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Business Marketing Bulletin
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April 13, 2010 Issue #200

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Top Sponsor Ads
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Get Profit-Building Books Free - Before They're Published

Internet marketing veteran lets you read his marketing books while he writes them for Amazon.com.

List-building, conversions, traffic generation and more.

<http://www.OneStopWebSupport.com/newsletter-signup.htm>

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Your ad can be here. Get seen by over 1800 subscribers. More info:
<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,

Well, we have found a house and our offer has been accepted. Now it is just a matter of waiting to see if all goes well with the financing. Instead of going with a big old house, we found an adorable two bedroom bungalow. Now, on to business! ;-)

I have been getting a lot of people asking about the resell rights so I want to try to clarify. All our products come with either Master Resell Rights or Private Label Rights. All the products can be resold at any price you choose but some do have restrictions. The resell rights do not cost extra. All products are just \$1.00 with the resell rights included in that price. If you have any questions at all, please do not hesitate to email me at terri@seymourproducts.com I will glad to answer as best I can.

In the News

Is Google Buzz a Flop?

<http://www.webpronews.com/topnews/2010/04/09/is-google-buzz-a-flop>

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

Easing Your Stress with Yoga

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2306

Membership Site Income Strategies

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2307

Article Marketing Super Hero

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2308

Camping for Boys

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2309

Mentoring for Profit

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2310

The Art of Taming and Training Wild Horses

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2311

Robinson Crusoe

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2312

IM Peels

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2313

Nuclear Product Creation Secrets

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2314

Rapid Online Advertising

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2315

****Weekly Subscriber Special****

Let's have a pick a number special!

Purchase 5 or more ebooks and then email me your choice of any number between 1 and 10. All numbers will have at least 1 free ebook but some numbers will have as many as 5 and one number will have 10 free ebooks. You could get 15 ebooks for just \$5.00! Good time to add to your inventory or your own personal collection.

After you order, send me your number choice here:

terri@seymourproducts.com?subject=number-choice

This special is valid through April 16, 2010.

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 **Chrissi Burrell** for being the winner of last week's trivia. Good luck to everyone this week!

Last week's Q: *What famous child star was born on April 6, 1976?*
Last Week's A: *The answer I had was Candace Cameron from Full House but any child star born on that day would have been a winner!*

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. BMB now goes out to 1835 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 Facebook
<http://www.facebook.com/pages/Seymour-Products/240937693051>

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:
250 Bath and Body Recipes
<http://www.seymourproducts.com/ebooks-resell/dl/250BB.zip>

Free Internet Legal Documents

<http://www.freenetlaw.com/index.php>

Need Help Increasing Your Sales?

<http://www.sbtv.com/Marketing/Sales/9079>

Submit Your Articles – Free!

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

Free Download: PiggyDB

Piggydb is a Web notebook application that provides you with a platform to build your knowledge personally or collaboratively. Piggydb does not aim to be an input-and-search database application. It aims to be a platform that encourages you to **organize your knowledge continuously** to discover new ideas or concepts, and moreover enrich your creativity.

<http://piggydb.net/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Encourage Your Visitors to Bookmark Your Pages

Getting people to put you in their favorites can generate many links which can greatly increase your ranking and traffic. This tool works well:

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

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Feature Ad
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If 60,000 Webpages = 60,000 vistors/month
How much can you make daily selling anything you want?
Learn more here: <http://tinyurl.com/y97pgrq>

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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!

*Thank you very much for taking so much time with me on this. Everything looks great and fine. To me, you are a star in the darkness. I will always come to buy from you.
* Deborah*

*Anyway, a million thanks to you for your "One Time Offer" which came just when I was thinking of calling it quits--bye-bye money wasting and elusive Net marketing business. Then I met you, so to speak! * Andy*

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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://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

What was the original title of the film The Blob?

terri@seymourproducts.com?subject=answer

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Feature Article

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The Benefits of Installing Internal Site Search

By Lisa Banks

Today's websites are more complex than ever before. Many contain a wealth of information visitors can use to answer their questions and learn what they need to know before contacting a company or making a purchase online.

But with all the information and features packed into many of today's websites, it can also be more difficult for site visitors to first of all determine whether or not a website will contain the information they need and then

find it on the website. Installing a site search box can offer several advantages to help your site visitors—and also benefit your marketing function in the process.

Site search satisfies the customer’s “I want it now” attitude

Installing an internal site search box can help visitors find what they need more quickly. With web users still looking to find what they need as fast as possible, confusing navigation and cluttered design are more likely than ever to prompt an “on-to-the-next-site” response.

Internal site search is undoubtedly the quickest way for someone to find what they’re looking for on a large and complex site. An internal site search helps visitors get around navigational structures that may be confusing to them. This is especially important for sites that are constantly adding new content. As the site continues to grow, many users will find the site search function to be a valuable tool in helping them find what they need.

