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Business Marketing Bulletin
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Top Sponsor Ads
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Check out this great new video on how to find what ebay buyers want to buy ... authored by Dave Guindon: He reveals a very unique method for analyzing the eBay want-it-now section ... the best possible section on eBay to find what buyers are requesting!

==> <http://www.auctionyen.com/video.php?v=1&a=547>

Question: Are you looking to increase your traffic with targeted, serious buyers who already have credit card in hand, willing and ready to buy from YOU? **For Free!** <http://www.thankyouads.com/?r=28005>

***** **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 is doing well! The debut of the new Subscriber marketing Ideas section did not go too well but I will give it more of a chance. If you are at all interested in keeping this section, please send in your marketing ideas for some free exposure in the Bulletin!

terri@seymourproducts.com?subject=Marketing_Ideas

Spring is a wonderful time of year but it might not be so wonderful for business. The weather is getting nice and more people are getting outside, away from their computers. One way to get more people to your site is to spring clean your website!

1. Add a new section filled with resources, information & sales specials.
2. Remove all dead links, outdated information and products.
3. Give your homepage a facelift by adding new graphics, info, etc.
4. If you haven't yet started a blog, read up on it and get blogging!
5. Add new products to your store and offer clearance deals on some of the old products.

Spring is a time of renewal, revitalization and reenergizing and our websites are no exception!

In the News

Verizon Customers – Just Say NO!

http://www.readwriteweb.com/archives/verizon_customers_-_just_say_no.php

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

Business Branding (online/home biz)

Dog Breeding (pets)

How to Make Your Home Sell (money/finances)

The Olive Fairy Book (children)

Kids' Birthday Parties (home/family)

Beethoven: The Man and the Artist (music and dance)

Email Marketing Dynamo (internet marketing)

Jesus the Christ (religion)

Space Invaders Handbook (internet marketing)

Float-In Window Generator (software/scripts)

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

****Weekly Subscriber Special****

Order Today (March 10th)– Get 10 free ebooks with every 5 ordered.
(order 10 get 20 free ebooks, etc.)

Order Tomorrow (11th) – Get 5 free ebooks with every 5 ordered.

Order Thursday (12th) – Get 3 free ebooks with every five ordered.

Just order your multiples of five and then email me with your choice of free ebooks. This special is valid from March 10 through March 13.

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 last week's trivia winner!
Good luck to everyone this week!

Last week's Q: The _____ is rated the fourth most intelligent animal.
Last Week's A: The Pig!

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.shtm> 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 1510 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>

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Freebies & Biz Helpers
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This week's free ebook:

The Internet Marketing Dictionary
<http://www.seymourproducts.com/ebooks-resell/dl/TIMD.zip>

Free Copywriting Tutorials

http://adcopywriting.com/Tutorials_List.htm

Add Your Store for FREE!

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

Free Download: Toucan

sync, backup and secure, all in one place. Toucan is a custom built portable app for advanced users to synchronise, backup and encrypt their data, wherever they are. <http://portableapps.com/apps/utilities/toucan>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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For Customers Only!

Offer a special for customers only section on your site where you offer special deals and sales available only to your existing customers, as well as free resources and gifts no offered to non-customers. Customers need to know they are appreciated and this is one way to do it!

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Feature Ad
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Go Green And Save Money!

Little Ladybug Designs is going green and saving trees. Now offering 100% recycled paper for all announcements, invitations, and business stationary. Receive 5% off when you spend \$100 or more.

Visit <http://www.littleladybugdesigns.com> to purchase custom stationary for your special event, occasion or business.

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Subscriber Marketing Ideas
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To be published in the Bulletin as well as receiving a free ebook of your choice, please submit your successful marketing ideas to me at terri@seymourproducts.com?subject=Marketing_Ideas Thank you!

What was the original color of Coca-Cola?
terri@seymourproducts.com?subject=answer

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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 won't remember, but about 18 months ago I bought an ebook from your site. It was one I specifically needed for a project I was working on. Yours was the third site I bought that particular ebook. The other 2 put so many barriers up I ended up wasting my money. One of the 2 did send me the ebook about a week after I paid for it. The other one just took my money and did nothing. Buying from you was simple and straightforward, thank you again. * Barry*

*Your customer service is the greatest. Thank you again. * Rich*

*I look forward to receiving the free ebook as depicted on your website. I found your website extremely informative. * Heather*

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Feature Article
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Use Descriptive URLs to Bolster Your Search Engine Rankings!

by Phil

Dynamically generated pages, such as those made by PHP scripts, usually have URLs that aren't very readable, like "mysite.com/script.php?id=3951&page=2". The URL doesn't say anything at all as to what the page is, other than showing that it's generated by a script. If you want to make your dynamic pages more search engine friendly, rewrite your scripts to use descriptive URLs!

