out any would-be competitors from registering it and trying to infringe on your traffic. You can also use these other domains as "mini-sites" that concentrate on one aspect of your business that also link to your main website.

The next step is choosing your name. If you ask ten people how to pick a domain name you'd probably get ten different answers. Get out a sheet of paper and just start writing names that appeal to you or that pop into your head. Keep the following pointers in mind:

**1) Keep it Short-** Under 13 characters is the ultimate in length.

**2) Include Keywords-** If possible, try to include your most important keyword in your name. You'll hear many conflicting stories on this, but opt for a keyword in your domain name if possible. It helps with the search engines and is also more descriptive of your site and what you do.

**3) Odd Characters-** Stay away from dashes and numbers in your domain name. This will make it harder for people to remember it when they go to type it in.

**4) Be Memorable:** Try to choose something that will stick out in people's minds if you can.

**5) Spelling:** Make sure it's easy to spell. You don't want people mis-typing the name in and not being able to find you at all, do you?

**6) Trademarks:** Make sure the name you choose is not trademarked to avoid any problems down the road. Do a free quickie search here...  
<http://www.nameprotect.com/>

If you're having problems coming up with good names you may want to try an online "name generator" services for some quick inspiration:

1) NameBoy.com- <http://www.nameboy.com/>

Type in a primary word or if you like, a secondary one and hit go. NameBoy will come

back with a list of names showing what is and isn't taken.

2) DomainFellow.com- <http://www.domainfellow.com/>

Type in a keyword and choose a category, then hit search. The list generated shows what's available and what's not.

For even more tips on domain names check out..

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

So now that you have taken your list of possibilities and have finally narrowed it down to your best selections, so where do you go to register your new found beauties? In part 2 of this series we'll discuss some of the cheapest and best places to register names, the fine art of buying expired and deleted domains and some of the best domain management tools to help you keep track of your new treasures.

Posted by Merle at 05:06PM (-04:00)

## "Google Docs Makes Your Documents & Presentations Portable"

Wednesday, May 20, 2009



One of the things I love about Google is that they're constantly coming up with new inventions. Not just content to be the king of the search engines - they actually have a full house of powerful tools and gadgets.

Have you ever been traveling, at work or maybe a friend's house, and wished you had access to a Word document, PowerPoint presentation, or Excel spreadsheet that was at home on your hard drive? This actually happened to me, which is when I found and fell in love with Google Docs. <http://www.google.com/docs>

Imagine having access to your documents from anywhere, with just a computer and Internet access. Google Docs is compatible with Microsoft Office so it can handle any of your existing documents, but even if you don't own it, now you don't have to. Google Docs is a full fledged word processor, presentation creator and spreadsheet maker all rolled into one. No need to buy and install expensive software that takes up valuable hard drive space. This online beauty can do it all for you, even offering an extensive array of

templates at your disposal.

All docs created with Google can be exported and saved to your computer in these formats: Doc, ODS, ODT, PDF, RTF, even HTML. This makes it easy to save the finished product to your hard drive and print them out later. It even includes a "print preview" feature if you need to check your formatting.

Another nice benefit of using Google Docs is the ability for multiple people to edit and work on the same project all at the same time. It's easy to invite others to view or edit your docs by sending them an email invitation. You can even choose to be notified by email when others you're working with make any changes to it. How cool is that?

Google Docs offers support for 40 languages. Need to turn a project into a web page? Not a problem. Are you a Blogger? Type up your post and when it's done have it posted to your Blog with one click. This is a handy tool for any Blogger to add to their toolkit.

So what else can you do?

- Create drawings and diagrams and easily use them in your creations.
- Add footnotes to reports
- Create forms- you can even grab the code to embed the form on your web page.
- Making a presentation? It's easy to add those speaker notes.
- Add videos to your presentations.
- Color code all of your Google Doc folders to sort and find things easily.
- Need to put images in a spreadsheet? No problem.
- Upload PDF's to share. You can't edit them yet, but you can select sections of text and copy them to other documents.
- Take slideshows you create and embed them on to any web page, or your blog.
- Need access to your docs from your cell phone? Google's got you covered. Just point your browser to <http://docs.google.com/m>
- Chart creation is a snap
- OffiSync- Brings the power of Google Docs to Microsoft Office <http://www.offisync.com/>

This is just a small sampling of some of the things you can do with this online document creator. Now that you know your options, the next time you need to create a presentation or document, why not try Google Docs? It's free and you'll absolutely love the fact of all of your documents being "portable". I know I do.

(photo above courtesy of <http://www.freedigitalphotos.net/> )



Posted by Merle at 01:47PM (-04:00)

## Where to Find the Best Free Photos Online

Monday, May 25, 2009

The Internet is full of photos and graphics, so what? Well, did you ever think of the possibilities and what you could do with some of them? Maybe you have, maybe not so much. Well this site will show you where to find the absolute BEST free photos online and gives you some very creative ideas as to what you can do with them. For example, how about making your own greeting cards? Might save a buck or two a the store.

The Library of Congress and NASA and the New York Public Library all have their collections online, there's plenty of copyright-free graphics to go around. So if you have some free time on your hands take a walk down days gone by. You might just find something really cool.

Posted by Merle at 06:12PM (-04:00)

## Google Web Elements

Thursday, May 28, 2009

With Google Web Elements you can easily add your favorite Google products onto your website. It's easy to add by just copying and pasting some code onto your page.

**Here are some of the things you can add to your site:**

- 1) Google Calendar
- 2) Conversation Element
- 3) Custom Search
- 4) Maps
- 5) News
- 6) Presentations
- 7) Spreadsheets
- 8) YouTube News

Posted by Merle at 05:28PM (-04:00)

## "110 Success Quotes"- Free Ebook

Saturday, May 30, 2009

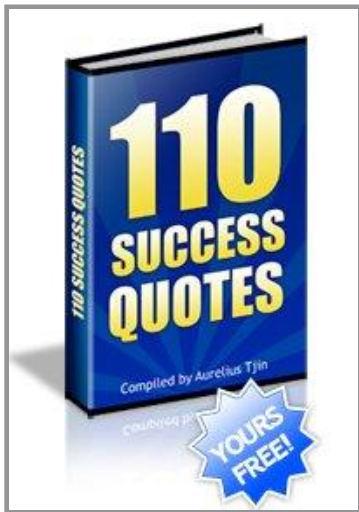
Aurelius has a great blog filled with advice for internet marketers. With this post he's giving away a free ebook filled with 110 success quotes you can use every day to inspire yourself. We all can use a little inspiration from time to time, right? If you like it feel free to download it and give it away to your own subscribers or from your website.

Download your free PDF version here:

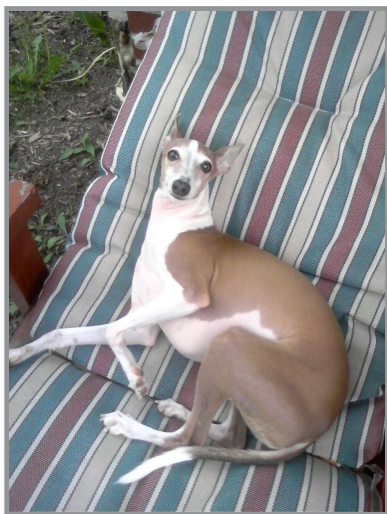
<http://aureliustjin.com/110-success-quotes>

Posted by Merle at 04:56PM (-04:00)





Saturday, May 30, 2009



Gia the queen relaxing in the summer sun! It's a dogs life, but someone has to do it.

Posted by Merle at 07:53PM (-04:00)

Gia and Baxter

Sunday, May 31, 2009



Two Trouble Makers- Thinking up their next plan.

Posted by Merle at 11:11AM (-04:00)

## Too Much to Do??

Monday, June 01, 2009

I don't know about you but lately my "to do" list looks more like a scroll. It gets bigger and bigger by the week and many times I don't finish what I've started so I'm continually bringing tasks forward from week to week. Does all this sound familiar? We all have a lot of responsibilities from personal, to work, to hobbies so trying to cram it all into the space of one day is tough.

Need some help? I was browsing the net and found this wonderful article that includes 77 ways to get more done. It's very insightful and for an "old dog" even I learned a new trick or two. So don't let this languish in your "to do" file, rush over and see if there's a trick or two you can incorporate into your day in order to be more productive. <http://aureliustjin.com/77-ways-to-help-you-get-more-done>

Posted by Merle at 01:58PM (-04:00)



## 122 Social Media Sites With Page Rank

Wednesday, June 03, 2009

Yea, I admit it. I do like social media. Presently I use Facebook, MySpace and I'm a Twitter Junkie too. Do they have classes for that? Social Media Marketing is hot right now and for good reason. Many companies and people are using it to brand themselves, listen to their customers, and help to drive the one thing we all crave "website traffic".

If you're not sure where to start, here's a nice list of 122 Social Media Sites which also includes page rank. Very nicely done. Kudos to the author. Check it out

<http://www.squareoak.com/blog/122-social-media-sites-sorted-by-pagerank/>

Posted by Merle at 06:12PM (-04:00)

## Twitter Client Apps

Sunday, June 07, 2009

The biggest problem with the standard Twitter web application is that you have to keep an eagle eye on your replies and Direct Messages as you only see the main Tweetstream on the screen. It is also limited in that it only displays about the last 20 tweets, so if you want to see older ones, you have to keep going back pages. So what to do?

Easy, download Tweetdeck from <http://www.tweetdeck.com> The first thing you will probably notice is that you will need to change the settings as the default is white text on a black screen. Makes it hard to read I've found, but each to their own.

Tweetdeck is brilliant in that it displays the Tweetstream, your replies and your direct messages all on the one screen. The message columns allow for 500 tweets as a default, so scrolling down allows you to go back a fair way or search for tweets you may want to refer back to.

The screen has a continuous right hand scroll, so you can set up different groups and their tweets will appear in that column. You might have a group called best friends and another for gardeners for instance. That way you don't miss important tweets from people who are more important to you than others. At the time of writing, Tweetdeck is probably the most widely used application for Twitter and I would highly recommend it to you.