Site search makes a website more customer centric

Installing an internal site search also means you can transform your website from a static “one size fits all” style to a more “customer-centric” approach. More and more, websites need to simultaneously cater to different types of website users – knowledge seekers, prospects, buyers and long-term customers. Internal site search helps you do this, as it helps those seeking knowledge find and assess your resources more easily.

Site search appeals to the “searcher” type of site visitor

Different people prefer different types of navigation tools. For example, if someone uses a search engine like Google to arrive at your website, they are more likely to prefer the same search method for finding information within your website. It’s not uncommon for site visitors to look immediately for the site search box when they arrive at a website.

Site search arms marketers with data

Marketers can benefit tremendously from installing an internal site search function. With the right analytic tool, internal site search can provide a wealth of information about who visits your site and how they navigate around it.

Site search data can provide insight into customer desires, intent, and behavior. While a customer might tell a different story if asked for feedback in a focus group or online survey, for example, site search data can reveal exactly which pages they looked for and found, which searches intrigued them to continue reading as well as those that prompted them to leave the site. This will contribute to the conversation when analyzing conversion rate performance across content and site sections.

Site search provides insight into personas and usability issues

Site search can provide usability data without the expense of setting up testing facilities. When the usage data and click path from real users is saved and available for viewing and analysis anytime, a marketer can see where searchers encountered difficulty. Looking at this data across multiple users can give clues to areas of the site that require updating and expansion, for example.

Adding typical searched on phrases to flesh out descriptions of the various personas using your site can also help enrich the entire web team's understanding of the types of people using the site. This information will be particularly helpful to any copywriters who are preparing content for selling pages and product descriptions, etc.

Site search brings ideas for new products

Users' searches can even inspire new product offerings. If you see that many visitors are searching your site for a particular type of product or service that you don't yet offer, it may be time to consider developing an offering to fit that underserved need. Especially if your site is already bringing traffic for those particular searches, your company may do well to act on this informal market research.

Site search reveals new keywords

You may end up finding new keywords you were never aware of, allowing you the opportunity to tweak your content so more users will find the information they need on your site. Perhaps some of your pages that you feel are relevant to a specific topic are missing a few of the terms people are actually searching on. In that case, you'll have the opportunity to add them as appropriate and further refine your content, making it even more targeted to your users.

In addition, those keywords can be added to your search marketing campaigns, perhaps offering a chance to reach a wider audience on the Internet than originally anticipated.

In order for your company to remain competitive online, you need to be open to the new ways people are finding and disseminating information. Site search is an exciting utility for websites looking to evolve their websites according to user demands.

Editor's Note: So, if you want to add search to your website, what are your options? There are a number of free and commercial solutions available on the Web but below are several of the former:

Services:

[Atomz](#)

[PicoSearch](#)

[FusionBot](#)
[Google Custom Search](#)

Scripts/Software:

[Perlfect Search](#)

[WebDevelopersNotes.com](#) – Provides 2 pages of site search solutions.

[Resource Index](#) – Numerous Perl and PHP search scripts can be found here for DIY webmasters.

Lisa Banks – SEO Advantage is a [search engine optimization company](#) that helps businesses harness the revenue generation potential of their websites. Find us referenced in books such as Writing Web-Based Advertising Copy to Get the Sale and the BusinessWeek bestseller The New Rules of Marketing & PR. Visit www.seo-advantage.com today for more information.

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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Thousands of companies that sell wholesale and dropship their products.
<http://www.worldwidebrands.com/?kbid=1028>

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Let's Have Some Fun!
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Site of the Day: "Every activity in Puzzle Pirates is a uniquely fun puzzle! Carpenters repairing battle damage, bilge rats pumping out the bilge, sailors catching a salty wind, gunners washing and loading the cannons, the navigator setting a course that's true... every duty from sailing to leading an armada relies on your own puzzling skills!" <http://www.puzzlepirates.com/>

Quote of the Day: *Don't be afraid to give your best to what seemingly are small jobs. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves. *Dale Carnegie*

Fun Free Download: Bounce Ball Wall Solitaire

Bounce Ball Wall Solitaire is a bouncing ball puzzle game. Make the same color for all the bricks. To change the colors, touch the bricks on each wall by bouncing the ball into them. Click (or right click) the bat to rotate it.

Bounce Ball Wall Solitaire takes only seconds to download and run. Bounce Ball Wall Solitaire doesn't require installing any software or library on your machine. <http://www.naotemnome.com/prog/free/bbws/>

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! If you are the second person to send in the correct answer, you will win a free ebook.

"You find a glimmer of happiness in this world, there's always someone who wants to destroy it".

terri@seymourproducts.com?subject=quote

This week's riddle: What Is It?

What fastens two people yet touches only one?

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: A Wedding Ring!