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Business Marketing Bulletin
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In This Issue
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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: Simple Steps to a Successful Local Listing
10. Feature Ad
11. Let's Have Some Fun!
12. Subscription Management & Contact Info

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Top Sponsor Ads
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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

Get your ad seen by over 1860 subscribers. More info:
<http://www.seymourproducts.com/newsletter/advertise.shtml>

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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 am going to be offering a new layaway plan for our entire inventory package. This plan will have several options so if you are interested in this, just email me for more details.

terri@seymourproducts.com?subject=layaway

Read more about our inventory package here:

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2234

In the News

What Is This Diaspora Everyone's Talking About?

<http://www.webpronews.com/topnews/2010/05/14/what-is-this-diaspora-everyones-talking-about>

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

Acne Treatments 101

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2357

Clickbank Profit Criteria

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2358

Single Parenting Guide

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2359

Boost Your Self Esteem

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2360

Understanding Computer Operating Systems

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2361

Your New Year's Weight Loss Resolution

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2362

The Art of Illustration

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2363

The Story of Our Country

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2364

Affiliate Page Brander

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2365

The Technique of Fiction Writing

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2366

****Weekly Subscriber Special****

Pick a Pair! (Extended by Request)

Choose any two of our \$15.00 niche packages for the price of one. That is 70 ebooks, plus the ebook store website for just \$15.00!

Browse our \$15.00 packages here:

<http://www.seymourproducts.com/ebooks-resell/categories.php?CategoryID=26>

Order one and then email me and let me know which one you would like for free. terri@seymourproducts.com?subject=free_kit Thank you!

(Only our \$15.00 niche packages are available for this special)

This special is valid through May 21, 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

I'm sorry to say there was no winner of last week's trivia. Good luck to everyone this week!

Last week's Q: *What is the most common non-contagious disease in the world?*

Last Week's A: *Tooth Decay*

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 1860 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>

Social Marketing Sites

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:

Internet Business for Newbies

<http://www.seymourproducts.com/ebooks-resell/dl/ib4n.zip>

Free Service for Managing Your Money

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

Learn How to Write Ads that Sell!

Free Tutorials

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

Check your webpages for broken links

<http://www.searchbliss.com/seo-tools/broken-link-checker.php>

Free Download: Codelobster PHP Edition FREE 3.4.1

CodeLobster PHP Edition is a free handy editor primarily intended for creating and editing PHP, HTML, CSS, JavaScript files with support Drupal CMS, Joomla CMS, Smarty template engine and WordPress blogging platform. <http://www.codelobster.com/>

Write Better Ads Do It Free!
<http://www.WriteBetterAds.com>

Man is the most intelligent creature on earth. Which creatures come in second? terri@seymourproducts.com?subject=answer

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eCommerce Marketing Tip
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Offer Coupons

No matter what product or service you sell, offering coupons or money-saving gift certificates is a great way to get repeat orders.

Make them fun and interesting. Offer money off or a free gift with purchase.

Info on how to make your own coupons:
http://www.ehow.com/how_5153358_make-own-coupons.html

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Feature Ad
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An e-coaching/e-mentoring company geared in preparing teens and young adults for the marketplace. All teens and young adults have access to a career/life coach all for \$49.95. Please visit us at www.illyonaire.com and get your teen certified and prepared for the marketplace.

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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 love your site, your products, and the promise that this business brings. But most of all, I love the very person that you are! I have found a wonderful friend in you! * Bernadette*

Making new friends is one of the best perks of this business! Thank you Bernadette and everyone else!

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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

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Feature Article
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10 Simple Steps to a Successful Local Listing

By Emily Thompson

Local search has become one of the most affordable and important ways for small businesses to be found by their customers. In a recent ComScore study, they found that 42% of local searchers wanted to find a business

within 6-15 miles of their home or place of work*. Searchers are looking for more relevance than ever before. With statistics like this, it's more imperative you are giving those local users every opportunity to find your business.

