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Editor & Publisher: Merle - mailto:Merle@MCPromotions.com

http://www.McPromotionsPress.com/

"People usually get what's coming to them...unless it's been mailed."

Want to Help Me Out?

If you like this newsletter please help pay the rent <u>http://tinyurl.com/87in</u>

"7.00 Secrets- Report"

Trying to break into creating your own informational products? Having problems selling the ones you've already created?

Need a way to boost your conversion rates AND your profits? How this guy made over \$3,000 in just 7 days by selling a 30 page report for \$7.

Take a look at this, and download the ebook and the scripts he uses all for only 7.00. Refer others and you keep 100% of the sale.

You don't want to miss out on this.

http://tinyurl.com/yp2wtn

EDITOR'S NOTE**

Hi Ho,

Saturday already? Where did the week ago. I should have had this rag out to you days ago and I do apologize but sometimes I get behind. Sorry. Please don't fire me. I'll try to do better next month.

Of course the big news this week was the sudden death of Anna Nicole. Not that I was a big fan but I find the whole situation insane. I mean, her son died 5 months earlier 3 days after the birth of her baby girl and then now she's gone. Is it me or is the whole thing ironic and strange?

They still haven't said what killed her although a lot of people are speculating drugs or something like that. The autopsy so far has been inconclusive. I don't really consider myself a star watcher but for some reason I'm really glued to this thing. Maybe it's the fact that she was only 39 and her life ended so abruptly. Maybe it's the fact that she had suffered so much the past few months over the loss of her son. Here was a woman who had everything and lost everything. There's a lot of lessons for all of us with this one. At least now she'll be with her son who meant so much to her. We can all relate to losing someone we love. It hurts no matter who you are.

The saddest part is all of the greedy people who will come out of the woodwork and try to claim the baby for the inheritance. My personal opinion is that the Photographer guy is the father, why else would Anna run away to the Bahamas like she did? She even bought a house there weeks before she died and buried her son there too. Greed is such an ugly attribute in people. It's sad to watch.

U.S. Soldiers Abuse a Dog in Iraq, now this is really sad. American soldiers throw stones and torment an injured dog in Iraq. I'm not sure how this video surfaced on the Net, but if you love animals you'll find this behavior repulsive. On another note Google is redecorating their offices and had decided to paste the halls with photos of those who use Google Adwords. If you'd like to have your smiling face appear at Google here's your chance. Go here to submit your photo:

http://www.google.com/adwords/photo_submit.html

Now on with the show....

******Want to See Your Ad in This Ezine?*******

If you still haven't taken the demographic survey you still can. You'll be entered to win a FR.E ad in this ezine- Drawing held every two weeks.Go to <u>http://www.advancedsurvey.com/</u> and type 8244 into the "take a survey" box on the right hand side.

Today's contest winner for a free ad in this ezine is Mike Metzel. Send me your ad and I'll get it in the next issue. For your chance to w!n an ad scroll to the bottom and find the link to our survey. Once you fill it out you'll be given the chance to enter.

Please Take the Time To Do This

Due to the filtering problem and a large number of subscribers not receiving the ezine I am asking you to "whitelist" this ezines email address to your address book at this time, to ensure future delivery. The email address to add is:mcprolist@mcpromotions.com

Thanks again for joining me.

Warmest Regards,

Merle http://www.MCPromotions.com/ http://www.MerlesWorld.com/ http://WebSiteTrafficPlan.com

«¤»§«¤»¥«¤»§ Discussion Question of The Week §«¤»¥«¤»§

Due to my host purchasing a new server the board is temporarily down this week.

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=> 1. Marketing News/Resources

- => 2. Feature Article- "Google Adwords Ads- "Making an Impact in a Small Space"
 - => 3. Net HOt Spots!
 - => 4. Sites to Help
 - => 5. Site Promotion Software & More
 - => 6. E-Books / Ezine Resources
 - => 7. Other Valuable Ezines
 - => 8. Subscribe/Unsubscribe Information

Submit Your Articles

Savvy business owners know that article marketing is a hugely successful and cost-effective way to promote yourself and your business online. You get lots of links, improve your search engine results, and drive traffic to your site in droves. And no one does it better than Article Marketer.

