

=====  
**Business Marketing Bulletin**  
=====

November 24, 2009 Issue #180  
Terri Seymour, Publisher  
<http://www.seymourproducts.com>  
[terri@seymourproducts.com](mailto:terri@seymourproducts.com)  
© 2009 All Rights Reserved Worldwide

=====  
**In This Issue**  
=====

1. Top Sponsor Ads
2. Privacy Policy
3. What's New?
4. Freebies & Biz Helpers
5. eCommerce Marketing Tip
6. Feature Ad
7. Feedback
8. Helpful Ezines
9. Article: Sitemaps and SEO
10. Feature Ad
11. Let's Have Some Fun!
12. Subscription Management & Contact Info

=====  
**Top Sponsor Ads**  
=====

**Free Download - eBay Workshop Collection**

The workshop titles included in the ebook are...  
\*From Hobby to Home Business  
\*How to Compete in a Crowded Market  
\*Understanding the Basics to Importing

Download for FREE, Right Here!  
[http://www.worldwidebrands.com/wwb/kh\\_freebookWorkshops.asp?kbid=1028](http://www.worldwidebrands.com/wwb/kh_freebookWorkshops.asp?kbid=1028)

---

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>

=====  
What's New?  
=====

Hello everyone and welcome new subscribers,

I want to wish everyone a happy, safe and love-filled Thanksgiving!

BE THANKFUL.

Be thankful that you don't already have everything you desire.

If you did, what would there be to look forward to?

Be thankful when you don't know something,

for it gives you the opportunity to learn.

Be thankful for the difficult times.

During those times you grow.

Be thankful for your limitations,

because they give you opportunities for improvement.  
Be thankful for each new challenge,  
because it will build your strength and character.

Be thankful for your mistakes.  
They will teach you valuable lessons.  
Be thankful when you're tired and weary,  
because it means you've made a difference.

It's easy to be thankful for the good things.  
A life of rich fulfillment comes to those who  
are also thankful for the setbacks.  
Gratitude can turn a negative into a positive.  
Find a way to be thankful for your troubles,  
and they can become your blessings.

~~Author Unknown.~~

### **In the News**

9 Digital Trends to Watch in 2010

<http://www.imediaconnection.com/content/24987.asp>

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

5 Blog Themes PLR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2100](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2100)

Home Business Models Exposed PLR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2101](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2101)

How to Be Environmentally Friendly MRR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2102](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2102)

The Ultimate Internet Marketing Toolkit MRR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2103](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2103)

A Dozen Ways of Love MRR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2104](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2104)

Kult Kingdom Tactics PLR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2105](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2105)

Instant Cash Strategies PLR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2106](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2106)

Jane Eyre MRR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2107](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2107)

Children's Rhymes, Games, Songs & Stories MRR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2108](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2108)

Dishes & Beverages of the Old South MRR

[http://www.seymourproducts.com/ebooks-resell/view\\_item.php?ItemID=2109](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2109)

## **\*\*Weekly Subscriber One Day Special\*\***

### **Giving Thanks**

I want to give thanks to all of you for subscribing, reading and staying with Seymour Products and the Bulletin. I appreciate all of you!

With that being said, here is today's special:

Order 5 or more ebooks and choose the \$15 niche package of your choice for free! Just visit the store, order your ebooks, then email me and let me know which package you would like for your bonus and I will send you the link! <http://www.seymourproducts.com/ebooks-resell>

**This is a One Day Only Special. You must order today, November 24 to take advantage of this 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)

Congratulations to **Leigh Anne Stewart** for being the winner of last week's trivia challenge! Good luck to everyone this week!

**Last week's Q:** *What Indian tribe was invited to spend thanksgiving with the pilgrims?*

**Last week's A:** *The Wampanoag Tribe*

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 1725 subscribers.

**NOTE:** I would like to remind you to please check out as best you can, any offers you might be interested in. I do not personally recommend all my advertisers programs/services and do not endorse them. They are simply advertising in the

Bulletin so please use caution with all offers! I try not to allow those "programs" that are obviously money-making schemes but I cannot guarantee any of my advertisers offers. If something sounds too good to be true, it probably is! ;-)

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>

=====  
Freebies & Biz Helpers  
=====

**This week's free ebook:**

Yule-Tide in Many Lands

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

\*\*\*\*\*

Free Networking Site

<http://www.betternetworker.com>

\*\*\*\*\*

Information on how to increase sales

[http://entrepreneurs.suite101.com/article.cfm/increasing\\_sales\\_index](http://entrepreneurs.suite101.com/article.cfm/increasing_sales_index)

\*\*\*\*\*

Free Microsoft Tutorials

<http://www.baycongroup.com/tutorials.htm>

\*\*\*\*\*

## Free Download: Tobis Paperless Office

**DOCUMENTOR** is a FREE, multi-user, paperless office system for a profession, or small business. It mimics a typical file cabinet, with sectioned file folders, to organize, search, and retrieve files of any type.

