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Business Marketing Bulletin
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Terri Seymour, Publisher

<http://www.seymourproducts.com>

terri@seymourproducts.com

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Top Sponsor Ads
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This Top Ad Spot has just become open. Click the following link to get your ad seen here! <http://www.seymourproducts.com/newsletter/advertise.shtml>

Free E-zine - Support Moms in Business
Shop from moms - discounts, special offers,
work from home information and more!

<http://www.iMomNews.com>

***** **ATTENTION** *****

You are receiving this newsletter because you subscribed to it. As a subscriber you have acknowledged that there will be both in house and third party advertising as part of our content. This allows BMB to remain free. If you would like to be removed from this list, please see instructions at the end of this newsletter. Seymour Products values your privacy.

<http://www.seymourproducts.com/privacy.shtml>

Seymour Products is hosted by ICDSOFT Hosting. No setup fees, 1000 MB of space, \$72 per year, plus numerous features! Incredible support system...minutes, not hours! You have a bigger plan option as well.

<http://www.icdsoft.com?aff=terriseymour>

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What's New?

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Hello everyone and welcome new subscribers,

I hope everyone's New Year so going well so far. This is a time that people usually will refocus, renew, reflect, rejoice and reassess their lives both personally and professionally.

If you are going through this process, the following articles might help you:

<http://www.skylinecoachingblog.com/2009/12/new-years-message-rejoice-reflect-renew.html>

<http://www.positivepath.net/ideasMA17.asp>

<http://simplemom.net/new-years-eve-questions/>

<http://www.helium.com/knowledge/303230-why-the-new-year-is-a-good-time-to-re-assess-your-priorities>

In the News

Twitter Adds to Its Ranks

<http://www.marketingpilgrim.com/2010/01/twitter-adds-to-its-ranks-2.html>

New Resell Ebooks this Week: Just \$1.00 Each!

Aerobics

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2171

How to Be a DJ

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2172

Standup Comedy

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2173

The A-Z of Super Effective Sales Letters

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2174

Curing Eczema Naturally

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2175

Online Education Explained

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2176

Jewish Cookery Exposed

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2177

Ultimate Resource for Baby Boomers

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2178

Secrets for a Lush Garden

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2179

Activities for Young Adults

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2180

****Weekly Subscriber One Day Special****

The Best of 2009 Special

Tell me one thing you remember that happened in 2009 and get 5 free ebooks with your purchase of 5 or more! Order 5 or more ebooks from our store and then just email me and tell me what sticks out in your mind about 2009 and give me the exact titles of the 5 ebooks you would like for free!

This special is valid through January 15, 2010.

NOTE: New eBooks listed above are not eligible for Weekly Subscriber Specials.

Join the Seymour Products Trivia Challenge! Find the hidden trivia question and be the third person to send in the correct answer for a free feature ad in next week's issue of the Business Marketing Bulletin. Send your answer to terri@seymourproducts.com?subject=answer

Congratulations to **Jo Lynn Francis** for being the winner of last week's trivia challenge! Good luck to everyone this week!

Last week's Q: *According to superstition, what does thunder right after a funeral mean?*

Last week's A: *The dead person's soul has arrived in Heaven!*

Join in the fun and try to win a free feature ad. Good luck all!

If you know anyone who could benefit from this ezine, please feel free to forward them a copy in its entirety. Thank you.

If you would like to advertise in the BMB, please visit:

<http://www.seymourproducts.com/newsletter/advertise.shtml> for more information. Advertising prices are as low as \$5.00. BMB now goes out to 1755 subscribers.

Studies show that it takes 7 views of an ad before people take action, so to help you accomplish this we are offering some good deals on 7 ad packages!

<http://www.seymourproducts.com/newsletter/advertise.shtml>

Join me on LinkedIn and grow your business!

<http://www.linkedin.com/in/SeymourProducts>

Follow me on Twitter and see what all the tweeting is about!

<http://www.twitter.com/SeymourProducts>

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Freebies & Biz Helpers
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This week's free ebook:

102 Delicious Meatloaf Recipes

<http://www.seymourproducts.com/ebooks-resell/dl/102-de-me-re.zip>

Learn, share, network and advertise at the Internet Marketers' Guild

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

Submit Your Articles

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

Free Business Resources to Download

<http://www.evancarmichael.com/free/free-resources.htm>

Free Download: taskTome

taskTome is a personal information manager which allows you to maintain a planner, task list, note pad and financial information.

<http://tasktome.shanemca.com/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Offer Freebies

Add a Directory of Freebies to your site to keep visitors coming back for more. Free ebooks, free downloads, free tutorials, reports, etc. People love a good freebie!

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Feature Ad
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Come check out my new blogs! [My Blogger Profile!](#)
My main blog is at [Homesteading in Central PA!](#)
I have my photography blog at [Jo Lynn Francis Studios](#)
I will photograph any scene your heart desires!
Keep checking back for giveaways! They can happen on any day at any time! If there are any requests for photos, ebooks, sewing, etc., please [Email Me!](#)

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Feedback
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Please send in your comments, suggestions, questions, etc to
terri@seymourproducts.com?subject=feedback
We appreciate all feedback, good or bad!

