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Business Marketing Bulletin
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October 27, 2009 Issue #176
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Top Sponsor Ads
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You have your own business. It's great, right? Doing what you've always wanted and on your own terms. Only you are so bogged down in paperwork, you have no time to do anything else. You need an assistant but your office is in your home. That's where the Typing Bug comes in. I handle your paperwork virtually from my home so you have time to work more from your home. Email me today for a free consultation.

Deneen Wilson - Typing Bug Virtual Assistant Services
deneen@typingbug.com - www.typingbug.com - 229/378-0521

AirFilterbuy.com - If you use air filters for your heat and air conditioning system, take a look at this web site. The prices are truly wholesale and shipping is FREE.

***** **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,

The Education/Homeschool Store Package is now available. For the next few days I would like to offer it to all subscribers for just \$10.00. Paypal payment to me at terri@seymourproducts.com and I will send you the link. You can see exactly what is in the package here:

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2059

I want to wish everyone a fun, scary and safe Halloween!

Fun Halloween page:

<http://www.butlerwebs.com/holidays/halloween.htm>

In the News

The Future of eMail

<http://www.clickz.com/3635445>

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

A Career in Journalism PLR (jobs/career)

Must Have Things for the Upcoming Child MRR (children/child care)

Getting back in Shape After Pregnancy MRR (health/fitness)

All About Mortgages MRR (money/finances)

How to Deal with Failure MRR (self-help)

Learn the Secret Marketing Mindset PLR (internet marketing)

The Christmas Child MRR (holiday)

How to Get Pregnant MRR (home/family)

Lights, Camera, Action PLR (jobs/career)

How to Become a Pro Pencil Drawing Artist MRR (art)

<http://www.seymourproducts.com/ebooks-resell>

****Weekly Subscriber Special****

Monster Mania Special! (continued by request)

Pick a monster for free ebooks. With any order of five ebooks or more, choose one of the monsters below and get free ebooks. Just order the ebooks and then email me with your choice so I can tell you how many free ebooks you get. Get up to 10 free ebooks! terri@seymourproducts.com

Dracula

Wolfman

Zombie

Frankenstein

This special is valid from October 27 through October 31.

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 **Donna Sweat** for being last week's winner! Good luck to everyone this week!

Last week's Q: *According to superstition, what will you see if you stare into the mirror at midnight on Halloween?*

Last week's A: *Your future spouse! ;-)* Take a look, if you dare!!! lol

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. I am also looking for ad swaps from other ezine publishers. BMB now goes out to 1715 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:

Games for Halloween

<http://www.seymourproducts.com/ebooks-resell/dl/Ga-Ha.zip>

Webmaster Forum

<http://www.zymic.com/forum/>

Free Pop-Up Maker Tool

http://www.free-webmaster-tools.com/pop_up_maker_tool.html

Helpful advice if you need to move your site from one host to another

<http://www.free-webmaster-tools.com/articles-moving-web-site.htm>

Free Download: Image Thumbnailer

Moo0 ImageThumbnailer lets you easily create image thumbnails in HTML format. It is very easy to use, and you just need to drag and drop files onto this software. This software is useful not only to publish pictures on the Web but also to manage pictures in local file directories.

<http://www.moo0.com/software/ImageThumbnailer/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

What is the most popular candy bar for trick-or-treaters?

terri@seymourproducts.com?subject=answer

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eCommerce Marketing Tip

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Try Some Offline Joint Ventures

Contact offline business owners who complement your website and offer to do a joint venture. For example: if you sell crafts, contact craft supply stores and offer to advertise them on your website if they add your flyer or business card to customers' bags after purchasing.

Participating in joint ventures such as these can greatly increase your exposure and your business contacts!

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Feature Ad
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GoGo20 is literally taking the world by storm
Join a worldwide community whose intention is to bring everyone value-added products and services, as well as earning HUGE compensation. Its cost is just \$20 to get started! You can also join as a Free affiliate located at the bottom of the page.

<http://www.bizwizebooks.com/GoGo20.html>

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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!

I'm quite sure I understand how the book fee works. If it cost a dollar, is that a onetime fee no matter how many I sell, or is it per copy of what I sell? Thanks. Dan

This is a very good question and the answer I give is this:

The great thing about ebooks is that you only have to purchase them once and you can sell them a zillion or more times without having to ever buy the same ebook again! This is one of the things that helps make an ebook store such as profitable business.

Other advantages to an ebook business are: no shipping hassles or costs, no room needed for inventory or storage of products, no loss of money while waiting to sell purchased products, etc.

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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://ezine.duckerpromotion.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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Does Google PageRank Count Anymore?

by Titus Hoskins

Being a full-time SEM (Search Engine Marketer) I have been conditioned like Pavlov's dog (not a pretty picture) to jump every time **Google twitches**. Lately Google has been doing a lot of twitching.