**Records**, a multi-user, problem oriented database and word processor, optimized for voice recognition data entry, and integrated with Documentor, was designed for medical care, but its appearance and setup can be changed for other 'problem' and 'order or prescription' driven enterprises.

**Scheduler**, a multi-user, multi-provider, appointment scheduling program, integrates with the Records program demographics.

<http://home.comcast.net/~garytobis/MainPage.html>

\*\*\*\*\*

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

=====  
eCommerce Marketing Tip  
=====

Web Banner Design Tips

[http://www.webdevelopersnotes.com/tips/web\\_promotion/web\\_banner\\_design\\_tips.php3](http://www.webdevelopersnotes.com/tips/web_promotion/web_banner_design_tips.php3)

=====  
Feature Ad  
=====

'We Cook With Daddy' Cookbooks are ready for Holiday Gift giving. This is the **only** cookbook celebrating **Dads and Kids Creating Meals and Memories**. Unique collection of over 100 recipes, many No-Bake, created by a **single Dad & his daughters, ages 6 & 8**. Order 2 text format books, \$18.00 ea. & receive a FREE EBook, (\$10.00 value). Organizations & fundraisers, contact: [cdiblas@nc.rr.com](mailto:cdiblas@nc.rr.com) for special rates. Or call: 919-661-8230 - 9am-5pm, EST- Mon-Sat. Thank you.

=====  
Feedback  
=====

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!

*Thank you Terri for the opportunity! I really love getting your ezines. You're a credit to the online community. \*Carolyn*

*Thank you for your generosity. As you might have noticed, I've been recently making many purchases from your store, mostly for my own use. I wish there were more merchants, online, like you to do business with. \* Debra*

*As you can tell, I have been purchasing single ebooks and kits in the past two weeks. I love your site! I am a repeated customer. Whatever I am looking for, I know I can come to your site and find it cheap, but with quality! \* Tracy*

=====  
Helpful Ezines  
=====

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

## **Sitemaps and SEO**

by WebAssist

Creating an HTML sitemap and a XML sitemap for your website could be the easiest thing you do to improve your exposure on the web. For those of you who pay close attention to the search engine optimization (SEO) of your site, this could be the one thing that gets you onto the first page of Google's results. For those who don't devote too much time on the SEO of their site – this is a good place to start. By submitting a sitemap to various search engines, you are telling them that you exist and what pages your site has to offer the World Wide Web.

There are two types of sitemaps, HTML and XML. An HTML sitemap provides a useful directory of all the pages that are in your site. While XML sitemaps play an important role in helping the search engine "crawl" the various pages of your site. This Roadmap discusses the benefit of creating both an HTML sitemap and XML sitemap, and how you can go about creating them using a sitemap generator.

### **HTML Sitemaps**

An HTML sitemap is a single HTML page that contains links to all the pages of your website. Normally, this is accessible via a link in your site footer, where it will be displayed on every page. With large sites, it is easy to get lost and struggle to find the page you are looking for. With a well organized HTML sitemap, your site visitors will be able to use this to easily find the page they are looking for.

From an SEO perspective, as the search engine's robot (or spider) crawls your site indexing pages, it may find some pages on your site easier using this sitemap, rather than through the general navigation. Therefore, sitemaps can benefit your site visitors and even play a role in enhancing your exposure on the web.

Take a look at WebAssist's sitemap (<http://www.webassist.com/sitemap.php>) to get an idea of what an HTML sitemap looks like. Notice that each page on the WebAssist website contains a link to this page in the footer.

### **XML Sitemaps**

HTML sitemaps are designed to benefit your human site visitors, whereas XML sitemaps are created specifically for the search engines. All of the most popular search engines including Google, Yahoo and Ask.com utilize XML sitemaps (<http://www.webassist.com/dreamweaver->

[extensions/surveyor/?WAAID=898](http://www.webassist.com/dreamweaver-extensions/surveyor/?WAAID=898)) as part of their process for indexing the pages of a website. A good XML sitemap will tell the search engine what pages are in your site, how often those pages are updated, and when they were last modified. This way, the search engines know which pages to revisit more regularly, and are likely to do a better job of indexing them. Here's an example of the XML you might include in your XML sitemap:

```
<url>  
<loc>yoursitedomain/index.htm</loc>  
<lastmod>2009-03-05</lastmod>  
<changefreq>weekly</changefreq>  
<priority>1.0</priority>  
</url>
```

Notice that for the index.htm page of this website, we have provided details regarding the last modified date (), the frequency that this page is updated (), and the priority of this page in relation to the other pages of our site (). By providing this information as accurately as possible to the search engine, they will be better equipped to index your site, and give the correct pages the appropriate attention.