Check it out now

http://www.articlemarketer.com/?a_aid=b910eb44

1 . MARKETING NEWS

Sign up with LookSmart and get 50.00 in Fr-ee Clicks http://info.looksmart.com/wpn?synd=eml_wpn_dede_20507

Google Releases New Link Reporting Tool http://searchengineland.com/070205-165836.php Watch the Super Bowl Ads and Rate Them http://tinyurl.com/2bgo7k

Adsense and Using Competitive Ads http://tinyurl.com/2umlja

Yahoo Inventory Tool is No More http://tinyurl.com/264g4g

-----UK puts new email regulation in effect <u>http://tinyurl.com/2qnbkm</u>

Panama Launch Imminent http://tinyurl.com/32z4dw

Google Clarifies it's Stance on Adsense and Images http://tinyurl.com/yzuuky

Why So Worried? http://tinyurl.com/3agob8

2.FEATURE ARTICLE-

"Google Adwords Ads- "Making an Impact in a Small Space"

By Merle http://MCPromotions.com

Are you frustrated with the results from your Google Adwords advertising campaign? Let's face it, you've got just a few lines to make a huge impact. If your ads don't draw the reader in, they won't click and if they do click and your landing page doesn't convert well, you won't make the sale.

It all begins when you put together your text ads, which can't be over 25 characters -- and the description lines max out at 35 (including any spaces used).

A well written ad will give you an edge over your competitors, who may be competing for the same keywords/phrases. Higher click thru rates will help your ads to rise in the ranking as this is part of Google's ranking criteria.

Before you get too creative, Google has a few things to say about what is and what isn't allowed in your ads.

Let's review:

1) You can't repeat punctuation, or symbols. For example, no: !!!! or #####

2) You're only allowed one exclamation point in your ad and it cannot be in the title.

3) Avoid the use of superlatives such as best, cheapest, or #1 -- unless you have third party verification on your website to back up your claims.

4) Capitalization of every letter in a word is not allowed. For example: FREE, LOOK. However, you can capitalize the first letter of each word if you like.

5) No foul language or misspelled words, but why would you want to do that?

6) Believe it or not, you cannot use words that entice the viewer to click things. The phrases "Click Here" or "Visit this Link" are no-no's.

So now that you know the things you don't want to do, let's turn our attention to what you should be doing.

1) If you're trying to target a local audience, make sure to mention your location within the ad.

2) As with all good advertising you want to stress the benefits of your products and services; not features. Make sure you know the difference. Try to use "call to action" words in your ads. For example: "Download Now", "Buy", "Order."

4) Remember that the urls in your ads do not always have to lead to your home page. You want the url lead your visitors to the exact page the ad is about. For example, if you want to offer a free ebook, lead them to the download page, don't make them look through your site to find what it is you're advertising in your ads.

5) Try to use keywords or phrases in your ad copy, within the titles and descriptions. When someone searches for that word or phrase, the Adwords ads that contain that exact phrase will see they are automatically bolded.

6) Make sure to set up separate campaigns for the different products and services that you offer. Each ad group should be centered on only one topic.

7) Once your ads are up and running, never stop evaluating and tweaking your ad copy and tracing conversions. You need to know what's working and what's not.

If you learn through testing your ads that one is outperforming another, you can log into your Google account and select that campaign. You'll then want to click on "Edit Campaign Settings" and check the box that reads "optimize show better performing ads more often." This will insure that the ads getting more clicks will get the most "playtime."

If you'd like to learn more about Google Adwords, there are some really good ebooks on the subject.

Perry Marshall http://www.perrymarshall.com/google/

Phil Chapman http://tinyurl.com/s2qfu

(Hard Copy Book)

Andrew Goodman http://tinyurl.com/pksws

Remember, pay per click traffic is a numbers game. You need to write good copy that gets the click and make sure once you get them to your site that they're doing whatever it is you want them to do. If they don't convert you may be getting traffic, but still not making the sale.

Merle of 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

Just published...

The New Age Work At Home Plan: Internet Based Financial Independence in Simple 10 Steps.

Get it today at: http://www.webbusinesswizard.com/app/?Clk=1815479

(Use the Gold Key at the bottom of the site to bypass the order form and save \$97.)

3.NET HOT SPOTS

Yahoo Search Marketing Blog

A brand new blog from Yahoo Search Marketing (formerly Overture). If you use their service bookmark it or grab the RSS feed to stay on top of the latest news.

http://www.ysmblog.com/

Skip McGrath Blog

Skip is what you would call an Ebay expert. He's been selling on Ebay for years and actually makes a living that way. He's also written a few books on the subject. Bookmark his Blog and maybe you'll learn a thing or two.

http://blog.skipmcgrath.com/

Printer Anywhere

Print docs on other peoples printers. quickly and easily.

http://www.printeranywhere.com/

4. SITES TO HELP

Google Website Optimizer

"Use Website Optimizer to test different website content. Graphical reports show which content engages your audience and results in the highest conversions. Run that content to improve your users' experience and convert visitors to customers. " Apply to be part of the beta.