Posted by Merle at 12:34AM (-04:00)

## What happens when you shorten those links?

Wednesday, June 10, 2009

In this video find out if Google follows url shortener services links the same:

Posted by Merle at 01:58PM (-04:00)

## Free Ebook by Marlon Sanders

Sunday, June 14, 2009

Free report by Marlon Sanders-

"How to Escape The Time For Dollars Trap and Follow My Tested, Proven 'Amazing

Formula' For Finding Personal Freedom, Independence and The Lifestyle You Dream Of In Your Own Home-Based Business"

In this report Marlon covers topics such as:

- The case against trading time for dollars
- Brief synopsis of my story
- The real secret of the 4 hour work week no one understands
- The 3 components you must have to trade products for dollars
- Why your system must SCALE (and why many don't)

and much more.....download your copy at this link. Feel free to upload it to your own server then give it away to others, courtesy of Marlon.

<http://www.merlesworld.com/e-books/go.pdf>  
Posted by Merle at 02:25PM (-04:00)

## Google Website Optimizer Tool- Tutorial

Monday, June 15, 2009

Google Website Optimizer Tool- Tutorial

Posted by Merle at 01:17PM (-04:00)

## "How to Get Google to Index a New Page"

Wednesday, June 17, 2009

"How much time is Google taking to index a new webpage, and how can you accelerate the process besides using Google Webmaster Tools?"

Posted by Merle at 01:06PM (-04:00)

## Who Doesn't Like Free Software?

Sunday, June 21, 2009

Did someone say free? Nothing seems to capture (no pun intended) the publics attention faster then that word. Sometimes it doesn't even matter what it is, if it's free people want it. Well, finding quality with the word free is even better.

If you do any kind of computer work there will come a time when you need screen capture software. Check out Jing. Once captured you can send it or do with it as you please. Need to point something out in the graphic? No problem. You can easily mark up the screenshot with text box, arrows, rectangles and more. Available for Windows and Mac.

Posted by Merle at 12:37PM (-04:00)



## Adsense Now Offers Bigger Font Size

Wednesday, June 24, 2009

Notice anything different about the Adsense ads being displayed on your website lately?

Google Adsense has announced that they have now given control to users over the font size in the ad units displayed on their websites. You can now log into your account and control the size being displayed. If your ad units are set to the default your ad units will now show a med size instead of small as they have in the past.

F o r m o r e h e l p s e e -  
[https://www.google.com/adsense/support/bin/answer.py?answer=118574&sourceid=aso&subid=ww-en-et-asblog\\_2009-06-22&medium=link](https://www.google.com/adsense/support/bin/answer.py?answer=118574&sourceid=aso&subid=ww-en-et-asblog_2009-06-22&medium=link)  
Posted by Merle at 05:24PM (-04:00)

## Banished by Facebook- Just My Thoughts and Opinion

Monday, June 29, 2009

Last week I attempted to log into my Facebook account, the same account I had for several months and lo and behold my account had been blocked. At first I thought it was a mistake so I tried to log in a few more times. Nothing. It wasn't an accident. There was a link by the message that told me I was blocked but when I clicked on it there was no specific reason why I had been banned. Pretty much just a general FAQ with an email address you could write to if you thought your account was banned in error. So I wrote and I waited. By the third day, no response so I wrote to 3 different email addresses and also found a phone number online that when you call says Facebook does not offer phone support. How stupid is that?



**After about a week I did receive this vague email message below:**

*"Your account has been disabled because you have violated Facebook's Terms of Use by misusing the site's features to spam others. We do not allow users to send unsolicited messages promoting or advertising a product, service, or opportunity. You will no longer be able to use Facebook. This decision is final.*

*Thanks for your understanding,"*

Understanding?? What understanding. I received no warning and no explanation. What's up with that?

Ouch! Me a spammer?? I've been a legitimate online marketer for years and yes I do use social media in hopes of increasing some of my traffic, but not in the wrong way, and spamming. I don't think so. Besides I used Facebook to communicate with family, friends and people I worked with. They had all asked to be my friend. So how exactly do you spam people who invited you to be their friend. That makes no sense to me. And since I never sent any type of email communications to any of these people only sharing my updates daily on my wall and including links that I thought they might find interesting. How is that spamming? My interpretation of spamming would be sending unsolicited email to people who had not opted in. There was no email and updating my status should not constitute spam. Should it?

I know I should just have let the whole thing go but I couldn't. My mind was racing with possible reasons why my account could have been banned. I did a little research online, which is what I always do when I encounter any type of problem. Here's the conclusions I came up with. Remember, this is my opinion and I have no way of knowing for sure why Facebook blocked me.

#### **My Theories:**

1) A few weeks back Facebook opened up custom url's to anyone who wanted one. I waited until midnight on the registration date to grab "Merle". That's my nickname, also the name I use offline and online for about 20 years. I started to think I may have been banned as I did not use my "real name" rather my nickname. Some research indicates

this may cause blocking. Also since my name is shared by famous people and companies like Merle Haggard and Merle Norman Cosmetics, I thought maybe they had wanted the "Merle" name and felt like I was infringing on it. Again, no way to know for sure but it is possible they contacted Facebook when perhaps they tried to register it for themselves. I don't know.

2) My next theory is "Obama", as in the president. One of the last links I had posted on Facebook before being blocked was a bit about the news story where he had killed a fly during an on camera interview and Peta had a few words to say about it. Upon further research for blocking reasons I found some people online who claim they were blocked after making political commentary or sharing links about Obama on Facebook. Is this possible? Censorship in this day and age?? I hadn't said anything bad only linked to what I thought was a funny story my friends might want to read. Again, just a possibility.

3) My third and final theory of why I may have been blocked is that instead of logging into Facebook I was using Tweetdeck to post to my Twitter account and had included all postings to go to my Facebook page as well. My though process here is that any kind of automated posting to Facebook signals something on their end that you are using some kind of software and therefore must be some kind of crazed spammer. I only thought of this as recently my blogs which are hosted by Google's Blogger service were tagged by Google as maybe being spam. I had to log in and write to them and tell them to review my blogs to get myself out of hot water there. Again, I had been using an automated software program to post to my Google Blogs instead of logging in.

Is it possible that not logging into these services but rather using any kind of automatic software to post could cause blocking or banning of accounts?

Like I said, I'm not sure what the real reason was. I just wanted to share my experience and see if any of you have had any type of similar experience. To say I'm not happy with Facebook for doing what they did without any warning or explanation would be an understatement but I guess it's their website and they can choose to throw off anyone they want. Similar to "It's my party and I can cry if I want to".

Any thoughts or suggestions would be appreciated.

Thanks  
Merle

Posted by Merle at 01:43PM (-04:00)

## Merle's Mission Newsletter Now Posted Online

Wednesday, July 01, 2009

The latest issue of Merle's Mission Ezine is now posted online. If you'd like to receive my monthly ezine in your inbox every month make sure you subscribe over at Yahoo Groups.





This issue focuses on how to get your blog listed in Amazon's Kindle Store:

<http://tech.groups.yahoo.com/group/merlesmissionezine/message/5>

Posted by Merle at 05:08PM (-04:00)

## "How to Get Your Blog Published on Amazon's Kindle"

Thursday, July 02, 2009

By Merle

When Oprah announced on her show that she "LOVES" Amazon's Kindle, millions of people rushed out to get one. First introduced in 2007, the "Kindle" is Amazon's electronic replacement for books. It's a portable, wireless device that allows you to download books, magazines, newspapers, even blogs instantly and take them with you anywhere.

Since the Kindle can hold over 1,500 books, that's like carrying around an entire library in the palm of your hand.

The wireless connection is built in and provided at no charge by Amazon. There's also a built in browser for viewing websites and reading emails.

Amazon's Kindle Store has over 230,000 ebooks to download, plus U.S. and International newspapers, magazines, even blogs. Almost all of the ebooks sell for \$9.99 or less. The latest model is a larger more improved Kindle DX which was made available this year. Boosting a bigger screen and longer battery life, it can even read to you out loud. Now that makes for a nice bedtime story. It also holds over 3,500 books and sells for about \$489.00.

The Kindle can also display PDF's which you can transfer from your computer with a USB cable. The older versions of the Kindle could read PDF's and Word documents, but they



had to be emailed to Amazon first to convert them to a format readable by the Kindle. This option is still available as well.

So what does all this mean to you? Well, if you're a blog publisher you can now publish your blogs in the Kindle Store where users can subscribe to them for a monthly fee. This is a great way to make some money and increase your subscriber base all at the same time.

First you'll need to go to <http://kindlepublishing.amazon.com> to set up an account and submit your blogs for approval. Once approved your Blog "goes live" in the Kindle Store within 12 to 48 hours.

The Kindle gives the user full text and images from the blogs they are subscribed to, which unlike an RSS feed only gives you the headlines.

***When submitting your blog for approval here's the information you'll need:***

- 1) *Blog Title*
- 2) *Blog Tagline*
- 3) *Description*
- 4) *Image from top of your blog (banner or masthead)*
- 5) *Screenshot of your blog (optional)*
- 6) *Posting Frequency*

It's really pretty simple to get your blogs listed.

So how does the payment process work? Good question, nice to see you're paying attention. You'll be paid 30% of the monthly blog subscription price. Amazon sets the price, not you. It's priced on what they think is a "fair value" for their customers. For example, my two blogs were set at \$0.99 a month.

All blog subscriptions are free for the first 14 days. Then they're billed at the monthly subscription price. Blogs are wirelessly updated throughout the day.

You'll be paid by check or EFT, your choice. Electronic Funds Transfer has no charge, but if you opt for a paper check and live in the U.S. you'll have an \$8.00 fee attached. Payments are sent once your earnings reach \$50.00.

If you publish a blog I'd strongly encourage you to get it listed in Amazon's Kindle Store. It won't cost you a thing but a few minutes of your time and makes for great free exposure..

For more on the Kindle see:

<http://tinyurl.com/lqhcug>

There's a forum for issues related to Kindle for blogs at <http://forums.kindlecentral.com/forums/index.jspx>

Posted by Merle at 03:34PM (-04:00)

## SupaLogo- Create Fun Text Logos

Monday, July 06, 2009

Want to have a little text fun? All thumbs when it comes to making cool graphics for your website? Well, that's no longer a problem. Supalogo is a way cool online editor that allows you to create some fun images then download them or embed them on your site, Facebook, or Myspace pages. See the "Merle" image below for an example of what you can create. The size of the text and font are up to you. So go have some fun.....work can wait. Go to <http://supalogo.com/>

Posted by Merle at 06:12PM (-04:00)

## Baxter Gray

Tuesday, July 07, 2009



Is this a cute face or what?

