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Business Marketing Bulletin
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June 30, 2009, Issue #159

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Top Sponsor Ads
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We now have openings for top sponsor ads

<http://www.seymourproducts.com/newsletter/advertise.shtml>

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>

Thousands Of 100% Opt-In Leads For Your List
From 1,000s Of Web Sites Across The Globe
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<http://www.listinferno.com/?i=10356&c=a1>

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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 cannot believe it is the last day of June already! Has anyone got a scientific reason why summer goes by so fast and winter so slow?? If so, please let me know. ;-)

I hope everyone is enjoying their summer so far! If you would like to go on a vacation but just don't think you can afford it, here are some ideas for family fun without spending a fortune!

http://affordable-family-fun.suite101.com/article.cfm/ski_resorts_in_summer
http://newteachersupport.suite101.com/article.cfm/family_vacations_on_a_budget
http://travelwithkids.about.com/od/summervacationidea/ss/summer_4.htm
<http://www.pr-inside.com/advice-and-ideas-for-affordable-family-r1343625.htm>

I would also like to wish everyone a fun, happy and SAFE 4th of July weekend! <http://www.maylin.net/Fireworks.html>

In the News

Charging for Online Content Gets Closer

http://www.businessweek.com/magazine/content/09_27/b4138063231553.htm

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

Desert Gold (western/adventure)

The Cultivation of the Native Grape & Man. Of American Wines (crafts/hob)

Instant ReadMe Maker (software/scripts)

Football Days (sports)

Super Simple Money-Saving Tips Series (int. marketing)

The WOW Effect (business)

110 Bite-Sized Tips to Boost Your Website Conversion Rates (web design)

Online Time Management Secrets (self-help)

Water to Gas (cars/driving)

History of Woman Suffrage Vol. 1 (education/homeschool)

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

****Weekly Subscriber Special****

You Tell Me!

If you are interested in a certain package or packages or a specific category or two or three of ebooks, let me know and I will give you a very good deal! The faster you order, the better the deal. ;-)

terri@seymourproducts.com?subject=special

This special is valid from June 30 through July 3.

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 **Leigh Anne Stewart** for being last week's trivia winner! Good luck to everyone this week!

Last week's Q: *What color attracts mosquitoes more than any other color?*
Last Week's A: *Blue – although some of us think it is fleshtone. lol*

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 1645 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 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:

The Best Ghost Stories
<http://www.seymourproducts.com/ebooks-resell/dl/best-gs.zip>

FREE Website Promotion Guide

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

Free Website Directory

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

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

Lots of free website tools

http://www.freedownloadcenter.com/Web_Authoring/Web_Site_Promotion_Tools/

Free Download: PolyEdit Lite

PolyEdit Lite is a **free word processor** that is designed to be **lightweight, reliable, easy-to-use, and extremely fast.**

<http://polyedit.com/free.html>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Web Page Titles

Be sure to give each of your web pages a title with a relevant keyword or two. Do not just call it home page or index.

Making little changes like this can do a lot to improve your search engine ranking.

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Feature Ad
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Sea By Me Candles, we have a variety of candles. All sizes over 50 fragrance choices. Unique air fresheners, bath & body spritzers. Coming soon cold processed soaps and don't miss our exclusive line of aromatherapy necklaces one of a kind pendants made with our customers in mind

<http://www.seabymecandles.com> Join our newsletter today!

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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!

Terri, the free bulk email shooter you sent looks great! I have wanted to start out slow with an emailer but not ready to spend \$20 a month yet. Thanks for always having such useful tools to share with us! Annette Rose

*Hey Terri, Wow !! It's been probably two years since I was on your mailing list I went off into another venture and when I was able to find you guys again I say WOW you guys have come a long way... * Les*

Thank you and welcome back Les!

*I am starting to buy the ebooks for my site, I love your ebooks, all kinds of various topics, I love that! * Leigh Anne*

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Feature Article
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Forget No-Follow: Try This Page Rank Sculpting SEO Alternative by Jeffrey Smith

In case you are searching for [SEO](#) alternatives for the **rel="nofollow" tag** to sculpt page rank, at the end of this post there are links and suggestions for an old school work around. But first, an overview of Page Rank Sculpting...Page Rank Sculpting Overview:

Over time the links you use as anchors become prominent as each page in your website takes on more authority. Not only are links just a way from getting from point A to point B within a website, but they also inherently hold the keys to search engine rankings as search engines use links and anchor text to assess relevance.

