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Business Marketing Bulletin
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May 12, 2009, Issue #152

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Top Sponsor Ads
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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>

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

Physical Products to Sell.....and much more!

You can download it for free here:

http://www.worldwidebrands.com/wwb/kh_freebookWorkshops.asp?kbid=1028

***** **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,

How was your Mother's Day? I hope everyone had a nice one. My two boys and daughter-in-law cooked all the meals for the day and we had a nice family get together.

A Mother is a precious thing and I know some people have a hard time

getting along with their Mom. Here are some tips on improving your relationship with your Mom and vice versa:

<http://www.hypnosisdownloads.com/downloads/relationships/relationship-mother.html>
http://www.essortment.com/all/relationshipadv_raxk.htm

In the News

Bill Aims to Turn Internet Flamers into Felons!

<http://www.dailytech.com/Bill+Aims+to+Turn+Internet+Flamers+Into+Felons/article15099.htm>

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

Operas Every Child Should Know (music)
Historic Ghosts and Ghost Hunters (ghosts)
The Crystal Crypt (sci-fi/fantasy) *New Category*
The Three Musketeers (classics)
Interview Techniques (jobs/career)
Taking the Perfect Camera Shots (crafts/hobbies)
Home Business Ideas (business)
Customer Support System Made Easy (business)
Natural Depression Cures (health/fitness)
CPA Cash (internet marketing)
Sell Your Annuity (money/finances)

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

****Weekly Subscriber Special****

Time for a BOGO!!

For every ebook your order (with an order of 5 ebooks or more) you get one free ebook! Just order your ebooks as usual and then email me with the titles of your free choices. Minimum order of five with no maximum order.

Get as many free ebooks as you want!!

This special is valid from May 12 through May 15.

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: *How many teeth do mosquitoes have?*

Last Week's A: 47

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 1590 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:

Zero to \$50 in Just 30 Days!

<http://www.seymourproducts.com/ebooks-resell/dl/025030.zip>

Need to Send a Fax – Try this Free Fax Service

<http://faxzero.com/>

Traffic Exchanges are free programs that promise to send you free traffic. Some swear by them and some call them junk. You be the judge:

<http://www.easyhits4u.com/>

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

<http://freetrafficexchange.net/>

NOTE: I think the key to making a traffic exchange work is not by joining a ton of them but by finding one good one and working at it to make it work for you!

FREE eCourse: Master Website Marketing and Promotion

<http://www.websitetrafficplan.com/ecourse.htm>

Free Download: Password Manager

Still be worrying about so many passwords to remember? Now we have Efficient Password Manager, a completely free but powerful and unique password management package. She can not only help you remember general password information, but also record website login passwords, software registration codes, e-mail account passwords, or even passwords for your FTP accounts, etc <http://www.efficientpasswordmanager.com/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Examine your site from the point of view of your visitor. What do you think about other sites when you visit them? Use some of your thoughts on your own site.

Do you offer quality products at reasonable prices? Is your site easy to understand and navigate? Is your ordering process simple and effective? Do you offer tips and information on your products/services? Is your text easy to read and understand? Do you offer privacy and secure ordering?

If you cannot see your site as a visitor, ask an associate or friend to examine all these qualities for you. This can be a great way of making small improvements that can mean big business!

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Feature Ad
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Fill in the blank:

The bestselling books of all time are The Bible (6 billion+), Quotations from the Works of Mao Tse-tung (900 million+), and _____ (100 million+)

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!

I subscribe to a lot of ezines, but only one goes to my personal mailbox. I only give it out to close friends and family, but I didn't want Terri's ezine to get lost in other email. Her ezine is always chock full of good stuff. It's the

only ezine I never fail to read. Seymour Products is where you always get great value. I don't know how she comes up with all this good stuff.

Michael Cushman

<http://eztrafficrevolution.com>

*Thank you for this great opportunity. I am new to this and your system has been very easy to understand. * Joel*

*Terri: I will have a good time going through your site later tonight. It looks loaded! Thank you, *Patty*

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Feature Article

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Finding the Best Keywords to Use on Your Site

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When you own an online business one of the most important things you can do is get high rankings in the search engines. There are many ways of doing this. One of the most effective ways of getting your site noticed by the search engines is by using relevant keywords.