Posted by Merle at 11:34AM (-04:00)

## Gia Serena Giallombardo

Tuesday, July 07, 2009

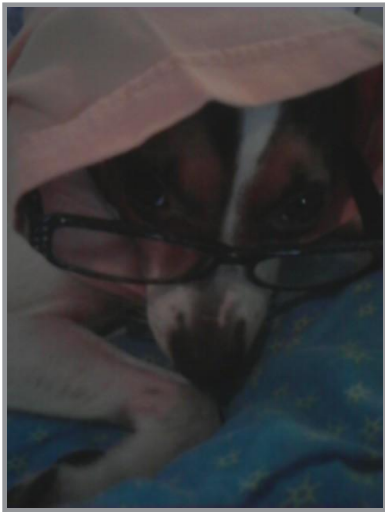


Can't a dog get any peace around here?

Posted by Merle at 12:01PM (-04:00)

## Baxter Gray- Trying to Hide

Thursday, July 09, 2009



You can't escape Baxter!

Posted by Merle at 12:05PM (-04:00)

# "How to Make Your Blog Earn Its Keep"

Sunday, July 19, 2009

By Merle <http://MerlesWorld.com>

If you've been blogging for any length of time, and have built up a nice following, it may have crossed your mind to try and earn some cash from all your efforts. When you can earn an income from something you really enjoy doing, it's a great feeling.

There are plenty of bloggers who are doing it. The question is: How? There really are a multitude of ways to put this plan into action, and most successful blog owners know this and don't rely on one method but several, in order to get the job done.

Remember, if your blog is new and you haven't established any traffic yet, your main priority should be getting traffic. Without it, any attempt to turn your blog into a cash generator won't work.

Let's take a look at some of the ways to make your blog start earning its keep:

**1) Utilize Ad Networks:** Google Adsense is the most popular when it comes to contextual ad networks, but there are many others to choose from such as:

<http://www.Widgetbucks.com>

<http://www.Kontera.com>

<http://www.Adbrite.com>

<http://www.Chitika.com>

<http://www.Bidvertiser.com>

Contextual and inline ads are text and/or image ads placed on your blog, and the ads displayed are related to the page content. Money is earned when someone clicks on an ad and visits the website being advertised. You won't get rich from this method, but with a decent amount of traffic it can sometimes be a steady monthly check to look forward to. The trick here is to test to find the best ad placement for the ads.

**2) Sell Text Ads:** Again, if you don't have a lot of traffic, there won't be many people chomping at the bit to buy an ad on your blog. If you have a decent amount of traffic and your Google page rank is good, you'll find plenty of people who would like to advertise on your blog with a text or image ad. You can add a graphic to your site that says "advertise here" or use an outside service such as [text-ads.com](http://text-ads.com) to find possible advertisers for you.

**3) Ask for Donations:** Another old stand-by is to place a button on your blog where readers can donate any amount of cash they wish. Believe it or not, if people like your posts and are benefiting from them, some will actually want to "tip you" for that information. The easiest way to set this up is to use Paypal. They have a cut and paste button generator for this or you can utilize one of those "buy me a drink" scripts. This is also a great method to employ on your websites and newsletters. For further resources see:

<http://tinyurl.com/n9fbuu>

<http://tinyurl.com/2fv26u>

<http://tinyurl.com/ku3qx7>

**4) Affiliate Programs:** If you're active online you're probably a member of an affiliate program or two. These are programs that allow you to sign up, they give you a special link to paste on your site, and when someone purchases a product or service through your link, you are compensated. Just make sure you choose affiliate programs that are related to your blog's topic. There are two ways to approach this: One is to occasionally make a post using your special link, generally like a review. The other is to weave affiliate links into your blog design, usually placed in the right or left hand borders. Make sure you give full disclosure somewhere on your blog or in your disclaimer that you may earn money from some of your postings.

**5) Sell Your Own Products:** If you sell your own products or services, why not toot your own horn? Now don't get crazy here. It really isn't all about you, but your readers won't mind an occasional plug or two on your goods. The keyword to keep in mind here is "occasionally".

**6) Blog Review Services:** If you look around the net, you'll find plenty of services where you can sign up and get paid to review an advertiser's services or products. This is a controversial area. Some say it will ruin your blog's integrity, but if you're selective and only write about things you really believe in, and you're honest in your reviews, you may want to consider it.

Again, you don't want to make every post on your blog a paid review, but an occasional sprinkle here and there is fine. Again, just make sure to include full disclosure that it's a "sponsored review", either in the review itself or add it to your blog's disclaimer that some posts may be paid for. This is generally required by the pay-per-click review services as well as it being the right thing to do to keep yourself out of "hot water". Here are a few services to consider:

- 1) <http://www.PayPerPost.com>
- 2) <http://www.Smorty.com>
- 3) <http://www.BuyABlogger.com>
- 4) <http://www.Blogsvertise.com>
- 5) <http://www.SponsoredReview.com>

If you're serious about trying to earn some cash from doing something you love, start out by implementing a few of the suggestions here. Remember, don't put all your eggs in one basket, rather implement a few different strategies for best results.

It really is possible to have your blog earn some cash, but your first priority is good content and traffic. Without these two essentials, your blog may be in the unemployment line sooner than you think.

Posted by Merle at 10:35PM (-04:00)

## Want to Catch the Google Wave?

Tuesday, July 21, 2009

In September Google will be launching its own social networking site called "Google Wave". Invites will be sent to a small group of people to start. If you'd like to be on that list go to this page and fill out the form

<https://services.google.com/fb/forms/wavesignup/> or see <http://wave.google.com/> for more information.

What is this thing Google calls 'The Wave' from their site, this is how they describe it.

"A wave is equal parts conversation and document. People can communicate and work together with richly formatted text, photos, videos, maps, and more."

You know everything Google does is cool so if you want to get in the doors early make sure you get on the list above. I love Google! All Hail Google!!

Posted by Merle at 05:59PM (-04:00)

## Google Voice

Saturday, July 25, 2009



Bring all of your phone numbers under one roof....or should I say one number. Very cool.

Posted by Merle at 01:11AM (-04:00)

## Send & Receive Money with PayPal: "No Computer Required"

Tuesday, July 28, 2009



Paypal is pretty much the standard online when it comes to buying goods and services. But what about offline? Paypal has decided to combine their service with the mobility of cell phones, calling the new service "Paypal Mobile." It is presently available in the U.S., Canada and the U.K.

PayPal Mobile gives you the ability to send people money and also buy things with what they call "Text to Buy." When you see something advertised at an event or in a

magazine or even on a poster, if it has "Text to Buy" next to it, you can use your cell phone to purchase it.

more. The price of the item includes shipping and any tax. The item is then shipped to the address listed in your Paypal account within one day. Delivery takes about 5 to 7 days. All merchandise is sent by the Merchant, not Paypal.

**Here's what the order process looks like:**

- 1) You see something advertised you want to buy with the words "Text to Buy" in the ad.
- 2) You send a text message with the item code to the number shown in the ad.
- 3) You'll receive a call back to confirm the order
- 4) The item ships out

You can also use Paypal's new service to send money. There is no charge to send funds with your cell phone or to receive it if you have a personal Paypal account. Business accounts are charged the standard rates for receiving payments. Depending on your cell phone and calling plan, you may be charged for your text messaging.

**There are two ways to send money with your phone:**

- 1) You text to 729725 (Paypal) With the amount and the recipient's phone number.

Example: Send 10 to 2167804970 (put the recipients phone number here, this is just an example.)

Note: You must use the words "send" and "to"

- 2) Paypal will call you back and you must enter your secret pin # to confirm.
- 3) The person you sent the funds to is immediately notified by Paypal and told how to claim their funds.

**The other way to send money is to use their 800 number:**

- 1) Call 800-472-9725
- 2) Type in your mobile pin #
- 3) Enter the amount and phone number to send it to when asked.
- 4) Again, the recipient is notified on how to claim the funds.

To use Paypal Mobile you'll first need to have a Paypal account. Then you'll need to activate your cell phone. To do this you'll need to log into your Paypal account, type in your cell phone number and select a 4 to 8 digit pin number. Paypal will call you to confirm the account.

If you're worried about security, all transactions made with your phone are protected by your unique

mobile pin number and are covered with the same protection you get with your online Paypal account. For more information see...<http://tinyurl.com/r97m5>

So next time you need to send money with Paypal, or have an urge to buy something, you no longer need to wait until you're in front of a computer with an Internet connection.

With people growing more and more mobile and demanding technology that keeps up with their busy lifestyle, Paypal now has a place to call home off-line as well as on.

=====

"How to Use Articles to Drive Website Traffic".  
At last all of the resources you need in this  
brand new F-R-E-E ebook. Download now at...  
<http://articleannouncer.mcpromotions.com>

Posted by Merle at 05:59PM (-04:00)

## "Facebook Users Respond to Aging Social Network"

Friday, July 31, 2009



A few years ago Myspace was the king of social media but not today. Facebook has taken over with it's fast growth now claiming to have over 250 million users. Once only used by the young, Facebook's demographics are all over the place from teenagers to the elderly. Listen in on what some Facebook customers had to say about using the service.

### More WebProNews Videos

Posted by Merle at 04:29PM (-04:00)

## Merle's Mission Ezine- July 31, 2009 Issue

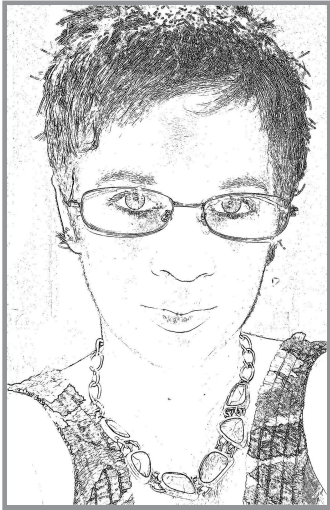
Friday, July 31, 2009

The latest issue of my ezine is now online at  
<http://tech.groups.yahoo.com/group/merlesmissionezone/message/6>

As usual it's packed full of resources and goodies from around the net that you probably didn't know about but should. If you'd like to subscribe you can do so at my site  
<http://MerlesWorld.com>

Posted by Merle at 11:18PM (-04:00)





## "No HTML? Need a Website? No Problem"

Sunday, August 09, 2009

So you have this great idea for a website and you're all excited about getting your "feet wet" as an online entrepreneur, but there's one problem: You have no idea how to create a site. ("HTML? What's that?")