Search engines crawl links (within your website) to determine context and align the on page data (what the page is about) to other pages in the site and off page data (what other sites say about your pages).

Sometimes, by using the same links consistently across large areas of a website (such as navigation or a sidebar or template), you unintentionally diffuse the topic of the context or context of that segment. Page rank sculpting allows you to minimize the negative impact or hemorrhaging link flow, while consolidating the most significant links from the most significant sources within your website.

The Dilemma: Structuring Which Links Pass Value

The reason why the no-follow tag became popular was for sites linking out to others, the no-follow tag suppresses link flow from leaving the site providing the link to the site being linked to (in case you do not care to vouch for them or let them rank off your domain authority).

Seeing the benefits of this, some SEO's began using the no-follow tag to sculpt the way that Google's crawlers sifted through their pages. The premise was that by adding a no-follow tag to a link that it would become invisible to the crawlers and then proportionately provide more link juice to the remaining links on the page, this is page rank sculpting.

Much to the dismay of SEO's (who were possibly some of the only people using no-follow to begin with), Google changed the way they processed the no-follow tag and suggested that instead of the link being invisible and the

remaining link flow going to other links (which the link flow from the link) in the no-follow tag simply evaporated.

As a result, those who used the tag internally essentially have disrupted their own internal link graph not to mention could incur dips in rankings due to the amount of trust moving from page to page being diminished.

Now, for the Technique

As promised, here is the link to an "old school" advanced SEO technique hailing from the, pre-nofollow tag" era. In addition to using javascript links (which are now crawled from search engines), here is one no-follow alternative that you can employ in minutes courtesy of renowned SEO expert Charles Hefflin from SEO2020.com.

For those unfamiliar with the technique, the no-follow tag is a tag you can implement within the html code that allows a website to "link out to others" and not incur one of two things (1) theme diffusion or (2) a potential penalty from Google.

This tactic uses a minor modification to your robots.txt file and /cgi-bin/ directory and redirects links from a /cgi-bin/ script that elects to block spiders from crawling from the robots.txt via an exclusion command like the one noted below as an example.

```
User-agent: *
```

```
Disallow: /folder/
```

This is one of many techniques you could employ, but this one is quick, effective and preserves the link equity you have within your own website.

In the event you are curious to what the reference is for theme bleeding (it is covered in Charles's post), or you can refer to our post on theme density and theming and siloing for a larger overview as an effective alternative to using flat site architecture (keeping all files in the root folder vs. subfolders segmented by topic) for search engine optimization.

Hat tip once again to Charles Hefflin on this priceless SEO technique that places the power of "page rank sculpting" back in the hands of webmasters who can appreciate the simple beauty and impact of this effective on page SEO technique. That is of course, if you elect to use it...

Jeffrey Smith is an active [internet marketing](http://www.seodesignsolutions.com) optimization strategist, consultant and the founder of Seo Design Solutions Seo Company <http://www.seodesignsolutions.com>. He has actively been involved in internet marketing since 1995 and brings a wealth of collective experiences and fresh marketing strategies to individuals involved in online business.

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.

Fill in the blank: SCUBA divers cannot pass gas at depths of _____ feet or below.

We all need to know this so send in your answers to terri@seymourproducts.com?subject=answer

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Feature Ad
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Times are tough but they don't have to keep you down.

Download your free copy of
"Positive Quotes to Keep You Going in the Tough Times"

<http://www.bz9.com/qb>

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This 'n That - A Little Bit of Everything!
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What happened on the day you were born?

<http://www.kakophone.com/kakorama/EN/>

*Coming together is a beginning. Keeping together is progress. Working together is success. *Henry Ford*

*It is amazing how much you can accomplish when it doesn't matter who gets the credit. * Author Unknown*

DAILY FILM DOSE! A daily film review and appreciation blog. A new review every day. Great stuff! <http://www.dailyfilmdose.com/>

Fun Free Download: Intense Concentration

Intense Concentration is a collection of mind games. The games include Concentration, Scrambled, Jigsaw and Leap.

<http://www.mikes-space.com/intense.htm>

This week's riddle: What Am I?

"I know what my job is,
The point has been made.
You say I have a big head,
And you're right, I'm afraid.
So put me in my place,
And then leave me alone.
What I need most,
Is someone to drive me home."

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

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Contact Info
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Terri & Terry Seymour
Owners, SeymourProducts.com
terri@seymourproducts.com

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Answer to Riddle: I am a nail!