A URL like "mysite.com/blogpost/3951-People-Know-What-This-Is.html" would be a lot better, wouldn't it? Right off the bat, you know what the page is about. If you're scrolling through your recent pages, you can find exactly what you're looking for a lot easier. More importantly though, search engines love URLs like these, so you get a nice rankings boost!

As a PHP programmer, I'm going to detail this technique with PHP, but the same principle applies to whatever serverside scripting language you use.

To start, have the script execute as a file without the extension, instead of with the .php extension (or or .jsp, or whatever extension your language uses). On Apache servers, you can use a ForceType statement in the .htaccess file to make the script execute as application/x-httpd-php. This tells Apache to run the file as a script instead of just spitting out your code.

Right now, your script should work properly as "mysite.com/script?id=3951&page=2". It's no longer readily apparent which language your site uses, but you can still tell that it's a dynamic page. Let's fix that next, by using PHP's explode function to break up the argument list. Using this, the arguments to your script will look like folders on your server instead of parameters to a script:

```
$args = explode("/",$_SERVER['PHP_SELF']);
```

Now, if you were to access "mysite.com/script/3951/2", \$args would become an array with "3951" and "2". You can replace the slash with a hyphen to separate arguments without making them look like directory entries, or use a second explode statement to break down some of the arguments in a different way.

Finally, write some code that converts the title of the content (be it the blog post name, forum topic, etc.) into an argument, substituting dashes for spaces. Some people use underscores instead of dashes, but the search engines don't see underscored words as separate terms, so you end up with the search engine thinking "This_Is_My_Post" is one big word.

Add a pinch of code at the top of the script to make ensure that the URL matches the one you want it to be (so it redirects thread/4614-wrong-name-1 to thread/4614-This-is-my-posts-name-1), then add .html to the end of it (so it looks like an innocent html file) and you're good to go!

To prevent stuffing the url with words that don't really matter, use the string replace functions to remove words such as "I", "The", and "And" from the URL.

Most search engines won't completely index your website if it's all stuffed into argument lists, so by having URLs that look like normal filenames you both ensure that all of your pages are indexed and increase your search engine optimization. Making your URLs readable by humans is juts an added bonus. Make sure to update the links within your site to reflect your new URLs, so your page doesn't turn into a smattering of redirects.

About the Author: Phil runs a web development resource site. Find yourself asking, Where do I buy web hosting? Read all about it on Phil's site!
<http://www.the-phil.com/viewtopic/66796-Where-do-I-Buy-Web-Hosting-Find-out-Here.html>

If you would be interested in any of my other articles for reprint or reference you can see the complete list at
<http://www.seymourproducts.com/articles/index.shtml>

Feel free to use any of the articles you feel are appropriate for your business.

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Feature Ad
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Come Check out the New Layout at Angel Bottom's Boutique

There Are New Ebooks, Books, Children's Clothing, and Canning Jars
Sign Up For Our Weekly Newsletter and Win 50 Ebooks
Join Our New Forums <http://www.angelbottomsboutique.com/forums>
I will be adding recycled yarn, wool purses, and aprons in the coming weeks
<http://www.angelbottomsboutique.com> Join Us Today!!!

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This 'n That - A Little Bit of Everything!
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Learn about colleges, apply to them, get financing... all in one place.
<http://www.embark.com>

Love all, trust a few, do wrong to none. * William Shakespeare

Living on a Dime Blog
<http://www.livingonadime.com/blog/>

This week's riddle: Girls and Boys Names

Rearrange each of these girls' names to give a boy's name.

DOLLY
DIANA
IRENE
LYNNE

Answer at the end of the ezine.

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Subscription Management
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Subscriptions to this weekly ezine are free.

To receive this newsletter:
Send a blank email to:
subscribe@seymourproducts.com

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

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Contact Info

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Answer to Riddle: Boys Names: Lloyd, Aidan, Ernie, Lenny