If this sounds familiar, have no fear –templates are here. (Sorry for the rhyme; I just couldn't help myself.)

Templates are prefabricated websites; complete with graphics and sometimes even a cascading style sheet attached. You download them, edit in your information and upload them to your server. Presto, instant website!

If you take some time and do a search around the Net you'll find some beautiful templates, some even free, that will have you looking like a true online professional before you can say "CSS or HTML."

**Let's take a look at some options:**

**1) APlusTemplates:**<http://APlusTemplates.com>

A professional template membership site where you pay a one time membership fee of \$29.95 and gain access to over 200 Web templates and their "Flash Intro Builder." Browse templates by category; even download a free template to check out the quality. There's some real nice stuff here.

**2) ATemplate.com:**<http://ATemplate.com>

All Web templates come complete with CSS or image rollovers and PSD files. If you're looking for something a bit fancier, they also offer an assortment of Flash templates. All templates are compatible with Frontpage and Dreamweaver.

**3) BasicTemplates:**<http://BasicTemplates.com>

I really love this site. The templates are top quality and designed using external CSS. You can join as a member for a one time fee and access all of the templates or purchase them individually. Easy to browse by category.

**4) TheTemplateStore:**<http://TheTemplateStore.com>

This site offers a nice selection of templates searchable by the editor you plan on using, such as Dreamweaver or FrontPage. They also have templates for GoLive and even Swish. Most start at only \$15.00 and they go up from there.

**5) Template Monster:**<http://TemplateMonster.com>

Although a bit on the higher end, the designers at Template Monster are a talented group. You'll find some real gems to download here. Each template comes complete with PSD files. Download the free site template to get a small sample of what you'll be purchasing.

Don't let your lack of design skills stop you from being the proud owner of the site you've always dreamed of. With the right template you can have a professional looking site and no one need know you didn't design it yourself. Shhhh, it'll be our little secret!

Posted by Merle at 10:40PM (-04:00)

## "Graphics GiveAway 2 Event"- SignUp Now

Tuesday, August 11, 2009

Hi Kids

Last year Odinn Sorensen and Eric Tan ran the successful Graphics Giveaway with a huge amount of ready-made products, contributed by top marketers around the world for everyone to download at no cost.

Now they are back with an even bigger and better one - the Graphics Giveaway 2, launching August 18th and running until September 1st. This event not only offer great graphic products, but is also a great opportunity to help you build a list of prospects for your design/graphic niche market.

Join now:

NOTE: The Partner Upgrade on this giveaway is very attractive, so I definitely recommend that you grab it to improve your gift ranking, get more subscribers and earn greater commissions.

Have a great day!

Merle

Posted by Merle at 02:31PM (-04:00)

## “Social Networking with Twitter”

Thursday, August 13, 2009

It sort of goes without saying that Internet relationships are very dissimilar from real world relationships. Despite this, masses of online users continue to connect with other people through social network sites and among these web sites is Twitter. In fact if you're a subscriber to Twitter, you have the potential to cross paths with millions of other people such is its vast reach. Out of all those other fellow twitterer's it is safe to say you will be able to find people that share a common interest either business and or personal.

Also while using Twitter - the newest of the social networking online crazes you will be able to do micro-blogging. Why is it referred to as micro you may ask? Well, it is because you can only compose a message (tweet) of just 140 characters maximum. It could be considered too short for going into much detail but easily long enough to report whatever is occurring in your day at that particular point in time. You see, if you become a frequent Twitterer, you'll be regularly required to answer the question; "What have you been doing? And the replying tweet must be written within that character limit.

When you reply to this question or when you perform updates, the tweets are sent to all your profile subscribers to alert them to what you are doing. The Twitter developer designed the site with this exact purpose in mind, one centralized platform to find out all the activities of his friends and that is precisely what you'll be able to get from Twitter.

For example, you go out to do some shopping at the local mall. You'll be able to update your tweets and inform your followers of this situation. Now, some friends may reply to your tweets but some won't. The receiver of the tweets isn't forced to respond straight away and that is one of the best strengths of the twitter system. In fact, they could ignore the update, if they want. There is enough flexibility to suit every user, dependent on their own situation and its a simple matter of you changing the settings from your profile page.

You can limit which of your friends receive the tweet messages. As well as determining when and where you'll receive the tweets. For example, you receive the tweets on your cell phone so that wherever the location, you'll know what your friends are up to; and you are able to even answer them back via your own cell phone if desired. As time is spent learning the ropes and you will soon come to enjoy it even more once you realize the many other capabilities beyond just communicating with friends, family or colleagues. Thanks to a huge explosion in 2009, Twitter is fast closing in on the amount of traffic received by the other two online networking giants MySpace and Facebook. Visitor growth jumped 83 percent to 17 million unique visitors in April 2009 according to [www.comscore.com](http://www.comscore.com).

Why not stay connected all day long? There is no requirement to access your Twitter account whenever you want to update messages on your profile page. Twitter itself as well as third party programmers have developed many great widgets and software that help make changes to an account without even logging into the site. Making use of these applications can be enjoyable and reduce the time needed to be an active user.

User surveys have shown people actually prefer twitter because of its ease of use compared to other such social sites. Go ahead and try the Twitter experience, it costs nothing to join or utilize and see if you can track down any past friends as they probably already have their own profile.

Posted by Merle at 06:42PM (-04:00)

## Me and Missy G 2009

Sunday, August 16, 2009



A lot of people say I'm "dog crazy". I have 3 dogs and love them all and try to provide the very best home and life I can for them. If that makes me "crazy" then I guess I'm guilty as charged. I see nothing wrong with giving them my all. That means good food, exercise, love and companionship. My dogs are the best thing that ever happened to me and I'm not ashamed of that fact. If you want to experience unconditional love from someone who will never leave you, insult you, doesn't care how much money you make or where you live....go and get yourself a dog. You can thank me later.



Baxter Gray- Age 3



**Dakota Arson- Age 14**

Posted by Merle at 04:55PM (-04:00)

## Matt Cutts Explains Caffeine Update

Tuesday, August 18, 2009



"Google announced yesterday that it has been working on a project called "Caffeine" that will re-write the architecture for Google's Web search." Listen in as Matt Cutts tells you all about it. It's good stuff Maynard!

**More WebProNews Videos**

Posted by Merle at 05:55PM (-04:00)

## "Don't Just Type Your "Tweets"- Speak Them"

Thursday, August 20, 2009

By Merle <http://MerlesWorld.com>

When it comes to social networks, Twitter is definitely king. With millions of users, and new ones coming on board daily, this micro-blogging service is a very powerful communication tool.

In the space of 140 characters, you can type short messages and instantly send them to your "followers". But what if you don't have Internet access and you still want to send those tweets? No problem. If you have a phone, you can speak your messages, and within a short amount of time see them posted on Twitter.

*Let's review some of the services that can be used to make this possible.*

**1)<http://www.TwitWoop.com>**

Your voice message can be up to 140 seconds long. Your followers can even use reply codes and respond in kind to your messages. You can register up to two phones per Twitter account. After registering, you'll need to call a New York or California phone number to record your outgoing tweets. If you live out of state, you will be charged long distance call rates.

**2)<http://www.CallTweet.com>**

Local access numbers are provided which you can call. All you need to do is enter in your username and password, and start talking. Your followers will receive a tweet that contains a link back to your audio message. Simple.

**3)<http://www.TweetCall.com>**

It doesn't get any easier than this. Once registered, call 877-TWEETCALL and speak your "tweet". Within minutes, it's passed on to your Twitter account. Your user name and password for this site are the same as your Twitter account.

**4)<http://www.TwitterFone.com>**

No Internet access? This free service makes it possible to speak your message into any phone, and within 5 to 10 minutes have it posted on Twitter. You'll need to ask for an "invitation" to be able to register for TwitterFone. Local numbers are provided. "Twitter Streams" can also be replied to, or direct messages can also be sent.

So, the next time you want to tell the world what you're up to, forget the computer and "speak your tweets". Now that you know how easy it is to do, you might find that this is your favorite way of updating your followers, and "Tweet Speak" might just become your second language. I sure wish they would have taught this in High School.<grin>

Posted by Merle at 08:17PM (-04:00)

## Ebay Ebooks for Free

Monday, August 24, 2009

Skip McGrath is an expert when it comes to Ebay. He's been making a full-time income from Ebay for years. He also has several print books to his credit. Today I'm offering up two free ebooks he's written for your enjoyment.

The first is 32 pages-

EbaySecrets Mini-Course- "How Ebay Professionals Consistently Make \$ on Ebay"

The second is all of the changes that have taken place on Ebay in 2009 and what's coming in 2010. It's 28 pages and can be downloaded [here](#).

## “Everything you need to know about Twittering”

Friday, August 28, 2009

It is fair to say that Twitter has had an gigantic effect on how social networking communities are designed. After just 3 years of existence twitter has already climbed to the 3rd most used social media website with Facebook being the largest followed by Myspace in second place. For June 2009, Alexa traffic statistics indicate Twitter is ranked 33 overall for the most visited sites and is estimated to have 9 million registered users from the world over. So, have you taken the plunge yet and started twittering?

Twitter is often coined as a micro-blogging web site which allows anyone to stay in communication with others 24/7. You can register by surfing to 'twitter.com' site and writing your personal details in the spaces provided. It is advisable to provide your real info so you are able to connect with real people. In your account profile settings you can unselect 'protect my updates' to let everyone read your tweet updates or leave it ticked in order to restrict your messages only to those close allies or followers.

Sending your Twitter account url link to all your friends and relatives can let them now know that you have an account on Twitter.

Even when you aren't actually on the net, Twitter can still be used. When you're a registered member on Twitter, you can also enter your personal profile by using Instant Messenger application or cellular phone. To set up this feature with your profile, first you have the right settings checked to link your mobile and instant message accounts to Twitter.

Once this is done, tweeting messages can be sent by any of the registered devices. To transfer tweets via your mobile phone, a text sms is sent to the number 40404. The unique caller ID from your mobile device is than stored on your profile so those tweets will be identified in the future. If you're in AIM, you can send the IM to TwitterIM but if you're in Yahoo or MSN they can be sent via instant message to Twitter so it makes no difference where you are, friends and followers will have access to your tweets and can even receive tweet updates on their mobile device.