The reality is that there are many factors that can contribute to a successful local, online presence. In today's market, it takes being available at different times and in varied formats to reach the right audience. One of the main ways prospects can find you is through a local business listing. With prime placement right at the top of the search results page, these listings give a previously unheard of visibility to small and local businesses.

So what can you do reach that coveted prime placement, a.k.a. the Google "7-pack"?

1. **Submit your listing**- Seems pretty simple, right? Well, it's a crucial step. Just submitting and verifying your listing can sometimes be enough in less competitive markets. Google takes the verified information as the most trusted, so make sure your listing is claimed.
2. **Have only one, optimized listing for your business** – When you submit your information to Google, you could have the option to choose existing business information, if it exists for your company. You don't want to have competing listings out there, so always claim the existing information and optimize it- so there is only one active listing. I have seen claiming another listing significantly help a business rank better.
3. **Choose correct categories for your business** – Google provides different industry options for you to choose from. These are one of the main factors that determine which searches your listing could show for. Make sure these accurately describe your products and services.
4. **Put your industry and target area in the title of your listing**- This information helps Google, but it also improves your visibility for those keywords.
5. **Be sure to use a local phone number in your listing**- Using a local number lets both the user and the search engine know that you are in fact located where you say you are.
6. **Create a description that's informative**- This descriptive area provides you the chance to give the most information about your company. Use your keywords and provide the details that would be valuable for your customer base.
7. **Reviews are important!** Positive reviews are a huge factor on whether or not someone will choose you business over another. Not only that, but the presence of reviews (both negative and positive) can increase the ranking of your listing. In some industries, I have seen listings perform better by simply having more reviews than their competitors.
8. **Keep your listing up to date**- Updating the information tells the search engines that it's relevant. It can be as simple as updating a coupon, or other details.

9. **Make sure your listing is 100% complete!** Don't underestimate the value of having a completed listing. Google is all about the user experience, and a complete listing shows that your business is providing the most information.
10. **Submit your info to other directories as well.** Google actually pulls your business info from other sites, so it would behoove you to have accurate, standard information about your business from as many sources as possible.

And there you have it- the first steps to getting great rankings for your local listing. While there is no guarantee that following these steps will increase your rankings, an optimized listing almost always outperforms an un-optimized one. So, take the time, and see what you can accomplish. Do you have any other tips for local listings? Please share!

Emily Thompson is the Online Marketing Coordinator for [Kutenda Online Marketing Software](#). Kutenda provides the tools, training and services small businesses need to increase their web presence and grow their business using Internet marketing. Follow Emily on Twitter- @ekthompson

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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Need more traffic to your site? Get the Web Marketers Traffic Course, now with full master resale rights! Traffic can make or break your business. This is an unbelievable deal for only \$17. Read it, learn from it, then resell it and make profits. Click through now...
<http://www.ourbusinessoffice.com/traffic-course.html>

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Let's Have Some Fun!
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Site of the Day: Camping, hiking, biking and more. Where and how to do it. www.Trails.com

Quote of the Day: *Man uses his intelligence less in the care of his own species than he does in his care of anything else he owns or governs.*

*Abraham Meyerson

Fun Free Download: Nexuiz 2.5.2

Nexuiz is a 3d FPS deathmatch game project, created online by a team of developers called Alientrap.

Nexuiz is based on the Darkplaces engine. The darkplaces engine is an advanced Quake1 engine developed mainly by Forest "LordHavoc" Hale, who has been working with the Quake1 engine for many years.

<http://www.alientrap.org/nexuiz/>

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.

"Pop quiz, hotshot. There's a bomb on a bus. Once the bus goes 50 miles an hour, the bomb is armed. If it drops below 50, it blows up. What do you do? What do you do?"

terri@seymourproducts.com?subject=quote

This week's riddle: Roman Numerals

After teaching his class all about roman numerals (X = 10, IX=9 and so on) the teacher asked his class to draw a single continuous line and turn IX into 6.

The only stipulation the teacher made was that the pen could not be lifted from the paper until the line was complete.

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: Draw an S in front of the IX and it spells SIX. No one said the line had to be straight :)