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Business Marketing Bulletin
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October 6, 2009 Issue #173
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Top Sponsor Ads
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We offer thousands of products at below wholesale prices.
Click on the link below for details.
<http://www.dropship-business.com/index.html?aid=273583>

We now have immediate openings in our top sponsor positions! More info here: <http://www.seymourproducts.com/newsletter/advertise.shtml>

***** **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,

Home and Family Package is now available! For a limited time, I am offering this package to all subscribers of the BMB for just \$10.00! Login to your Paypal and send payment to me at terri@seymourproducts.com and I will send the link to this package:

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2028

If anyone has any requests for the next niche package, just let me know. If not, it will be an education/homeschool package.

terri@seymourproducts.com?subject=package-request

In the News

Google Translate – Now for YOUR Website

<http://www.marketingpilgrim.com/2009/10/google-translate-now-for-your-website.html>

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

Everyday Energy Tips PLR (home/family)

Dog Obedience PLR (pets)

Get Your Ex Back PLR (romance/relationships)

The Venetian School of Painting MRR (art)

The Secret Health Factor MRR (health/fitness)
Internet Security Tips & Information MRR (computers/int)
Games for Travelling MRR (travel)
Creating the Perfect YouTube Marketing Video MRR (int marketing)
Dealing with Flying Naturally MRR (self-help)
82 Techniques that Will Put More Money in Your Pocket MRR (money)
<http://www.seymourproducts.com/ebooks-resell>

****Weekly Subscriber Special****

Buy Some, Get Some Free!

Buy five or more ebooks and get the same amount free! Buy 10, get 10 free; buy 20, get 20 free, etc! Just order from the store and then email me the exact titles of the ebooks you would like for free!

This special is valid from October 6 through October 9.

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 **Doug Andrews** for being last week's winner! Good luck to everyone this week!

Last week's Q: *What statuesque actress earned a living by standing still in department store windows prior to her film debut in Tootsie?*

Last week's A: *Geena Davis*

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 1704 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:

The Art of Lace Making
<http://www.seymourproducts.com/ebooks-resell/dl/art-make-lace.zip>

Apply for this web award to give your site more trustability
<http://www.worldwidewebawards.net/>

Find lots of affiliate programs to help increase your online income
<http://www.affiliatescout.com/>

Have you committed any of these marketing blunders?
<http://www.marketingsurvivalkit.com/marketing-blunders.htm>

Free Download: Recuva

Restore files that have been accidentally deleted from your computer.

<http://www.piriform.com/recuva>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

Why are orange and black traditional Halloween colors?

terri@seymourproducts.com?subject=answer

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eCommerce Marketing Tip
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Get involved with your subscribers. Make your ezine interactive!

When you publish a newsletter or ezine, don't just send out a list of ads and links each week or month. Get involved with your readers via your newsletter. Ask them questions, encourage them to send in their questions and comments. Offer contests and prizes for your subscribers. Give them special deals no one else gets.

Ask their opinion and get them involved in the making of the ezine. Give them what they want, not what you think they should have.

You want to make your ezine the one they read most often but you have to make it worth their while!

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Feature Ad
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I invite you to view my website www.bestwaytogetajob.com

My ebook reviews all the areas of getting a job, from job searching to resumes to interviews and more.

For the next week I have reduced the price to \$7.95

Please forward this to anyone who may benefit from my ebook

Thank you! Good Luck to those seeking a job!

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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 are a great example to follow young lady...was reading some of your testimonials...congrats on a job well done. If you ever decide to offer coaching or mentoring, let me know because if it is financially feasible, I'd surely be interested. Really, it sounds as if you have a number of folks buying from you to resell...you ought to put together a coaching program. I am sure it would do very well for you. * Carol*

Thank you Carol. That is definitely something to think about!

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Feature Article
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Ten Tips to the Top of the Search Engines

by Jill Whalen

Having a Web site that gets found in Google and the other engines isn't hard to do, but it can be difficult to know where to begin. Here are ten tips to get you started:

- 1. Start out slowly.** If possible, begin with a new site that has never been submitted to the search engines or directories. Choose a domain name that best fits your brand, and start out by optimizing just the home page. (Many SEOs recommend purchasing a keyword-rich domain name; however, I've been optimizing sites successfully since 1995 without using them.)
- 2. Learn basic HTML.** A lot of search engine optimization techniques involve editing the behind-the-scenes HTML code. Your high rankings can depend on knowing which codes are necessary, and which aren't. Minimally, you should be able to view the source code of any page and understand what it all means, as well as be able to slightly edit it as necessary.
- 3. Choose keyword phrases wisely.** The phrases you think might be perfect for your site may not be what people are actually searching for. To find the optimal words for your site, use a research tool such as [Wordtracker](#). Decide on two or three highly targeted phrases for each page of your site. Never shoot for general keywords such as "travel" or "vacation" as they are rarely (if ever) indicative of what your site is really about.