But you may still ask how do I read my friends messages that they send? Well, to do this you need to log into Twitter and add your friends user names to your own list. In your account there is an 'Actions' tab box, use your mouse to click on the word 'Add'. Another good feature is the search box that will let you find user profiles of more friends and maybe even close relatives or school friends you have lost contact with. It is important to note twitter users that have account profiles selected as private will have to accept a follower request from you before it is possible to start reading their tweets.

Managing your list of contacts is difficult via cell phone so it is much simpler to do it online. You can also choose to restrict phone use to only receive the tweets so even if you are away from your computer, updates will still be sent.

Twittering can really bring a lot of enjoyment. It is worth the time it takes to register there and configure your profile to suit your life. Go meet up with all your mates and find out what they are doing. Just remember to post tweets regularly too so everyone will be kept



up to date. There are also many useful tools that help save the amount of time that it takes to do some of the more mundane processes and allow twitter to be a more enjoyable experience.

Posted by Merle at 05:25PM (-04:00)

## "TV for All Contest"

Tuesday, September 01, 2009

TV advertising can be expensive for small businesses. So Google TV Ads and Spotmixer have joined forces to bring you the "TV for All Contest". Create and submit your own TV commercial for a shot at winning 25,0000 of free national TV advertising on select cable channels.

A panel of celebrity judges will pick the finalists around mid October. Then the YouTube Community will chose the three winners. If you need help in creating your own TV ad it's easy with Spotmixer and can be done from the contest page above. Entries must be received by Oct 5, 2009 For more information go to-

<http://www.youtube.com/tvforallcontest>

Posted by Merle at 04:40PM (-04:00)

## "Learn about Twitter Tools"

Monday, September 07, 2009

Heaps of people are happily devoted Twitter users, a social network and even so, there are still a lot of other people who aren't acquainted with the mini blogging web site. For the twitter uninitiated this information will be just perfect to learn more about this latest online craze.

With the release of Twitter in 2006, those from the younger generation were quick to realize the sites ability to keep them connected with friends and their day to day activities. Personal text messages can be transmitted and received fast by using tweets. Tweets are limited to a maximum 140 characters and come to be also known as a micro-blogging. The topic or purpose of these tweets are limited only by the creators imagination - you can share your personal point of view, the things that you are doing or simply to also view some areas that may interest you. As its community began to rapidly increase, private organizations saw the opportunity for it to work as a promotional tool. Some companies have been able to improve their business but there have also been those who would have spent substantial money and resources on twitter only to derive little benefit.

The premise of Twitter is to basically follow anyone or anything of interest to you. Once you follow a certain person, you will receive their tweets. When a member follows you, the profile of that person can be checked in order to decide if you want to follow them in return. When you want to send the tweets, you do not have to do so manually because there are tools can be used to automatically send your messages to all your subscribers. Most of these Twitter tools are available for use at no cost and can be big time savers. There are twitter applications like 'PostLater' and "autotweeter" to automate many of the



processes such as to follow users who follow you.

When writing your tweet updates, make sure that you aim to generate a reaction from its reader. If your tweets are appealing, you can easily gain more valuable followers. This is very useful when you do blog posts or performing internet marketing.

Online business is a very competitive industry now and twitter can be a cost effective way to get precious leads for getting new clientèle. In order to gain a custom list of followers, you need to make friends before swamping them with advertising propaganda. Having lots of trusting friends will help your business marketing success. When you have a lot of fans, you can mention your business and services that you want to advertise. You can provide a url link to your service or programs, and if they have confidence, they will not hesitate on clicking on the text links.

Twollo is a another free application designed to track targeted individuals based on keyword terms. All that is required is provide the keyword that interests you and the tool locates people who are also talking about that niche. If these people want to, they will also follow you back too.

Beware that just because you choose to follow a member, it does not assure that they will follow you back. Always check your statistics. When someone is not following you, unfollow that person and its recommended that this clean out of your account occurs weekly. The program from "friendorfollow.com" is just one such available tool that is perfectly suited to this account maintenance job.

Posted by Merle at 06:37PM (-04:00)

## “Teleseminar Training MP3”

Wednesday, September 09, 2009

I've got a real treat for you today. My friend, Ronnie Nijmeh, has a PLR club that provides the best self-help PLR content out there, plus he does monthly mastermind coaching teleseminars for members-only.

Well, I was able to twist his arm to give me a free MP3 recording from one of his past members-only teleseminars. It's called: "PLR PROFITS" Go here to get your no cost access now:

<http://www.plr.me/id/plrtraining/msmerle>

If you've always wanted to use PLR (or want to explode your traffic and sales with PLR), then you should listen in. Here's a sneak peek of what Ronnie covered in the MP3:

- What PLR is and why you need it
- How to use private label content for traffic generation, loyalty building, and product creation
- Creative approaches to use and profit from PLR

Get access to this free training MP3: <http://www.plr.me/id/plrtraining/msmerle>

P.S. This coming Tuesday the 15th, Ronnie's releasing this must-have PLR pack. It's five complete, ready-to-sell products. On the bottom of the page, there's an Early Bird sign-up form. You'll want to enter your name and email so you'll beat the rush:  
<http://www.plr.me/id/plrtraining/msmerle>

Posted by Merle at 06:52PM (-04:00)

## Free PDF's to Download

Saturday, September 12, 2009



Nicole Dean from EasyPLR.com has taken her most popular "Online Success" podcasts and had them transcribed into downloadable PDFs.

The first is her interview with affiliate marketer, Lynn Terry

<http://www.merlesworld.com/e-books/SuccessCast3-lynnterry.pdf>

The second is her interview with PLF

Champ, Ronnie Nijmeh

<http://www.merlesworld.com/e-books/SuccessCast9-Ronnie.pdf>

Go ahead and download them to your own computer and feel free to pass them onto your friends. Their good stuff Maynard!

Posted by Merle at 11:42PM (-04:00)

## 10 Tips for a Better Website

Tuesday, September 15, 2009

By Merle

There are just some things that need to be included in every website. If you integrate these tips into your site your visitors will "thank you" for it later:

**1) Navigation: Keep it simple (KISS)**, and make sure it's consistent from page to page. No matter where you place your menu bar -- either at the top or down the side --always include a small text menu at the bottom of every page. To create a site map see <http://www.xml-sitemaps.com/>

If you're one of those people easily impressed with Flash, don't design your navigation with it. There are still some people who don't have or want the plug-in, so they won't be

able to navigate your site. Besides, search engine spiders have a harder time reading it, so that could lead to some of your site pages not being included in their index.

**2) Privacy Policy:** With all of the concern over privacy on the Web if you collect any type of information from your visitors (even if it's just an email address) you need to include a privacy policy. There are many online templates that will help you to create one easily. Once made, post a link to it on every page of your site. Here's a site that will help you in creating a privacy policy <http://www.dmaresponsibility.org/PPG/>

**3) Contact Information:** Nothing drives me more insane than having to search through an entire website just to send the owner an email. Post your contact info at the bottom of every page of your site, along with your email address. Don't make me fill out a whole form when I just want to send a simple comment. Include your email address, hot-linked and ready to go.

**4) Logos & Graphics:** Please keep your graphics down to a reasonable size. No one wants to wait two minutes while your huge, beautiful logo loads onto the screen. If you must use a lot of graphics to get your point across, I've got one word for you: Compression.

**5) Fonts:** Remember if you stray from using the standard fonts that everyone has installed on their computers (such as Arial, Verdana, Times New Roman) the viewer won't see your fonts as intended. Your users' computers will display your site in their default fonts. Stick to standards. If you must have a certain font used you'll have to turn it into a graphic to maintain its look.

**6) Make It Sticky:** Include interactive features if possible, such as live news feeds. or widgets. Use chat rooms, discussion boards, blogs, etc. You want to create a sense of community where people will want to return. See <http://www.google.com/ig/directory?synd=open>

**7) Newsletter/Blog:** If you're going to have a website you need to offer a newsletter or a blog, even if it's strictly going to be about sale items, specials or site updates. You need to start collecting a list of your visitors' email addresses so you can keep in touch with them. Ezines help to keep your site fresh in the client's mind and helps to establish trust and credibility. For more on how to start your own ezine see <http://www.ezineuniversity.com/>

**8) Browsers:** You'd be amazed at how differently your website appears in different browsers. Make sure you take a peek at your site in Firefox and Internet Explorer. Try <http://browsershots.org/>

**9) Index Page:** This may seem like a given, but I'm going to mention it anyway. On the very first page of your site (the homepage) the first paragraph should answer the "5 W's"; basically telling them who you are and what you're offering. You'd be amazed at the number of websites that leave this out; making me think "what do these people do, and what's in it for me?" You need to answer these questions and do it fast. Surfers are a very impatient group. Stop them before they click away.

**10) Disclaimer:** Along with your privacy policy you'll want to include a standard disclaimer page. You could have a lawyer draw one up or use an online generator and modify it to what you need. Here's a free online one, remember, use at your own risk

[http://www.easyriver.com/free\\_disclaimer.htm](http://www.easyriver.com/free_disclaimer.htm)

If you remember the above 10 pointers when putting together your next website, you'll create a winning site that visitors will want to return to, and not run away from in frustration.

P S . For more help with your site see  
[http://www.merlesworld.com/required\\_website\\_elements.htm](http://www.merlesworld.com/required_website_elements.htm)  
Posted by Merle at 03:10PM (-04:00)

## "Making Twitter Work For You"

Friday, September 18, 2009



A lot of people still don't understand Twitter? I'll admit it when I first saw it I thought it was stupid. Now I'm hooked. Watch this video WebproNews did with Michael Gray to get his insight on what you should and shouldn't be doing on Twitter. Let me know what you think.

**More WebProNews Videos**

Posted by Merle at 06:53PM (-04:00)

## "Does Google Really Penalize for Duplicate Content?"

Tuesday, September 22, 2009

A video by Greg Grothaus of Google that goes into detail about how Google really feels about duplicate content.

Posted by Merle at 03:16PM (-04:00)

## "Steps for Mastering Twitter"

Sunday, September 27, 2009

With the coverage it has been receiving lately, there would not many people who would not have at least heard of the word Twitter. Okay maybe If you don't have access to the web or have not been watching TV lately then the fact that social networking sites like Twitter are booming may have alluded you. Next time you have some spare time while surfing the net, you should do a Google search on twitter or consider visiting the site to find out directly the many fun and interesting benefits it has for users.

