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**Business Marketing Bulletin**  
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Top Sponsor Ads  
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Lynn Terry is one of the most open and giving internet marketers around. Ask a question you will be sure to get a helpful answer. What's better yet? She offers a FREE forum and FREE weekly webinars...all you have to do is arrive, learn and ask questions. You can even get site reviews.

If you are serious about growing your business you MUST check this out. Read all about it at [www.theinternetmarketingtribe.com](http://www.theinternetmarketingtribe.com). Sign up for the free webinar information by clicking on the Live Webinars tab.

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This ad slot is now open. Order now to get immediate placement.  
<http://www.seymourproducts.com/newsletter/advertise.shtml>

Several money-saving options available!

\*\*\*\*\* **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 weather here is absolutely beautiful here in WI and I hope you all are having some beautiful weather as well! Now would be a good time to get those Christmas lights up before it gets cold! ;-)

We have some great new ebooks added to the store this week and I am also working on the next niche package – money/finances. This week's special has to do with our selection of niche packages so be sure to read more about it below.

I want to say thank you to everyone who sent happy anniversary wishes to us last week! They were greatly appreciated!

## **In the News**

Yahoo Search Experiments with Real Time Offering

<http://www.marketingpilgrim.com/2009/11/yahoo-search-experiments-with-real-time-offering.html>

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

Sourcing and Hiring the Best Web Designers MRR (web design)

Interference & Other Football Stories MRR (sports)

Natural Cures for the Menopause MRR (health/fitness)

Wedding Photography Tips MRR (jobs/career)

All the Way to Fairyland MRR (children)

Swine Flu MRR (health/fitness)

Christmas Holidays: Ideas for Fun & Celebration MRR (holidays)

Exit Profit Generator MRR (software/scripts)

Economic Recession MRR (money/finances)

The Art of Making Perfume MRR (crafts/hobbies)

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

## **\*\*Weekly Subscriber Special\*\***

### **Niche Package One Day Only Special**

We have 13 niche packages available at this time and I want to offer you an extraordinary deal on these packages. You can find them listed here:

<http://www.seymourproducts.com/ebooks-resell/categories.php?CategoryID=26>

These niche packages sell for \$15.00 each but with this One Day Only Special, I am offering your choice of THREE of these packages for the price of ONE! That is an incredible deal of **105 ebooks plus your own ebook store for the low price of just \$15.00!**

Just order one of the packages from our store (only the \$15.00 packages) and then email me to let me know which other two packages you would like and I will send you the links.

**This is a One Day Only Special. You must order today, November 10 to take advantage of this Niche Special!**

**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](mailto:terri@seymourproducts.com?subject=answer)

I am sorry to say there were no correct answers to last week's trivia challenge. Good luck to everyone this week!

**Last week's Q:** *In which U.S. city do people have the greatest risk of being robbed?*

**Last week's A:** *Atlanta (it surprised me too!) ;-)*

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 1720 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:**

365 Foreign Dishes

<http://www.seymourproducts.com/ebooks-resell/dl/365-FD.zip>

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Free Animated Graphics, HTML color guide and more!

<http://www.animation-station.com/>

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Free Website Directory

<http://www.webs-best-directory.com/>

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Create your own Top Sites List for tons of targeted traffic!

<http://www.top-site-list.com/>

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**Free Download:** Task Coach

Task Coach is a simple open source todo manager to manage personal tasks and todo lists.

<http://www.taskcoach.org/>

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Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip  
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Create your own email discussion/networking group!

Owning your own group can take some time and work but it is an excellent way to build your reputation and business!

Two great places to start your own group:

[www.yahogroups.com](http://www.yahogroups.com)

[www.linkedin.com](http://www.linkedin.com)

You can also join some great groups here:  
<http://www.linkedin.com/in/SeymourProducts>

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Feature Ad  
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**Relax! Your e-biz can work.**

Millions of products. Thousands of brands. Shipped directly to your customers. Wholesale. No minimums. Check out the Drop Ship Source Directory for all your wholesale dropship needs!

<http://www.worldwidebrands.com/?1028>

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

*Just wanted to wish you a happy anniversary, and also to thank you for the BMB. I enjoy it every week. It's one of the few that I open without fail, ASAP. \* Susie*

*I look forward to getting mail from you every week. You always have very helpful & interesting information. Thank you. \* Carolyn*

*It's not often people or companies care enough to take the time to follow up on a question as you did. It really bodes well for you and your company. No wonder you have built a successful business. Congratulations! \* Steve*

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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>

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](mailto:terri@seymourproducts.com?subject=ezine)

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Feature Article  
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## **How an Improper Domain Name Redirect Can Forfeit Your Top Rankings** by Tom Shivers

Can my site rank better with a keyword-rich domain name? Sure.

Can my site rank better without a keyword in the domain name at all?  
Absolutely.

I get questions (or assumptions) like this regularly. Actually, there are many other things going on behind the scenes that impact rank, and the domain name is rarely a significant factor.

Let's say your website has been out there for 6 months or more and you assume, for whatever reason, that you can get a higher search engine ranking if you were using a keyword in your domain name instead of the one you have. In addition to your company web domain, maindomain.com, you rush to purchase keyword1.com, keyword2.com and keyword3.com.