*You have "thee" most awesome selection of ebooks! * Jo Lynn*

*I just wanted to say your newsletter is awesome and I look forward to getting them every week! * Dawn*

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Helpful Ezines
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Learn Internet marketing strategies that you can apply to your business and profit from. Also submit your own free ezine ad weekly. Plus post free weekly ads. Web based with RSS Feed tie-in.
<http://www.ezine.duckerpromotion.com>

Business Opp News

Weekly ezine full of free marketing tools, tips & proven strategies to help you succeed online & offline- faster & smarter - no matter what business you promote. <http://BusinessOppNews.com>

Karen Gates' Achieve Online Profits is a free online marketing ezine for new and experienced internet marketers who are looking for links to free list building programs, free website traffic programs and free and low cost opportunities to make money online. Advertising options everyone can afford. Know more, earn more. <http://karengates.com>

If you would like your ezine listed here, please contact me to find out how.
terri@seymourproducts.com?subject=ezine

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Feature Article
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10 Ways to Get Banned by the Search Engines

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When you build your website, you, of course, want to get high rankings in the search engines. There are lots of ways to do this and lots of ways to NOT do this. Below are 10 things to avoid if you want to be in good standing with the search engines.

1. Duplicate Content/Sites – Do not set up multiple sites or site pages using basically the same content with a few different keywords spread around. This does not fool the search engines.

2. Cloaking – Cloaking is when a website or webpage is set up to show different content for a search engine spider than the human visitors. The cloaked page (for the spiders) is stuffed with keywords in an attempt to get higher rankings. What it can get you is banned!

3. Linking to Bad Neighborhoods – Be careful who you link to because you can be found guilty by association. Do not link to adult sites, gambling sites or link farms. Also be careful not to link to sites that use any of the SEO methods mentioned here.

4. Title Stacking – This is simply trying to give each page more than one title tag so you can use more keywords to get higher rankings. The search engines consider this a dirty little trick.

5. Doorway Pages – Doorway or gateway pages are pages that are set-up for one keyword topic but then they take you to different content. These pages usually have little value in the way of content and have little to do with the rest of the site. They are used solely to try to get a higher rank in the search engines.

6. Redirect Pages – Redirect pages are set up to rank high in the search engines but when you click on the page, it will take you to another page

which is usually a sales page for a product or service. So, what you see isn't what you get!

7. Automated Submission Services - Do not use automated submission services. They are against Google's TOS and can get you banned.

8. Hidden Links – This is when a link is added to a page in such a small size that it cannot be seen by human visitors but can be picked up by the search engine spiders. This might work for a time but when the search engines discover it, you will be penalized!

9. Keyword Stuffing – Keyword stuffing or spamming is simply being too repetitive with your keywords as to the extent of your content not being sensible. For example if your keywords are cat food and your text reads something like this: *When your cat gets hungry be sure to feed them this cat food because your cat will like this cat food. This cat food comes in an easy to open cat food can and contains fish, chicken and healthy ingredients that all cat food should have. So, when your cat is hungry for cat food, give them this cat food because this cat food is the best cat food for your cat!*

You can easily see why this kind of keyword stuffing should not be used.

10. Invisible Text – This is when you hide text by using the same color text and background. The invisible text is meant for the search engines only and not for visitors. This is done so you can stuff a lot more keywords on your page without wrecking your content. The search engines will discover this and they will penalize you!

Be careful not to use these Black Hat SEO methods because it could cause you a lot of trouble with the search engines. Be careful as well, who you hire to work on your site because some of these things can be done without your knowledge and cause your site to get banned or penalized.

A few things you should do to get higher rankings are:

1. Research keywords and use relevant keywords on your web pages and in your page title.
2. Add new content to your site regularly
3. Link with relevant, quality sites
4. Use a site map

5. Don't use a lot of javascript or flash. The search engines do not read these.

Following all of the above can keep you from getting banned and improve your rankings!

About the Author:

Terri Seymour (also known as "The eBook Lady") has over ten years online experience and has helped many people start their own business. Visit her site at <http://www.seymourproducts.com> for resources, \$1 resell ebooks & software, free tutorials, affiliate programs, free ezine and free business ebook with Master Resell Rights. <http://www.seymourproducts.com/free.shtml>

If you would be interested in any of my articles for reprint or reference you can see the complete list at www.seymourproducts.com/articles/index.shtml Feel free to use any of the articles you feel are appropriate for you!

Margaret Mary Ray, best known for stalking David Letterman, committed suicide in 1998. How did she accomplish this? Be specific, please.
terri@seymourproducts.com?subject=answer

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Feature Ad
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Stand out from the crowd!

Send high-impact newsletters, video emails, and follow-up campaigns that hit their revenue targets! <http://www.GetResponse.com/index/Seymour>

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Let's Have Some Fun!
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Site of the Day: GradeGenie.com, created by a college student, was designed to be a free and easy to use online service giving the ability to collaborate with peers to maximize study time. Students use the site to share and access class notes and study materials. The ultimate goal is to help each other earn better grades. www.gradegenie.com

Quote of the Day: *To forgive is to set a prisoner free and discover that the prisoner was you.* * Lewis B. Smedes

Fun Free Download: Shot-Online

Arguably more than any other sport, golf requires focus and mental stamina, and so does Shot-Online, which is a reproduction of the full experience and game of golf in full, rich 3D graphics. <http://shotonline.gamescampus.com/>

Fun Movie Quotes: Guess the Movie and Win a free ebook!

Send in your answers and we'll let you know if you got it right! Just to make it more fun, if you do get it right, you will get a free ebook from our store for being so smart! ;-)

"What we do in life echoes in eternity."

This week's riddle: In the Rain

A man was outside taking a walk when it began to rain. He did not have an umbrella and he wasn't wearing a hat. His clothes were soaked, yet not a single hair on his head got wet. How could this happen?

Answer at the end of the ezine.

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Subscription Management
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To receive this newsletter:
Send any email to:
subscribe@seymourproducts.com

To not receive this newsletter:
Send any email to:
unsubscribe@seymourproducts.com

Contact Info:
Terri Seymour
terri@seymourproducts.com
support@seymourproducts.com

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Answer to Riddle: The man was bald! ;-)