Specifically, the rather startling news from Google Webmaster Trends Analyst Susan Moskwa that Google has ditched PageRank from Webmaster Tools.

"We've been telling people for a long time that they shouldn't focus on PageRank so much; many site owners seem to think it's the most important metric for them to track, which is simply not true," states Moskwa. "We removed it because we felt it was silly to tell people not to think about it, but then to show them the data, implying that they should look at it." (Source: WebProNews)

Now, for SEO reasons or for ranking in Google's index, PageRank has long been eunuchified by Google. However, even missing a few dangling bits, history has shown us, eunuchs still wheel tremendous power. PageRank is no different.

Regardless of what Google wants to happen, PageRank is still extremely important to anyone marketing on the web, especially if you're selling SEO services or operating a web business. Try selling SEO services when that little green bar on your site is pointing to PR0 or worst yet, pointing to a solid gray bar.

Obtaining a high PR7 or PR8 simply means more business and revenues... regardless of how Google is or is not using PageRank. People know how to count and they learned long ago, a ten is a lot more than a big fat zero.

Placed against a PR1 site, a PR8 will win more respect in the eyes of potential clients and can produce enormous profits for the site owner and we won't even mention the still widely practiced habit of selling links, which Google is desperately trying to stop. Total and full elimination of PageRank would be an honest start but it will still be an uphill, if not an unwinnable battle, for Google to fully eliminate link selling.

Even with my modest sites, I have turned down a small fortune by not selling text links on any of my sites. When I had a PR6 site instead of a PR4 – those link requests were nearly doubled. So one can easily understand Google's position and the need to downplay PageRank, if they want to put even a small dent in all this link selling and buying, which is still running rampant on today's web.

PageRank is Google's creation, and unless they remove it fully from their system and the Google toolbar, then PageRank still Counts. Actually, in the whole scheme of marketing your website on the net, PageRank counts big time. And in more ways than one.

There are several reasons why you shouldn't count PageRank out.

For years Google has been downplaying the importance of PageRank and states it's only one of about 200 ranking factors which determines how Google ranks its index for keywords. Obtaining top organic rankings for popular lucrative keywords in Google simply means money in the bank. Actually, even a movement of only one or two places on those first page SERPs (Search Engine Results Pages) can make a major difference to any online marketer's bottom line.

Now while you can have a lower PR number and still rank above other higher PR pages for your chosen keywords, I have even had many times when my PR drops but my actual SERPs rankings in Google goes up, mainly due to building related relevant backlinks. So PageRank counts little towards your keyword rankings but it can't be totally dismissed.

Mainly because, even if PR is just one ranking factor, in close competitive keyword battles (I am presently fighting tooth and nail for some very choice keywords) just one ranking factor such as high PR can make the difference of whether or not you get to the top spot. Big dogs are still jumping and for those of us who know how to count, getting a number one spot in Google makes all the difference in the world.

Not only because Google controls roughly 80% of all search engine traffic, but more importantly Google has established unmatched credibility and brand recognition in the eyes of potential customers visiting your site. Web users trust Google. Web users look to Google for guidance and direction.

Web users believe what Google is telling them. In the online world, rightly or wrongly, perception is everything.

As an online marketer, I am completely amazed each day at the marketing power Google now commands with web surfers and with the general population. Google is king of online search and no other search engine even comes close to Google.

PageRank is Google's ranking system, and in the eyes of those who notice these things, it still wheels tremendous influence and power. By default, PageRank is Google's opinion of your site, and web users can count (at least to 10) and if Google believes people are still not counting when it comes to PageRank, then they are fully mistaken.

Titus Hoskins is a full-time professional online marketer who has numerous niche websites. For the latest web marketing tools try: [Internet Marketing Tools](#) or here: [Free Marketing Tools](#) 2009 Titus Hoskins. This article may be freely distributed if this resource box stays attached.

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!

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Feature Ad
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Get more traffic with this free program!
<http://www.trafficswarm.com/go.cgi?659014>

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Let's Have Some Fun!
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Site of the Day: How good is your knowledge? Find out here! Free online general knowledge quizzes with thousands of questions.
<http://www.knowledgescore.com/>

Quote of the Day: *One who fears failure limits his activities. Failure is only the opportunity to more intelligently begin again. * Henry Ford*

Fun Free Download: Mahjong Champ

Mahjong solitaire is a solitaire matching game that uses a set of Mahjong tiles rather than cards.

<http://www.tobegamer.com/Mahjong.aspx>

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! ;-)

terri@seymourproducts.com?subject=quote

"You strike me as the kind of guy who's on the lookout for a head he can knock off with a shovel".

This week's riddle: Who Am I?

Unscramble the letters below to find a classic fictional villain.

rdemyh (two words)

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: I am Mr. Hyde