You must register before being able to enter the website to meet the wide variety of members, all with their own reasons for being there. Most people that you will find on Twitter are there to link or network with other people. Much of twitter's fame can be

attributed to the ability to stay in touch, literally every hour of the day as new information is provided by friends, family or any topic of interest, all in one free to use system. In addition to those members, there are those who simply want to extract more income or take their business to another level.

*Following the steps below will have you on the road to being a master of all things twitter, whatever your purpose:*

**1) Visibility** - you must aim to have high exposure on Twitter. Spend a few hours every day writing new tweets and replying the tweets you get sent to you. It's a great way to make more contacts socially or for business. Set up a daily routine for your twitter activities like designating certain hours for tweeting. Always follow a number of new members each week and try to entice them to follow you in return. A good thing on Twitter is that you can respond by using your cell phone. This consistent sending and responding to tweets can be time consuming but it can definitely help increase your visibility.

**2) Powerful profile** – after registering at Twitter, one of your first priorities should be designing your own unique member profile. This page should aim to be interesting yet reflect your personal character or business. A powerful profile may be informative but not boring. A great profile can draw immediate reaction and the need for connection to you.

**3) Twittering** - you should make a effort to tweet about the fun and interesting events occurring in your life. You can use anything about your life and experiences. After receiving messages, try to respond to them in a timely and respectful manner. When someone sends you a tweet also remember to thank the person. Try to look at Twitter as a blank piece of paper, where you are free to write whatever you want others to know.

**4) Twitter Networking** - Millions of members use Twitter daily. Focus on making contact with those in your target market and follow them. Also endeavor to establish good and friendly bonds with those you meet. After developing many friends, you can progressively promote your business without seeming too over zealous. Gaining new clientèle for your items and services will be easier with time because they have built up confidence in your reputation.

**5) Direct Messages (DM)** - directly sending messages like emails or private messaging in forums to specific users only can be effective. Read any messages received and let them know how much you appreciate it. This specific list of close contacts can be used as your own custom targeted group of leads but don't over do the advertising because that can be interpreted as spamming them.

**6) Videos and Images** – This is an often over looked medium in Twitter but it can be very rewarding to share video clips and images. It builds branding and familiarity with your user name because other people can get an overview of your life and the type person that you are.

Posted by Merle at 11:00PM (-04:00)

# Secret Features of Google Reader

Tuesday, October 06, 2009

Matt Cutts discusses Secret Features of Google Reader.

Posted by Merle at 05:46PM (-04:00)

## "JV Partners Wanted for Personal Development Giveaway"

Sunday, October 11, 2009



Hey Kids,

Hope you having a great weekend. Anyway, I want to invite you to The Personal Development Giveaway which will launch on Oct 26th and run until Nov 16th.

The promotion will have thousands of visitors in just a few days. So the exposure will be great. The promoters, Scott Drake and John Yeo have asked me if I knew anyone that would want to participate in this venture, and immediately I thought of my blog readers.

<http://personaldevelopmentgiveaway.com/go/25/jv>

We have all heard of Giveaways, but some may not know what a Giveaway Event is all about. This is an online joint venture site, where hundreds of marketers from all around the world participate. The main aim is to build a genuine subscriber list in a very short amount of time.

It goes like this:

1. JV Partners provide a gift for people to download
2. The gift will have a lead capture page so that site visitors can sign up to collect the free gift.
3. JV Partners promote the site to bring more and more people into the event.

In this way, everyone wins.

1. The visitors win because they can download products for free that they can use immediately.

2. The JV Partners win because they build their own subscriber lists very quickly.

Not only do you win in terms of large subscriber numbers, you also win financially.

Join Now and take advantage of this opportunity to grow your subscriber list:

<http://personaldevelopmentgiveaway.com/go/25/jv>

Cheers,

Merle

Posted by Merle at 05:43PM (-04:00)

## "Do You Remember Love?"

Tuesday, October 13, 2009

This video will bring tears to your eyes. It just goes to show not only can we learn from each other, but dogs can teach us a lot about enjoying life. Enjoy!

Find more videos like this on *I Remember Love*

Posted by Merle at 04:07PM (-04:00)

## "Domains: Buying Domains, Where to Find Expired Names, and How to M..."

Sunday, October 18, 2009

In Part 1, we discussed how to come up with your new domain name. In this article, we will look at inexpensive places to register your newfound beauties. You'll find, as with Lay's potato chips, "no one can eat just one." Once you make your first purchase, you'll most likely find yourself registering other names as well; maybe to use as redirects to your existing site, or possible new business ideas for all those new sites you'd like to launch.

Due to the temptation to "load up," you'll want to find a cheap but reliable domain registrar to park them with. If you don't, you'll find your new "habit" leaving a big hole in your wallet.

As with most things in life, prices vary --from as little as \$8.00 up to \$35.00 per year. My suggestion to you is to never spend more than about \$10.00 per domain annually. My favorite place to register names charges less than that. When researching a registrar, do make note of what services they offer and their support policies.

**Let's cover your options:**

**1) NameBargain.com:** My favorite, where I register or transfer domains for only \$9.48 per year. Sign up for .com, .net, .org, .biz, .info, and .us. You can handle all of your domains



from one easy interface and see all of your listings at a glance.

**2) GoDaddy.com:** At \$10.69 a year, GoDaddy is #1 with many Web entrepreneurs. From what I've seen and read online, they're very reliable and have great prices. Includes free domain forwarding and free parked page with every domain registered.

**3) DotEasy.com:** If you want to register a domain name and get free hosting to boot, you can't beat this package deal. For only \$25.00, a year you can buy and host your new found name. This is a nice service if you want to put up some mini-sites inexpensively.

There's also a big market for expired and deleted domains. You would not believe how many people forget to renew their domains and let some really super ones fall through the cracks. Many of them already have a high ranking in the search engines and increased link popularity.

The trick to expired domains is knowing where to find them so you can cash in on them before someone else does. Many sites will charge for this privilege, but there are some freebies (if you know where to look):

**<http://www.DeletedDomains.com>:** I love this site and it's reasonably priced. Different membership levels are available with a basic package of 14.99 per month. Just type one or two keywords into the search box and it will come back with all kinds of little gems for you. You will find so many good names to register that if you're a "Domain Junkie" (like me), you could find yourself in real financial danger here. Remember, I warned you.

**<http://www.Recycled-Traffic.com>:** Pick up on "recycled traffic" by snapping up domain names that have expired and benefiting from their already established traffic. Search through this index according to keyword and search engine ranking. Free demo is available.

So now that you know where to purchase domains you need to know how to manage them. It's not unusual for one person to own 20 or more names, and keeping track of them and knowing when to renew them can quickly become a full time job. I should know; I own over 60 myself. My recommendation to you is to register all of them at the same place. Preferably, a registrar that will allow you to modify your own DNS and make any other changes at will. In the beginning I had many sites registered at many different places and it was tough trying to remember which domain was where. Don't make the same mistake I did. Find a registrar you feel comfortable with and stick with it.

There are also some excellent tools that can help make managing your domains a breeze:

**1) Easy DNS:**<http://EasyDns.com/dnsmanager.php3>

Manage all of your domains from one easy web interface. An assortment of tools and pricing options are available.

**2) Domain Manager Pro:**<http://DomainMgrPro.com>

Software that will help you track multiple domains and register data and also the websites (if any) connected with them. 50.00 to download.

The longer you're active online, the more you'll be struck with great ideas; resulting in domain names you'll want to register. Remember, don't pay more than you have to, keep



your eyes peeled for expired bargains, and make sure you have some form of management tool in place.

If you'd like to earn some money with your extra domains take a look at running Google's AdSense for Domains on them, see <http://www.google.com/domainpark/>

Domains are indeed like chips; you really can't register just one. In Part 3 of this article we'll look at some fun and useful things you can do with your new-found gems.

Posted by Merle at 01:46PM (-04:00)

## FTC Declares Shenanigans On All Kinds Of Stuff!

Monday, October 26, 2009

Everyone's talking about the new FTC regulations that are coming in December. If you haven't heard about them, you must be hiding under a rock. Basically, if you're getting paid to promote something on your blog or website, even affiliate links, you need to disclose that fact. Testimonials which are also used by online marketers to sell products and services are affected by this new change.

Frank Kern is one funny guy. He also knows his stuff when it comes to marketing and promoting on the Internet. His blog posts lays out the new ruling and will give you some things to think about. Food for thought. Read on <http://masscontrolsite.com/blog/?p=59>

Posted by Merle at 12:07PM (-04:00)

## Happy Halloween!

Wednesday, October 28, 2009



It's a tradition at my house that every year the dogs put on their Halloween Costumes, I take their pictures, they love that part. Then I create my own Halloween cards and send them out in massive amounts to my friends and family. I think this year it was 50 in all. I love Halloween! And I love this time of year here in Ohio. The trees and bushes are beautiful shades of fall colors as if Mother Nature has taken her own paintbrush and created her own artwork. The part that comes after, the snow, I could do without.

Whatever your plans are for Halloween I hope you take some time to get in touch with your inner child and have some fun. Come on, you know you want to.

If you have plans leave your comments below to let me know what you're up to.

Posted by Merle at 03:43PM (-04:00)

## "Using Facebook and Twitter to Stand Out"

Friday, October 30, 2009



"Relationship Marketing Specialist Mari Smith says marketers can stand out by "choosing a single area of focus."

Find out what else she has to say about marketing on Facebook and Twitter in this interview with WebProNews.com

### More WebProNews Videos

Posted by Merle at 04:25PM (-04:00)

## "The Complete Guide to Google Wave"

Tuesday, November 03, 2009

Google has yet to release "Google Wave" to the general public but it promises to be the next best thing since sliced bread for social media. That's yet to be seen but plenty of beta users have been publishing what they think of Google's new toy. Here's an online guidebook that's a "work in progress that will update in concert with Wave as it grows and changes." Read it online.

[http://completewaveguide.com/guide/The\\_Complete\\_Guide\\_to\\_Google\\_Wave](http://completewaveguide.com/guide/The_Complete_Guide_to_Google_Wave)

Posted by Merle at 05:22PM (-05:00)

## "How to Integrate Clickbank Affiliate Links Into Your Website"

Monday, November 09, 2009

If you're trying to make money online, you either have to have your own product/service or promote someone else's. Usually this is in the form of what's called "affiliate programs."

Clickbank is the largest marketplace online for finding products you can resell. You can earn commissions from 1 to 75% on over 10,000 digital products that Clickbank offers. There is no charge to sign up as an affiliate. Once registered you'll need to find the specific merchandise that you want to promote.