**TIP:** Be honest about the information you provide in your sitemap. If a search engine finds that you are not updating your site as often as your sitemap suggests, they may come back less often.

## Creating both HTML and XML Sitemaps

Creating HTML sitemaps is as easy as creating a basic HTML page that contains links to all the pages in your site. However, you need to keep in mind that whenever you create new pages in your site, you will want to add those links on the sitemap as well.

Creating XML sitemaps manually can be quite a time consuming process. However, there are many great sitemap generators out there to help you automate this. If you Google "sitemap generator" (<http://www.webassist.com/dreamweaver-extensions/surveyor/?WAAID=898>) you will find that there are a number of free and paid sitemap tools that you can use.

Here at WebAssist, we have developed Surveyor to help you create both HTML sitemaps and XML sitemaps. Surveyor is a Dreamweaver extension that you can use as part of your website development. For Dreamweaver users, this is the easiest and most efficient way to create sitemaps. Surveyor includes multiple step-by-step interfaces that guide you through creating your sitemap with all the necessary details, and then submits your sitemap to the five most popular search engines on the web. Surveyor even includes a reminder tool that you can schedule to alert you when it is time to submit an updated sitemap.

## How Often Should I Submit My Sitemap?

You should be in the habit of submitting a sitemap to search engines a number of times a year. This allows you to update the search engine on any new pages in your site. If you create new pages on a regular basis, you may want to submit your sitemap more frequently.

### Conclusion

Both HTML sitemaps and XML sitemaps are a good step in the right direction to improve your website's exposure. You will most likely find your search engine rankings climb after submitting a sitemap for the first time. However, keep in mind that this is only one part of search engine optimization, and there is a lot more you can do to improve how search engines rank the pages on your site and your website's discoverability.

---

WebAssist helps web developers and designers build better websites faster with Dreamweaver extensions, CSS templates, as well as pre-built PHP scripts and solutions. <http://www.webassist.com/>

\*\*\*\*\*

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!

=====  
Feature Ad  
=====

### Raw Earth Creations:

Christmas means purchasing a special gift for a special lady  
Browse our beautiful handmade organic necklaces which are  
Meant to be an inspiration for the women who wear them  
These are unique one of a kind pieces made with you in mind  
Custom orders are welcomed the turnaround time is two weeks  
Come visit our store <http://www.rawearthcreations.etsy.com>

=====  
Let's Have Some Fun!  
=====

**Site of the Day:** The 50 Best Inventions of 2009!

From a rocket of the future to a \$10 million light bulb, here are TIME's picks for the best new gadgets and breakthrough ideas of the year.

<http://www.time.com/time/specials/packages/completelist/0,29569,1934027,00.html>

**Quote of the Day:** *Thanksgiving Day is a jewel, to set in the hearts of honest men; but be careful that you do not take the day, and leave out the gratitude. \*E.P. Powell*

**Fun Free Download:** DROD: Architects' Edition v1.6.4

Grab your sword and start chopping your way to the bottom of a vast dungeon! <http://forum.caravelgames.com/viewsitepage.php?id=90294>

**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)

#1: *Set for pulsar level five, subsonic implosion factor two.*

#2: *What?*

#1: *Just shoot the damn thing on the count of three.*

**This week's riddle:** What Is It??

It's always 1 to 6,  
it's always 15 to 20,  
it's always 5,  
but it's never 21,  
unless it's flying.

Answer at the end of the ezine.

=====  
Subscription Management  
=====

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)

What were the first artificial Christmas trees made from?  
[terri@seymourproducts.com?subject=answer](mailto:terri@seymourproducts.com?subject=answer)

=====

Legal Disclaimer

The Business Marketing Bulletin does not make any warranties, express or implied, regarding the use of the links that we provide in our advertising. We don't guarantee the accuracy, completion, usefulness or legality of any advertisements, resources, information, products, services, income processes or programs. We disclaim any responsibility and/or all liability arising out of, or relating to, any item listed in this ezine, and/or websites.

=====

**Answer to Riddle:** The answer is: a dice. An explanation:

It's always 1 to 6": the numbers on the faces of the dice,

it's always 15 to 20": the sum of the exposed faces when the dice comes to rest after being thrown,

it's always 5": the number of exposed faces when the dice is at rest,

but it's never 21": the sum of the exposed faces is never 21 when the dice is at rest,

unless it's flying": the sum of all exposed faces when the dice is flying is 21 (1 + 2 + 3 + 4 + 5 + 6).