4. Write at least 200-250 words of visible text copy based on your chosen keywords. This is a crucial component to high rankings and a successful Web site. The search engines need to "read" keyword-rich copy on your pages so they can understand how to classify your site. Write the copy based on your keyword phrases, and not the other way around. Don't be afraid to use your phrases as many times as it makes sense to do so.

The optimal number of instances will vary by search engine, the number of words on your page, and also by how well the copy actually reads to a person. Simply sticking keyword phrases at the top of the page or only in headlines probably won't cut it. (Purchase and read my ["Nitty-gritty of Writing for the Search Engines"](#) handbook for exact tips on how to do this.)

5. Create a killer Title tag. Title tags are critical because they're given a lot of weight with all of the search engines. You must put your keyword phrases into this tag and not waste space with extra words. Do not use the Title tag to display only your company name, or to simply say "Home Page." Think of this tag more as a "Title Keyword Tag" and create it accordingly. It should reflect exactly what your page is about, using the keyword phrases people might be using at a search engine to find your company.

6. Make sure your site is "link-worthy." Other sites linking to yours is a critical component of a successful search engine optimization campaign, as all of the major search engines place a good deal of emphasis on your site's overall link popularity. You can go out and request hundreds or thousands of links, but if your site sucks, why would anyone want to link to it?

On the other hand, if your site is full of wonderful, useful information -- other sites will naturally link to it without your even asking. It's fine to trade links; just make sure you are providing your site visitors with only the highest quality of related sites. When you link to lousy sites, keep in mind what this says to your site visitors as well as to the search engines.

7. Create meaty Meta tags. Meta tags have some value, but they are not a magic bullet. Create a Meta Description tag that uses your keywords and also describes your site. The information in this tag often appears under your Title in the search engine results pages, especially if the keyword phrase that was searched upon in the engine appears in your tag. The Meta Keyword tag isn't quite as important as the Meta Description tag.

Contrary to what many people believe, what you place in the keyword tag will have very little (if any) bearing on what keywords your site is actually found under, and it's not given any consideration whatsoever by Google. Feel free to use this tag for technical synonyms or common misspellings if you want to, but do NOT obsess over it; it definitely won't make or break your rankings.

8. Be careful when submitting to directories such as Yahoo, DMOZ, JoeAnt, Gimpsey and the like. Having directory listings are a key

component to getting your site spidered and listed by Google and the other search engines. Therefore it's important to read each directory's FAQ and follow it precisely. Making mistakes in the submission process could cost you

dearly as directory listings are difficult to change later in the game. Be cognizant of the fact that you will be dealing with human editors, and always think about how you can make their job easier when it comes to listing your site.

9. Don't expect quick results. Getting high rankings takes time; there's no getting around that fact (even with paid-inclusion). Once your site is added to a search engine its rankings may start out low and then slowly work its way up the ladder. All search engines measure link popularity, and it takes time to really and truly become one of the most popular sites in your niche. Be patient and give your site time to mature.

10. Don't constantly "tweak" your site for better results. It's best not to make changes to your on-the-page optimization for at least three months after you optimize it. You certainly don't need to sit on your hands or twiddle your thumbs during this period, however. You should constantly work on adding new stuff to your site to make it better and better, plus you should always be on the lookout for other sites that might be interested in making your site available to their site visitors.

If you've followed these tips and still can't find your site in the engines, the first place to "tweak" would be your page copy. If you added less than 250 words of visible text on your pages, this could be your culprit. Also, double-check your keyword density, and make sure that you only targeted two or three phrases per page.

Eventually, you'll see the fruits of your labor with many top-ten rankings in Google and the rest of the search engines!

About the Author:

CEO and founder of High Rankings®, Jill Whalen has been performing search engine optimization since 1995 and is the host of the free High Rankings Advisor search engine marketing newsletter, author of "The Nitty-gritty of Writing for the Search Engines" and founder/administrator of the popular High Rankings Search Engine Optimization Forum
<http://www.highrankings.com/newsletter/>

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: Since 2003, over 100,000 gamers worldwide have banded together through Child's Play, a community based charity grown and nurtured from the game culture and industry. Over 3.5 million dollars in donations of toys, games, books and cash for sick kids in children's hospitals across North America and the world have been collected since our inception.
<http://www.childsplaycharity.org/>

Quote of the Day: *You are a fortunate person, indeed, if you can begin each day accepting the fact that during that day there will be ups and downs, good breaks and bad ones, disappointments, surprises, unexpected turns of events. * Roy Benjamin*

Fun Free Download: Driving Speed 2

Driving Speed 2 is a free high quality racing game for your PC. Choose from four high powered V8 muscle cars and race against up to 11 computer controlled opponents on two touring car circuits.

<http://www.wheelspinstudios.com/drivingspeed2/index.html>

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

We was always taking long walks, and we was always looking for a guy named "Charlie".

This week's riddle: What Am I?

**There was a green house.
Inside the green house there was a white house
Inside the white house there was a red house.
Inside the red house there were lots of babies**

Answer at the end of the ezine.

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Subscription Management
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subscribe@seymourproducts.com

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

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terri@seymourproducts.com
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Answer to Riddle: It's a watermelon! ;-)