So now you're all signed up and excited about all of the money you're going to make but how do you get people to click on your affiliate links? There are plenty of ways to promote & market affiliate programs from ezine ads to using Pay Per Click Search Engines, but recently some new ways have been developed that allow you to easily promote your affiliate links via your own website.

Similar to PPC Search or Contextual ads the ads appear in blocks to the right/left or top

of your web pages. Your affiliate code is hard coded into the ads shown and the advertisements are related to the content of your page. When people click on the links and make a purchase, you earn commissions.

*Let's examine a few of the options for integrating Clickbank links directly onto your website.*

#### **1) CBClicks:<http://www.CBClicks.com>**

Free to sign up, just make sure you have a Clickbank ID first. The ads shown on your web pages are targeted by keywords you select. For example, if your site is about ebooks you would choose "ebooks" as one of your keywords, and the ads displayed on your website would all be related to that word. When someone clicks on an ad and makes a purchase from the Clickbank merchant, you earn commissions on each and every sale.

#### **2) ClickSensor AdWords:<http://www.ClickSensor.com>**

Not a service, but a powerful PHP script that places ads similar to "Google AdSense" on your website. Again, these are Clickbank affiliate product ads and you'll earn commission when someone clicks thru and makes a purchase. There's no need to supply keywords, as the script spiders your pages and then matches each page with related ads. Once set up, you'll cut and paste some JavaScript onto your pages where you want the ads to appear. They offer 11 different ad styles to chose from, including towers, buttons and banners.

So next time you're tempted to show someone else's ads on your site, you may want to consider using one of these Clickbank Ad Services instead. Why earn pennies on the dollar displaying any advertising when you can promote your own affiliate programs as integrated website content and earn commission at the same time. Expanded content and money, now that's a good thing!

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Merle of [WebSiteTrafficPlan.com](http://WebSiteTrafficPlan.com) offers a F-r-e-e ebook and an e-course that will teach you how to promote and market your website. Grab your copy now at <http://websitetrafficplan.com/>

Posted by Merle at 05:59PM (-05:00)

# “Fun and Useful Things You Can Do with Domain Names”

Wednesday, November 18, 2009



In Part 1 of this series we discussed how to pick a great domain name, and in Part 2 we reviewed where to register and how to manage them. In this the final section, we're going to discuss some uses for multiple domains.

Before you become a "domain connoisseur," you need to understand the advantages of owning more than one domain and what you can do with them:

**1) Redirects:** Maybe when you registered your site there were other names you liked as well, or perhaps you registered the .net

version of your name. It's very easy to point these names to your existing site so when someone types in one of these alternate domain names in their browser, they'll still wind up at your site.

For example [yoursite.com](http://yoursite.com) or [yoursite.net](http://yoursite.net)

will both take you to the same place. Your web host can set this up for you. Some charge a small monthly fee for this service. You can use these alternate names in your advertising.

If your name can be easily misspelled, make sure to register any variations and redirect them to your site. This will also keep your competitors from registering them and infringing on your traffic, while sending all those who can't spell to the right place.

Remember that other domain names don't have to point to your main page; they can be forced to point to certain pages or sections of your site as you deem fit.

**2) Mini Sites:** By monitoring hot trends online you can quickly register a domain name and design a mini site around one product or service. If promoted correctly, mini sites can be good residual money makers. These are great for pushing and making affiliate sales.

**3) Domains as Commodities:** Some people buy domains simply to resell them at a profit. If you purchase the right names, it is possible to sell them to the highest bidder. Selling domains at auction sites has increased in popularity and is a great way to move your domain inventory. Some of the better known auction sites are:

<http://www.Afternic.com>

One of the most popular places for buying and selling domains. Seller accounts start at 19.95 a year, other account types are available.

<http://www.GreatDomains.com>

No membership fee to list your domains, but you'll pay a commission fee to them if you sell.

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

They actually have a section for selling your domain names. Upon entering Ebay, do a search in the search box for "domains."

Before putting your domains up for sale, you may want to have them appraised so you know what they're worth. You'll find many appraisal services online to help you do just that.

<http://www.appraiseddomains.com>

Appraisals start at only 12.99 and go up to 28.99 for an analysis that includes a hard copy.

**4) Shrink Them:** Despite your best efforts to come up with a name that's short and concise, you may end up settling for something longer than you'd like. There are free services you can use to shorten them into something more manageable. When these new links are pasted into a browser they go to your site. If you're promoting any kind of associate program, these types of services come in extra handy for dealing with those extra long domain names they give you. They also help to hide the fact that you're using an affiliate link.

<http://TinyUrl.com>

I love this service. Just paste your long domain into the window and it spits out a version so short you won't believe it's possible. Great for using in your ezine to break long domain links into shorter ones so they don't break off in unexpected places.

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

Shorl offers not only url shortening but statistics as to how many people click on your new short name.

As you can see, there's more to domains than meets the eye. As you find yourself collecting more and more names you need to be aware of all of the creative ways you can use them in your daily business. Sell them, shorten them, redirect them; but above all, use them in your online ventures and you'll generate more income.

Posted by Merle at 03:15PM (-05:00)

# “Review of Reliable Webs Hosting”

Saturday, November 21, 2009



**Name Of The Product:** ReliableWebs.com Web Hosting

**W h e r e       Y o u       C a n       S i g n       U p :**  
<http://www.reliablewebs.com/idevaffiliate/idevaffiliate.php?id=284>

**Product Description:** Web Hosting Service and Domain Registration

**Who This Product is Intended For:** Small Business Owners, Bloggers and Internet marketers who are looking for reliable web hosting at an affordable price.

**Uses:** ReliableWebs provides web hosting and domain registration. They also offer **FREE WordPress blog installations** to all customers.

**Pros:** ReliableWebs offers several hosting packages available for your web site needs. They also provide domain registration. Their support staff responds quickly and solves issues with speed and efficiency. Their Uptime stats are impressive. They'll even move your website for you from your old hosting.

**Cons:** None at this time. The only thing that I could say is that I've seen hosting that is cheaper, but, in my experience that usually comes with cutting corners -- something that Reliable Webs does not do.

**Personal Opinion:** ReliableWebs is absolutely reliable and affordable.

I am provided with all the tools I need to manage several websites with one host.

The support staff at ReliableWebs is very friendly and helpful. The support staff resides in the United States and all members speak English as their first language (something that's getting harder to find in larger or cheap web hosting companies). Whenever I have required assistance I have received both a quick response as well as service above and beyond what I expected.

Overall, I would have to give ReliableWebs.com a 10 out of 10 stars.

<http://www.reliablewebs.com/idevaffiliate/idevaffiliate.php?id=284>

Posted by Merle at 11:21PM (-05:00)

## "How should I link to a site that I have a personal relationship wi..."

Monday, November 23, 2009

"Tom Critchlow from London, UK asks: "If a site owner has a personal relationship with another unrelated site in a different niche and adds a link to their site from his, this link looks a LOT like"...See how Matt Cutts responds.

Posted by Merle at 05:49PM (-05:00)

## "Matt Cutts Talks Caffeine and Site Speed"

Sunday, November 29, 2009



"Google's Matt Cutts discussed two key ingredients of where Google is headed in an interview with WebProNews out in Vegas." Listen in as he talks about Google's latest update which is called "Caffeine". Find out why the speed of your website is going to come into play when it comes to your rankings.

### More WebProNews Videos

Posted by Merle at 08:44PM (-05:00)

## "Finding that Host that Offers the Most"

Tuesday, December 01, 2009

Whether you already have a website or are thinking of setting up shop online, sooner or later you'll have to deal with the issue of web hosting. Although it may seem like a "no brainer," there are actually many factors you'll need to consider before making this important decision. Your first inclination may be to look only at the cost, thinking "cheaper is better." However, that old saying "you get what you pay for," is especially true in this situation. Here are some of the more important points you'll want to look at when considering your next host.

**UNIX/ NT/** The two most popular hosting platforms to choose from are UNIX and NT. UNIX is by far the favorite, as it was the only choice way back in the early days of the Internet. It is easy to configure, great for setting your own file permissions and the platform for most of the free scripts available for download. It is flexible, reliable and supports scripting languages like Perl and PHP3.

**NT** is Microsoft's baby. One problem that I have found with NT servers is a lack of readily available scripts that work on this platform. Also, (unlike UNIX) many NT users need assistance from their Web Host Administrators to set file permissions. NT supports MS



applications such as ASP, Access, FP and scripting languages such as Perl, Cold Fusion and ASP.

**TECH SUPPORT/** When you need help you'll want to make sure you can get it. Some web hosts offer phone support or even live chat. Make sure they have good tech support in place as there's nothing more annoying than needing assistance with your site and not being able to get it.

**SET UP FEE/ MONTHLY FEE/** Some hosts charge an initial set up fee to get your site set up and running on their server. Make sure you check on this when comparing prices. I've seen monthly fees ranging from 9.99 to 39.99, depending on the plan and services offered. My advice to you would be to look past the cheapest and most expensive ends of the scale and go with a mid-range pricing plan to be on the safe side. You should be able to pick up a reliable web host for 10 to 20.00 per month.

**HARD DRIVE/ SPACE/** How much space they're willing to give you is important if you're going to compare apples to apples. You need to keep in mind the size of your site when deciding how much space you really need. Generally, 20 to 30 MB is plenty for a small site. You might want to ask if you can pay for more space should your site ever outgrow its present state.

**FTP ACCESS/ TELNET ACCESS/** Even if you plan on using Frontpage to manage your site, you'll still need to have FTP access. It is usually standard, but it never hurts to ask. Make sure you keep your user name and password in a safe place. You'll use FTP to set file permissions and to upload your files to the web server.

Telnet can be very useful for troubleshooting CGI scripts and changing server configurations. There are some servers that will not grant telnet access.

**CGI-BIN/** A very important component if you're planning on adding any sort of interactivity to your site like forms, shopping carts, etc. Usually comes as standard equipment, but I've seen some of the cheaper hosts leave it out entirely.

**EMAIL BOXES & POP 3 ALIASES/** One thing that's very important to me is the ability to use different aliases with my domain name. For example, if your domain is YourBizName.com, you may want to set up separate addresses to sort your mail like serviceATyourbizname or supportATyourbizname. They may all funnel into the same mailbox, but you can set up filters at your end, making customer service a whole lot easier.