From Google's perspective, there is both a good way and a detrimental way to assign these additional domain names to your site. This can cause a much greater problem in terms of organic ranking if you get it wrong in terms of

duplicate content and trust. Have you ever heard of duplicate content? Which domain name does Google have more history and trust with, your current domain name or one you just bought?

Common methods webmasters use to point multiple domain names to your web server include:

- Domain Mirroring/Masking
- Domain Cloaking
- Domain Alias/URL Alias
- Domain Redirecting

**Domain mirroring/masking** is sometimes called a pointer domain. It looks like it is the domain name when it is used in a browser, but it is simply a mask overlaying the real domain name and its content. When someone types in `www.domain.com`, it's really forwarding to `domain.blogspot.com` without the address changing in the address bar. The user continues to see `www.domain.com` in the address bar, although the site and its contents are really from `domain.blogspot.com`.

**Domain cloaking** uses an `iframe` or embedded frameset to display the content of another site.

**Domain redirecting** (also called URL redirecting) requires all traffic that is sent through the new domain name to be redirected to the main domain name. This can also be a domain redirected to a subdirectory of the main domain, or multiple domains redirected to a complex URL. This is different from domain mirroring/masking and domain cloaking because, when a user types in `www.domain.com`, they end up on `www.maindomain.com` and the address changes appropriately in the address bar.

But, let's back up a second and look at the issues you must consider before making this decision.

- 1.** To limit confusion, it's better to change the brand (or company) name to better reflect the keyword-rich domain name. This could be as simple as recreating the company logo, but you might consult your customer base first.
- 2.** The technical procedure of redirecting domain names must be done so that the search engines do not get confused about what you are trying to do. Otherwise, you risk tripping a duplicate content filter, which would force Google to accept only one domain with that content (explained below). But the biggest risk is setting off an alarm at Google that you are trying to trick them to get a better rank.

Just for fun, let's say you've gone through the trouble of changing the company name to reflect your new keyword-rich domain. Now it's time to get technical.

If you use any method other than **domain redirecting**, you are going to be disappointed with your search rank. Domain mirroring, masking, cloaking and aliases confuse search engines because they see the same content under a different domain name. Google then selects one of the domain names to display that content and leaves the others out of the search results. Google chooses for you – since you are not aware of how to manage your duplicate content issues – and no one knows which domain name Google will choose. You could be saying “bye-bye” to all the hard-earned link juice pointed at your main domain name.

The more serious issue with domain mirroring/masking is the probability that Google suspects you are trying to manipulate search rank by suddenly using keywords in additional domain names. The result is either loss of whatever good ranking you did have or your site is banned from Google altogether. Ouch!

This is precisely what happened with a client. Despite my warnings, but thinking they might change the company name eventually, they bought additional keyword-rich domain names and had the webmaster point them at their server (using domain masking). Within a couple weeks Google dropped their domain ranking across the board, but did not ban them.

Of course they came to me with their issue. I gently reminded them about how this should have been done, redirected the domain names properly (using a 301 redirect) and asked them to consult me next time they’re considering a marketing or technical decision regarding the website. It took about 6 weeks – a long and painful 6 weeks – for Google to restore their good rank again.

When a company acquires additional domain names, they should be permanently redirected to the main domain name – the one, central location on the web for all of the company’s or brand’s content.

Redirecting a domain name should be handled differently depending on the type of server hosting your site (Apache or Windows), how much control you have over that server (hosted on a shared or dedicated server) and the purpose of the redirected domain name.

Tom Shivers is an SEO consultant; <http://www.capturecommerce.com/seo-consulting.php> and president of Capture Commerce, Inc. – a professional SEO company focused on tailored Internet marketing. <http://www.capturecommerce.com/about.php>

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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](http://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:** Golemizer is an online multiplayer game that requires no download and no plug-in. Players take the role of mad scientists bringing to life strange creatures in a steampunk universe. <http://www.golemizer.com/>

**Quote of the Day:** *And in the end it's not the years in your life that count. It's the life in your years. \* Abraham Lincoln*

**Fun Free Download:** Chess, Yahtzee and Other Free Games  
<http://free-zd.t-com.hr/drazen/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](mailto:terri@seymourproducts.com?subject=quote)

*"Are you mad that you died at the end of Die Hard?"*

**This week's riddle:** Upside Down!

What year in the 20<sup>th</sup> century is the same when its number is turned upside down?

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](mailto:subscribe@seymourproducts.com)

To not receive this newsletter:  
Send any email to:  
[unsubscribe@seymourproducts.com](mailto:unsubscribe@seymourproducts.com)

Contact Info:  
Terri Seymour  
[terri@seymourproducts.com](mailto:terri@seymourproducts.com)  
[support@seymourproducts.com](mailto:support@seymourproducts.com)

*Who was the first president to make Thanksgiving a national holiday?*  
[terri@seymourproducts.com?subject=answer](mailto:terri@seymourproducts.com?subject=answer)

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**Answer to Riddle:** 1961