http://services.google.com/websiteoptimizer/

"We We Calculator"

Remember, no one cares about you online, it's all about the customer. Is your website copy focused on you or them? Check out this "unique and free analysis tool that counts certain words on your site that are key indicators of whether your focus is on the customer or not." Just type in your url and see how you rate.

http://www.futurenowinc.com/wewe.htm

Blog Talk Radio

Have something to say? Maybe you fancy yourself the next Howard Stearn. Start your own show and even have people call in with questions or comments. All you need is a phone and Internet connection.

http://www.blogtalkradio.com

Aweber

Learn About the Most Reliable, Easiest, Cost Effective Tool to Capture Visitor Sign Ups, Send Unlimited Follow Ups and Newsletters Increasing Your Profits.

http://www.aweber.com/?200800

QUICK TIP

Using Google

Next time you're doing a search for something at Google and you want all sites to come up that have your keyphrase in the domain or in the page name type this in the search box.

allinurl: type your keyphrase here

Example: allinurl: website promotion

5. SITE PROMOTION SOFTWARE AND MORE

ThinkFree

"Create Microsoft Office compatible word processing, spreadsheet and presentation files or edit existing documents." Fr-ee 1 GB Online storage.

http://www.thinkfree.com/

Ad Spy Tracker

For less then 10.00 this software you install on your own server will tell you exactly what's working and what's not with your Adsense account.

http://www.adspytracker.com/homepage.php

Need More Traffic?

Here's your chance to purchase over 30 pages of valuable information on how to promote and market your website. Originally offered as only a 10 day ecourse now you can download the entire 10 days as an ebook in PDF format for only 7.00.

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

Attention All Internet Marketers

Amazing New Software....

Creates Sales Letters In Minutes! http://salesletter.generatorsoftware.com/x.php?af=235400

I have been personally authorized by Armand Morin to tell you about Sales Letter Generator.

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- * 7 Audio Tutorials To Walk You Through
- * Complete Text Manual for You To Print

If you go ahead and purchase today, you can also receive \$315 in FREE BONUS GIFTS!

http://www.saleslettergenerator.com/x.php?af=235400

6 . EBOOKS AND EZINE RELATED TOPICS

"Help With Adsense"

This brand new guide by "Kidino" is excellent. In PDF format and slightly over 40 pages it's loaded with straightforward information from how to come up with ideas for your website, where to get content, increasing the CTR of your Adsense ads and more.

http://www.mcpromotions.com/adsense-ebook/index.html

Local Business Masters Course

Small business owners who are trying to tap into a local market online should read this fr-ee PDF ebook. Learn how to reach people locally online.

http://local-biz-masters.sitesell.com/

Fr-ee Report on Conversions

Getting traffic to your website is one thing but getting people to do what it is you want them to do while there is what's really important. This is called conversion. If you need help download this PDF report.

http://www.omniture.com/go/636

7 .OTHER VALUABLE EZINES- SWAPS

"Merle's Mission Ezine"

Merle's Mission is published twice a month and is geared towards webmasters and those who own their own website. Contains software, free ebooks, website tips and tools, design resources and much more that will help you build a better website. You'll never be at a loss for content ideas if you subscribe now!

http://MerlesMission.com

Feedback Analyzer Pro

If you buy or sell on Ebay here's a handy, dandy little tool you might want to download.

One of the things it does is extract your positive feedback then creates a table that you can actually include in your live auctions. Comes complete with 10 ad templates.

He's offering it now for fr-ee but I don't know for how long:

Get it here:

http://tinyurl.com/2z985u

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

If you would like to be taken off our mailing list use the link at the very bottom of this ezine for instant remOval. AOL users will need to cut and paste the link into their browsers. or send email to mailto:takeoff@mcpromotions.com

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RSS Subscription Options are located here: <u>http://www.feedpass.com/MCPromotionsPress</u>

http://www.MCPromotions.com

Merle's Cyber Promotions Send comments to <u>mailto:Merle@MCPromotions.com</u> Tell me what you like, what you don't like, ask me a question or suggest a topic for a future issue.

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

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

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

********WIn a Free Ad in This Ezine:*********

If you still haven't taken the demographic survey you still can. You'll be entered to win a FR.E ad in this ezine- Drawing held every two weeks.Go to <u>http://www.advancedsurvey.com/</u> and type 8244 into the "take a survey" box on the right hand side.

Also, we have a satisfaction survey that I need your comments on go to <u>http://AdvancedSurvey.com</u> and in the survey box on the right type this number 10443

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