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Business Marketing Bulletin
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Top Sponsor Ads
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*****Marketing During Changing Times*****

Changing times requires changing courses...literally! It's no longer business as usual. Tips, articles, resources, and more for addressing new concerns, changing values, and priorities for helping you help your clients during changing times.

FREE e-book: Step It Up-Unique Marketing Strategies
Visit <http://www.WriteBusiness.net> To Subscribe

If you are in business, starting a business, or just looking for the right opportunity, you ARE at a disadvantage.

Find out why ...

<http://www.davidbreth.net/AABPE>

P.S. -- Turn your weakness into strength.

***** **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 new business ebook store package is finally ready and in the store. I didn't realize it would take so long to find ebooks that pertain to offline businesses, not just online. The books in the package should be able to help you with whatever type of business you may have. You can read more about the package here:

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=1779

Now, because it took longer than expected and you have been patiently

waiting for its arrival, I would like to offer it to you at a Special Price. The regular price is \$25.00 for 35 ebooks plus ebook store but if you purchase it by Friday, April 24, it can be yours for just \$15.00! Just Paypal payment to me at terri@seymourproducts.com and I will send you the link to this new package which would make a great addition to your ebook inventory! Thank you so much!

In the News

Are You Ready for Web Sales Taxes?

http://www.nypost.com/seven/04192009/business/www_salestax_gov_165098.htm

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

Interview with a Body Builder (health/fitness)

Curing Halitosis the Natural Way (beauty/fashion)

Child Safety Online (home/family)

14 Valentine's Fun Ideas for the Whole Family (holiday)

Healthy Choice: Coconut Oil (health/fitness)

History of Ancient Civilization (education/homeschool)

Pride and Prejudice (classics)

Miss Parloa's Cookbook (ecookbooks)

The Watchers of the Trail (animals/nature)

Humorous Ghost Stories (ghosts/unknown)

Adventures in Savage Africa (westerns/adventures)

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

****Weekly Subscriber Special****

Buy Your Age for Half Price!

The older you are, the more you get for free! For example: If you are 30, go into the store and order 15 ebooks. Email me with your age and the remaining 15 titles you would like and I will send you the links free! No matter what your age, get half that number free! I will trust you on what your age is – you don't have to provide proof. ;-)

This special is valid from April 21 through April 24. **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 **Michael Cushman** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: *At what age do humans begin shrinking?*

Last Week's A: *Age 30!*

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 1565 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 Power of Crap Advertising

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

Submit Your Blog Free for More Traffic

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

<http://www.blog-directory.org/>

FREE Website Builder

<http://www.buildwebsite4u.com/building/free-website-builders.shtml>

FREE **Seo Administrator** is an integrated suite of web promotion seo tools that cover all aspects of website optimization and promotion. Professionals and newcomers alike have successfully used Seo Administrator to enhance their websites and have found it to be simple and intuitive to operate.

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

Free Download: TaggedFrog

Based on the convenient drag'n'drop technique, TaggedFrog allows you to organize your files, documents and Web links. Just add objects to the library and tag them with any keywords. That's it. You can forget the file name or where the file is located, but don't worry - the tags will find the file for you.

<http://lunarfrog.com/taggedfrog/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Try Using a Reward Program to Get Your Customers to Buy More!

You could use a point system. Give your customers so many points for each purchase and when they add up, they can use them to buy things as well.

For example: Every time they spend \$5.00 they get a point and if they can accumulate 20 or more points, they get to use those points to buy one of your products/services.

You can change the point system to fit your products/services or you can just use dollar amounts such as for every \$50.00 they spend, they get \$5.00 free dollars. You can be really creative with this and spruce it up for holidays, etc.

Fill in the blank:

On average people fear _____ more than they do death.

terri@seymourproducts.com?subject=answer

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Feature Ad
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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>

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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!

Twitter is the BEST marketing tip I can offer. I joined because the "gurus" said to. And I was a little confused at first trying to follow conversations. But now that I've gotten used to it, I love it! I've gotten three, possibly four new clients; my blog stats have risen greatly; and I've met a lot of fun, interesting people.

I follow almost everyone who follows me - at least to start. If someone has a lude icon, or user name, I don't follow them. And if someone uses profanity or gets hateful, I unfollow them. But all in all it's a great place to be and I'd recommend it to anyone wanting to truly network online.

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Darlene 'Dee' Bishop
<http://qualitybusinesswriting.com>
P.S. Join Me on Twitter
<http://twitter.com/DeeBishop>

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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!

*I'm so glad I found your site again!!! I ordered from you several years ago and love your products. I can't wait to add your products to my site!! Thank you sooooo much! * Shirley*

*I am very impressed with your list of e-books relevant to my site. Before I buy a large amount of them, I have a question. * John*

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Feature Article
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Top 5 Signs that Your Website Sucks!

by John Metzler

Small business owners may not have the resources to invest heavily in their web presence and finding solutions to problems can be like finding a needle in a haystack. You know something's wrong but don't have the faintest idea how to fix it. Is it a technical issue? Are your ads not performing well? Don't know what kind of traffic you're getting? Website problems can fall into a myriad of categories. So if you think your website sucks, a) it probably does, and b) you should read on.

1. You Aren't Getting Traffic

You're excited about the big, expensive job the design team just finished on your site. It looks like a million bucks! Well it's a shame it isn't making you a darn cent. Just because it exists doesn't mean people know about it. Announce it to the world by submitting it to reputable directories and sharing your useful content with others on social bookmarking sites (you do

have useful content, don't you? If not, I'll cover this later). You can even do some link exchanges — provided the sites you exchange with are reputable — just to get your site crawled early on. Further optimize it for search engines by following good SEO practices, building quality content and generating inbound links from other sites. Once you do that, you'll need to monitor progress with web analytics software. Google Analytics is free and it has a slick interface. And we know you like pretty things seeing as how you broke the bank on your web site design.

