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Business Marketing Bulletin
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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 1885 subscribers. More info:
<http://www.seymourproducts.com/newsletter/advertise.shtml>

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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,

Things are slowly getting back on track. I have a lot of people asking about how to get started with their own ebook store so this week's special is for them. Read more below in the Weekly Special section.

It is hard to believe it is well into June already! Why does summer seem to go much faster than winter! ;-)

In the News

[Consumer Groups Call For Stronger Online Privacy Measures](#)

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

Deadly City

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2387

Fast Fitness

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2388

Exploiting Clickbank for Fast Profits

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2389

Love, Life and Work

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2390

Newbies Guide to Online Hobby Profits

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2391

How to Use PLR

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2392

Article Master Series Vol. 14

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2393

Lessons in Raja Yoga

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2394

How to Lose 10 Pounds Naturally

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2395

Healthy Weight Loss for Teens

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=2396

****Weekly Subscriber Special****

Start Your Own Store Special ; -)

To help you get started with your own store, I am offering the following store packages at 50% off the regular price!

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=389

This package can be yours for just \$50.00!

http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=926

This package can be yours for just \$18.00!

If you would like either package, just login to your Paypal account and send payment to terri@seymourproducts.com and I will send you the link to your new ebook store package!

This special is valid through June 11, 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 am sorry to say there was no winner of last week's trivia. Good luck to everyone this week!

Last week's Q: *What famous hero actor's real name is Marion Morrison?*
Last Week's A: *John Wayne*

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 1885 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:

10,000 Dreams Interpreted

<http://www.seymourproducts.com/ebooks-resell/dl/10000d.zip>

Email Etiquette for Professionals

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

5 Ways to Get People to Buy from Your Site

<http://www.buzzle.com/articles/5-ways-to-get-people-to-buy-from-your-website.html>

Lots of Free Resources for Webmasters

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

Free Download: ooVoo

Free video chat and conferencing for friends, family and business!

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

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

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eCommerce Marketing Tip
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Keep People Coming Back to Your Site with Helpful Tips

Post a tip board on your site. Change the tips daily or weekly to keep people coming back for more. Make sure the tips are helpful and contain useful information and/or resources.

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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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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 so much for your quick responses, as well as the replacement eBook. I'm looking forward to doing business with you, and truly appreciate finding a reputable company such as yours to do business with. * Cynthia*

*I just wanted to drop you a quick line and let you know I received the Ebook Inventory CDs. It takes years to amass this much information so you've allowed me to shorten the process tremendously. Thank you very much for your great customer service and for offering such a valuable product at a tremendous discount. I hope to follow in your shoes in offering these valuable products at such an affordable rate. I feel sorry for those that missed out!!! * Felisha*

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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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Milestone Tracking with Google Analytics

by Debbie Everson

Web analytics is a valuable tool for website performance monitoring and measurement. Website owners and administrators prefer to use Google Analytics, in particular, because of its easy-to-use features that simplify website tracking, analysis, reporting, and corrective activities.

Google Analytics has a user-friendly graphical user interface (GUI) that makes it popular among expert and non-expert website operators. A wide range of features — advanced segmentation, e-commerce tracking, analysis tools, and APIs – provide accurate data gathering and reporting.

Why are tools such as Google Analytics important for website performance tracking? In the old days, website owners have no accurate means to gather data and assess the successes or failures of their websites. Google Analytics tracker scripts which are embedded into website pages gather relevant data for each accessed page. This data is interpreted and presented to website

owners in varying perspectives, trends or patterns. The resulting data aid website owners in assessing whether traffic generation strategies, marketing campaigns, or whatever business goal they have set, are effectively achieved or not.

Intelligent Data Mining and Analysis

Google Analytics is popular with website owners because it is easy to deploy and is able to gather accurate statistics on website performance. It can generate accurate reports and present it in a way that is understandable to technical and non-technical users.

Depending on the goals of the business, there are several features in Google Analytics that are useful for goals or performance tracking. Here are a few of them:

1. Customized segmentation. Website owners can use segmentation to focus on monitoring website data relevant only to the site's business goals.
2. API packs for data manipulation and tracking. The Data Export API allows client applications development that can be integrated into Google Analytics data transformations, while the Tracking API allows for customization of the way the tracker script gathers data.
3. Analytic tools. The core strength of Google Analytics comes from the use of statistical methods making use of multiple dimensions, filtering and pivot tables, among others, to mine relevant data.

Performance Monitoring Flexibility

Google Analytics provides customization of data variables useful in aligning monitoring activities with business goals, which are then sent as reports to website owners in aid of decision-making. The bottom line is that only needed data are presented in custom reporting, giving the convenience of browsing only useful data instead of a multitude of unnecessary information.

Performance monitoring is made flexible and can be deployed in any of the following scenarios:

1. E-commerce monitoring. It is possible to correlate e-commerce transactions with targeted keywords and marketing campaigns, and measure customer engagement with the site, as well as identify new sources of revenue.
2. Multi-channel tracking. It allows tracking not only traditional channel access but also other sources such as mobile phones applications and websites.
3. Benchmarking and Goal comparison. Threshold levels can be tracked from sales to conversions, making it possible to assess the current performance of the website.

Using the same infrastructure that supports the Google search engine, Google Analytics assures integrity of the data gathered, as well as the privacy of visitors to the website. Together with its multiple features and ease of implementation, this is one analytic tool that can really support comprehensive and accurate site performance appraisal.

Debbie A. Everson is the CEO of SearchMar.com, experienced [SEO Consultants](#) and Search Engine Optimization Agency to over 2,000 small businesses. Read my [SEO Blog](#) for hints and tips. Follow me on Twitter @searchmar. Call 1.866.885.6263 to speak to one of our SEO Consultants and receive your free consultation.

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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Stand out from the crowd!

Send high-impact newsletters, video emails, and follow-up campaigns that hit their revenue targets! <http://www.GetResponse.com/index/Seymour>

According to superstition, what will happen if a woman is buried in black?
terri@seymourproducts.com?subject=answer

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Let's Have Some Fun!
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Site of the Day: The institute's aim is to investigate the history of humankind with the help of comparative analyses of different genes, cultures, cognitive abilities, languages and social systems of past and present human populations as well as those of primates closely related to human beings. <http://www.eva.mpg.de/english/index.htm>

Quote of the Day: *"I find that the harder I work, the more luck I seem to have."* * Thomas Jefferson

Fun Free Download: Heroes of Might and Magic

Inspired by the global perspective of Heroes of Might and Magic chronicles, Heroes of Might and Magic Online allows gamer to play as a hero working for one of the eight races. Players can then build their own castle and recruit a strong army to fight in hundreds of conquests.

<http://homm.91.com/index/>

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.

"Life is a fragile thing, Har. One minute you're chewin' on a burger, the next minute you're dead meat."

terri@seymourproducts.com?subject=quote

This week's riddle: What Am I?

Tis true I have both face and hands,
And move before your eye,
Yet when I go, my body stands,
And when I stand I lie.

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:

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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: I am a clock!