If you have a "wildcard" account, you can set up as many aliases as you like. If you have other employees who will need their own private box, check with the web host to see how many boxes they will allow.

**STATS/** Once you start getting traffic, you'll want to know where it's coming from and what pages of your site are being visited. Some web hosts will throw stats tracking in with their standard package or at least give you access to your log files, which you can then use with third party software to run reports on the traffic your site is receiving.

#### **MISCELLANEOUS THOUGHTS/:**

*1) If you want to use Frontpage: Do they have the FP server extensions installed?*



*2) Do they offer autoresponders?*

*3) How about a secured server option for payment transactions?*

*4) Do they back up all websites in case of disaster?*

*5) Do they offer assistance in programming or design work if needed at an hourly rate?*

*6) Do they offer shopping cart software if you're going to be selling products?*

*7) Do any customized forms come standard with your account, like feedback or order forms?*

**8) Bandwidth-** Be aware that bandwidth is how much data can be transferred in a month's time. This shouldn't be a concern unless you're getting a ton of traffic, but be aware that most hosts do have limitations on what they'll allow.

As you can see, there are many factors to take into account when choosing a web host. Your host is essentially the spine of your site, so you want to make sure that the one you choose is reliable and solid. Nothing can ruin a site faster than an unreliable host. I know; been there, done that.

For a comparison of hosts pop over to <http://www.HostCompare.com> or to search for a host by the features you need go to <http://www.HostSearch.com>

Remember, choosing a good host is essential to the success and reliability of your online business. Do your homework and choose the one that's right for you.

Posted by Merle at 04:29PM (-05:00)

## “Do You Need High Quality Articles for Your Website, Blog or Ezine?”

Friday, December 04, 2009

The life of an internet marketer revolves around one thing: Content. You need articles for your blog, more great content for your newsletter or ezine, and even more quality articles if you plan to do article marketing or guest blogging to get free advertising for your website. So, before you throw in the towel completely, let me share a few ideas with you that may help you to actually have time away from your computer.



When looking for articles, you have several options. I personally recommend that you use several of these suggestions to add a variety of content to your websites.

I'll start with a few of my favorites...

#### **Grab some Free Reprint Articles at the Directories.**

Article directories like EzineArticles.com, LadyPens.com and ArticleBase.com are packed with quality articles that you can reprint on your site. The only requirements are that you do not edit the article in any way and that you include the author's resource box (or bio) at the end including the link or two that the author has included to his/her website.

It's a win-win situation. The author gets free advertising. You, the publisher, get free content.

There are three negatives to using this type of article.

- First is the issue of duplicate content. You're sharing the same exact articles as everyone else that uses that directory. This is not a big deal at all if you're using the article in your ezine, obviously, since duplicate content is only an issue with the search engines. It's also not a huge issue for your blog or website, as long as you write an introduction to the article, and preferably a wrap-up statement or recommendation at the end.
- Second is the very difficult issue of finding quality content. Gone are the days of grabbing any old free reprint article. You want Expert Content only – and many of the article directories have “bleck” articles.
- Third is the issue of posting those darn links in the author resource box. You're basically advertising for someone else for free. Ouch.

Good news! I can help you with the free advertising part in the next section of this article.

#### **Use Extra-Special Free Reprint Articles.**

Ofentimes ebook owners and other marketers with affiliate programs offer articles with a twist. You get to replace the link(s) in the author resource box with YOUR affiliate link for that program.

Here you'll find many articles that meet that criteria: <http://freeaffiliatearticles.com/wp/>

OR, if your favorite Experts regularly offer reprint articles, ask if this is an option for you.

That way, the expert still gets free advertising. And, you, the publisher, still get great content. But, you can also benefit by earning affiliate commissions as well.

This model definitely adds an increased level of appeal compared to traditional reprint articles. Wouldn't you agree?

### **Write the Articles Yourself.**

You can choose to write some of your web content yourself. I highly recommend that you do write much of your own content, at least on the sites where you're trying to establish yourself as an authority.

However, there are options below that will enable you to post quality content to your website without having to write all of it yourself. (Some you can just edit and use.) The difference in the options below is that YOU become the expert, rather than endorsing someone else as the expert.

Try: <http://articlewritingassistant.com/members.php?id=5960>

### **Hire a Quality Ghostwriter or Copywriter.**

A ghostwriter is a freelancer who writes for you (usually articles or reports), but you take the credit.

A copywriter specializes in writing copy that sells, and you usually take the credit.

There are many sites on the web where you can find writers. Start by asking around, or go to sites like [elance.com](http://elance.com) (a job posting site) or [Shelancers.com](http://Shelancers.com) (a directory of freelancers) to look around. Having a ghostwriter on hand can keep your blog fresh and active.

### **Our Favorite Shortcut: Stock up on PLR articles.**

PLR articles stands for Private Label Rights articles. PLR articles are usually written by a ghostwriter and sold to several website owners. This means that you (and a limited number of other bloggers) can edit the articles and publish them without being required to link back to anyone or give anyone credit for writing them. You become the expert when using PLR articles.

Customize the articles, tweak them for your market, insert examples or photos or case studies and publish them on your website -- or just use them as they are. Either way, you gain a lot of flexibility when working with PLR. Not only that but they are very affordable.

### **So, How do you Find a Good PLR Service?**

Simple. Find a PLR site that's been around for awhile and offers professionally-written and edited content that's sold in limited quantities. That will ensure that you're not getting recycled PLR, but are getting your hands on top-quality content.

One such service is: [http://www.plr.me/affiliates/uid/msmerle\\_2](http://www.plr.me/affiliates/uid/msmerle_2)

#### **Our Recommendation for Top Quality PLR, Sold in Very Limited Quantities:**

EasyPLR.com has been offering the best niche plr article packs on the web since 2006.

- Great reputation. Thousands of happy, repeat customers over the years.

Posted by Merle at 08:32PM (-05:00)

## "Improve Your Website with Google's Webmaster Central Tools"

Thursday, December 10, 2009

As a website owner, one of your top priorities is going to be getting your site indexed and ranked by Google. People perform over 235 million searches a day with Google, so the potential to receive significant traffic from this search engine should be enough for you to invest the time to make sure it's done right.

Google wants to fill its index with quality, error free websites that are beneficial and targeted to their searchers. Enter Google's Webmaster Central Tools <http://google.com/webmasters> . If you've never heard of it, it's Google's way of helping you with your website's indexing. Not too long ago, it went through a redesign and upgrade process which made it more useful and easier to use than ever.

First thing you'll need to sign in with is a Google account. Google requires an account to be able to use all of their free services, including Blogger and Analytics, so if you don't have one, now's the time to register.

If you have multiple websites to list, that's no problem. Up to 500 sites can be added all under one roof. You will need to perform what Google calls "site verification" for each site submitted. This proves to Google that you are the owner of the site before they release detailed information to you. At one time it was a lengthy process of cutting and pasting code into the head section of your index page or uploading a separate HTML file. Now they've streamlined the process and it's all done with one click of an email.

If you use Blogger.com, "Webmaster Tools" can be enabled from within the Blogger dashboard under tools/resources. Once your sites have been submitted, you'll have access to a whole suite of useful tools. The website is broken up into three main sections.

1) Site Configuration (Information about your site)

2) Your Site on the Web (Google data re: your site)

3) Diagnostics (Any problems Google had while indexing your site)

If your website has never received a decent ranking with Google, these numerous reports will help you in tracking down the problem. It's truly an "eye opener" to see your site through the eyes of a search engine.

On the "Crawl Errors Page", any errors Google encountered while crawling your site are revealed. The url's not listed, and the types of problems such as restricted by robots txt, url's that timed out, and unreachable url's will be uncovered. If numerous pages of your site are not indexed, Sitemaps can also be submitted to help Google find and crawl all of the pages of your site.

If your website is not showing up in Google's index, or you think it's being penalized for some reason, you can contact Google from within the "tools interface" with a "reconsideration" request. This will ask Google to take another look at your site. Before submitting, make sure you've cleaned up any errors, and that you're not in violation of any of Google's webmaster guidelines.

**Here's a small sample of some other tasks that can be performed.**

- *Keyword Research: The keywords page lists the most important words Google found when indexing your site. So you know what keyword/phrases your site is ranking for.*

- *Who's linking to your website.*

- *Page rank for individual pages can be reviewed.*

- *Change of address feature, which is useful when moving domains to let Google know.*

- *Data can be downloaded in spreadsheet format in order to be analyzed and tracked.*

- *Any RSS feeds can also be submitted as sitemaps.*

- *Parameter Handling- Allows you to tell Google which url's you want them to ignore.*

- *Emails from Google's Webmaster Tools can be forwarded to any email address you specify.*

Contrary to popular belief, Google wants you to succeed online which is why they give you the tools needed to fix any problems, and make your site a search engine's indexing dream. That's not just good business for Google, it's good for your website too.

Posted by Merle at 08:08PM (-05:00)

## "Waving Goodbye to 2009"- Video

Sunday, December 27, 2009

First off I do apologize for being MIA the past few weeks. With all of the work that comes with getting ready for Christmas I've been pretty busy offline. Now that some of the hoopala has died down I'll try to give you my utmost attention.

Here's a cute video that sums up the year 2009 using Google Wave. It's very creative and I think you're going to like it. Let me know what you think. Have you tried Google Wave yourself?

Posted by Merle at 04:43PM (-05:00)

## "Blog Profits 2010" Free Ebook

Thursday, December 31, 2009

Hi Kids,

Now that you're done opening your gifts, and finding out you got nothing you really wanted, let's move on to getting drunk and enjoying the new year <LOL>. Funny how we get so excited and do so much work for just one day isn't it? But we do it every year. So usually every year I'll go out and buy myself something I really want, even if I don't need it. Sort of like my own special Xmas gift. Hey, I'm worth it. I've been thinking about an Amazon Kindle but not sure if it's worth almost 300.00. Will see.

Anyway, Lynn Terry has put together a free 10 page report for all you bloggers or wantabe bloggers. It's called "Blog Boost 2010". In it she gives you a checklist of things to think about when it comes to growing and maintaining your own blog. Good stuff Maynard. Of course, Lynn always puts out quality material. You can download your own copy at the link below. If you like it feel free to pass it along to others. Just please download it to your own site first.

<http://www.merlesworld.com/e-books/BlogBoost2010.pdf>

Posted by Merle at 01:01AM (-05:00)











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