If you're looking for high ROI, invest your own time in learning search engine marketing. Better yet hire a qualified SEO firm if you have the budget for it. Don't settle for quick-fix promotional ideas. Build long-term exposure and a solid reputation by attaining high rankings, keeping email/newsletter lists, targeted ad placement and social media participation.

2. You Have Worthless Content

What defines worthless content? Without knowing what topic your web site covers it's tough to say, but if you have nothing that sets you apart from your top competitors then I'd say you aren't in good shape. If you don't know what kind of content people are looking for on the Internet today, take a peek at what's popular on social bookmarking sites. Observe some of the story titles on the front page of Digg.com:

- "Guinness Stout Beef Stew Recipe for St. Patrick's Day"
- "In Move to Digital TV, Confusion Is in the Air"
- "Kim Jong-Il Interprets Sunrise As Act Of War"
- "Automatic bacon dispenser?"
- "The 5 Best Obama Photomosaics on Flickr"

Words I would use to describe these topics, in order, are: seasonal, informative, satirical, comical, and trendy. This information is popular because it's appealing in its uniqueness and is relevant to today's market. To set yourself apart from your competition, you need to get creative. If you're the kind of person who had trouble painting by numbers, then hire someone creative. Professional copy writers can be well worth the investment. Create free tools your customers will want to use; write funny or interesting commentary in a blog about your industry; put a new spin on a traditional product or service or offer seasonal discounts. Create a comprehensive F.A.Q. on your site that covers topics your competitors don't.

Take the time to beef up your content. Be innovative - don't be afraid to think outside the box. Use the top competitor in your field as a measuring stick.

3. You Have No Call-to-Action

Poor promotional language can have a sabotaging effect if visitors aren't drawn to your conversion pages. A conversion page is any page that acts as the final step in a visitor submitting a form, making direct contact or

purchasing a product online. Obscuring those pages or confusing the visitor on where to go next can make them leave your site. Internet users have a short attention span - give them a clear direction when navigating your web site.

Use your web analytics software again to find out what pages visitors are landing on first. If your home page gets the most traffic, make sure there are clear links to your sub-topics. If inner pages are your most popular landing pages, find out if the traffic is targeted. Once you know the type of visitor and the specific page they land on, then you can start marketing your content more accurately.

The bottom line is to always make clear why, and how, visitors can buy your product. Don't get too cute with multiple steps, options or convoluted language.

4. You're Getting Traffic But No Sales

Are you sure the traffic is relevant? If you're running a pay-per-click campaign, ensure your ads are geo-targeted properly and your ad text or landing pages appeal to your customers. For organic search engine placement, have you done keyword research and analysis before optimizing your content? Look at your web stats and see where your visitors are coming from. What keywords were they searching for when they landed on your site? Are the referring sites relevant to your industry or topic? How much time does the visitor spend on each page? Sales won't come if your visitors aren't interested in what you're selling. This is why preliminary keyword analysis is so important to search engine marketing.

If you're running ads it's always good practice to experiment with different ad campaigns. If you put all your eggs in one basket you run the risk of losing out on potential revenue. Elements of your ads that you can change are:

- ad text
- landing page
- specific network your ads are shown across
- topics on which you focus the campaign
- geo-locations targeted

Remember, it doesn't pay to skimp on initial product/market research and analysis.

5. You're Getting Relevant Traffic But No Sales

This problem could signal a technical error or navigation problem with your site. Make sure you thoroughly test all functionalities on various web browsers and systems. Submit test forms. Do a link check to spot possible broken links. Is your web hosting service reliable?

If you've ruled out technical issues as the cause then turn your attention to the content and customer base. Has your market taken a downturn? Can the lack of sales be attributed to the poor economy? Have you fallen behind your competition in product quality, selection or pricing? Does your web site's navigation system confuse users? Your web site is the first line of contact between the business and potential customer, but it's not the only step you need to worry about. Telephone operators or online payment systems can present their own issues.

This is moving away from web site problems but if any part of the sales process takes place away from the site, investigate those areas of your business as well.

If you're pulling out your hair over a problem with your site and these tips still haven't helped, feel free to post a comment and I'll personally have a peek at your site.

About the Author

With eight years in the search engine marketing industry, John Metzler of FreshPromo knows what works and what doesn't regarding website success. His strong grasp on visitor usability and analysis, along with a highly-skilled SEO perspective, can be seen through his professional SEO services.

<http://www.freshpromo.ca/> Read the FreshPromo blog for more free tips and commentary. http://www.freshpromo.ca/seo_blog.html

If you would be interested in any of my other 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 your business.

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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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This 'n That - A Little Bit of Everything!

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Stellarium is an online planetarium. You can put in your location and it shows you what you would see if you went out and looked

at the sky. And it is free! <http://www.stellarium.org/>

*"Ability may get you to the top, but it takes character to keep you there." *John Wooden*

WhatItCosts.com is an online leader in providing hard to find information on the costs associated with a wide variety of consumer goods and services. <http://www.whatitcosts.com/>

Fun Free Download: The Battle for Wesnoth

The [Battle for Wesnoth](http://www.wesnoth.org/) is a [free](#), turn-based tactical strategy game with a high fantasy theme, featuring both single-player, and online/hotseat multiplayer combat. <http://www.wesnoth.org/>

This week's riddle: Series of Letters

What are the next four letters in this series.

Y Y H L Y E Y T ..

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 Any Email to:
subscribe@seymourproducts.com

To not receive this newsletter:
Send Any Email to:
unsubscribe@seymourproducts.com

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Answer to Riddle: R, R, R, R (Final letters of the names of the months)