Keywords are words that people use to search for a site. For example: If you owned a site from which you sold pet care items and people typed in puppy food, you would want your site to come up. Now, some people might type in more descriptive phrases as well such as nutritious puppy food, or cheap puppy food. These are the types of keywords you would need to add to your site so your potential customers can find you.

The first step in optimizing your site keywords would be to find exactly what phrases and words people are using to find sites like yours. One way to do this is to do a search for a free keyword suggestion tool. Once you find one, just type in a one or two word phrase and this tool will tell you how many times your word has been searched for and give you other suggestions with their search numbers.

This can be a great way to find out which keywords are best to start using on your site. NOTE: This has to be done consistently. Don't think that doing

it once is all it takes. Keywords are constantly changing so to stay on top, you always need to know what people are searching for.

Now you need to make a list of specific targeted keywords (the more specific to your site, the better). I would start with a list of 10 – 20 keywords and/or phrases.

After you make up your list of highly competitive and specialized keywords it is time to start using them on your web pages. You need to take into consideration something called “keyword density”. This is the number of times you “plaster” your keywords onto your web pages. Too many times can do more harm than good. You would normally want your keyword density to be between 3% and 5%. That simply means that for every 100 words, your keyword appears 3 to 5 times. If you just paste the keywords anywhere and everywhere your site will more than likely be rejected by the search engines.

It is also a good idea to headline your keywords in large, bold type at the top of your site.

For example:

Cheap Pet Care Items Including Nutritious Puppy Food

Another way of putting your keywords to good use is by using them as anchor text for your links. For example, instead of using a regular url or “click here for a link”, use keywords such as “pet food and toys” as the link.

You also want to make sure your web pages are titled with keywords, not just index or homepage or other generic titles. One example of a good title would be Pet Care, Vitamins, Nutritious Puppy Food, Cheap Prices, Toys

You want to use about 8-10 words in your title as only the first 70 characters will show in the actual title on your page.

Besides using the above methods, you want to sprinkle your keywords in relevant places throughout your webpage. Do not just paste them anywhere. Remember, quality, not just quantity will get you more results.

The best placement for your keywords is in the first 20 or so sentences. Then limit the use of the keywords throughout the rest of the text. You might also try summarizing all your pertinent keywords in your final paragraph to tie them all together.

NOTE: The spiders cannot read text on graphics unless you use the ALT tag. The ALT tag is inserted into the image code like this:

image src code here and then ALT="Pet Care Food Vitamins Toys" inserted at the end of the code

Then, if for some reason the image does not show up your keywords "Pet Care Food Vitamins Toys" will.

If you consistently use the methods above, your site ranking should improve substantially. I know mine did once I used these techniques. But remember to research your keywords regularly and make any changes necessary.

About the Author:

Terri Seymour (also known as "The eBook Lady") has over ten years online experience and has helped many people start their own business. Visit her site at <http://www.seymourproducts.com> for resources, \$1 resell ebooks & software, free tutorials, affiliate programs, free ezine and free business ebook with Master Resell Rights. <http://www.seymourproducts.com/free.shtml>

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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Need Help Writing a Resume? This free site can help!
<http://www.howtowritearesume.net/>

*To be able under all circumstances to practice five things constitutes perfect virtue; these five things are gravity, generosity of soul, sincerity, earnestness and kindness. * Confucious*

Playing for Change is a multimedia movement created to inspire, connect, and bring peace to the world through music!

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

Fun Free Download: WareSoft Sudoku 1.0

Challenge Your Brain with WareSoft Sudoku. See how fast you can solve a puzzle. Each puzzle has 9 3x3 grids to solve.

<http://www.nearlyfreeproducts.com/software/61-games/101-waresoft-sudoku.html>

This week's riddle: Jumbled Words

Rearrange these letters to give four different 6-letter words:

B E L S T U

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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Contact Info

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Answer to Riddle: Bluest, Bustle, Sublet, Subtle