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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. Article: 14 Steps to Good Business Website Design
9. Feature Ad
10. This 'n That Little Bit of Everything!
11. 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

Download for FREE, Right Here!

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

Generous two-tier program. Whether you are a sales professional or the proud owner of an Internet or brick-and-mortar business, our 'traveling billboards' deliver your message to thousands of motorists and pedestrians every day. I.D. IT! Plates work hard for you in downtown traffic, on a crowded freeway or even while you're parked at the mall.

<http://www.iditplates.net/new/4413/index.html>

***** **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,

We will be moving sometime in the next couple of weeks so the Bulletin might be late. It will probably be the last week of the month. I will try to stay on schedule and hopefully can tell you more next week.

I am working on the next \$15.00 niche package, which will be Yard & Garden. It should be available by the end of the week. This week's special has to do with niche products as well. Read more about it below. Thank you!

In the News

More Cyber Attacks Target U.S., South Korean Networks

<http://www.dailytech.com/More+Cyber+Attacks+Target+US+South+Korean+Networks/article15650.htm>

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

Caring for Your Garden (yard/garden)

Google Adwords Exposed PLR (internet marketing)

Quick Weight Loss Action (health/fitness)

Goal Realization PLR (self-help)

Dealing with Asthma Naturally (health/fitness)

Affiliate Marketing Know How (internet marketing)

Emotion Control PLR (self-help)

Marketing on a Budget PLR (internet marketing)

How to Sell Non-Marketing Niche Products PLR (business)

Before the Secret PLR (self-help)

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

****Weekly Subscriber Special****

Any Category for Half-Price!

Choose any one or more categories and get all the products for half price. If the category you would like has 50 products, get them all for just \$25.00, or pick how many you want from the category (minimum of 10) Choose your category, order half the items you want and email the titles of the second half of the products you would like and I will send you the links.

terri@seymourproducts.com?subject=half-off

This special is valid from July 14 through July 17.

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 **Chrissi Burrell** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: *What is a baby platypus called?*

Last Week's A: *There were two acceptable answers to this question:
Puggle or Platypup*

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 1650 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 Lost Continent

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

Free Small Business Help *and* Free Small Business Solutions

<http://www.buzgate.org/>

Check your site for broken links

http://www.yellowpipe.com/yis/tools/link_checker/index.php

Add Your Site for Free

<http://www.scrubtheweb.com/addurl.html>

<http://www.axandra.com/submit-site/>

Free Download: SmarterTrack 4.x

SmarterTrack 4.x is a powerful help desk application built for tracking, managing, and reporting on customer service and communications, including sales and support issues.

<http://www.smartertools.com/SmarterTrack/Free-Customer-Service-Software.aspx>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Promote Your Business with a Free eBook Club

Give all your members a free ebook each month and be sure to add your biz info to it. This will spread the word about you and your business. This could greatly increase your customer base and income!

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Feature Ad
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Power-packed FREE
Videos to end your
Hurt & Financial Struggles!
<http://mindmovies.com/vid1-4/?11896>

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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 really enjoy the content of your newsletter every week. And the value you offer in your ebook selection is second to none. Most other sites charge at least 3 times your prices! You provide so much value that I can't imagine getting my ebooks from anywhere else! * Greg Ahrensfeld SavingsParty.com*

*Terri, just wanted to congratulate you on your life changes, and let all of your customers, old and new, know that you have the best service, and integrity I have seen on the web. If they took the time and read everything on your newsletter, they would be very surprised at all the wonderful and intelligent information, and fun they could benefit from you. I appreciate you, you have helped me do great things with my businesses, and yes, some days my sanity!! Keep going and most of all have FUN!! * Terri Case*

*Hi Terri: First of all I just wanted to say you are AWESOME. To respond to my email -on Sunday-when I really didn't expect a reply until Monday, is what really sets you apart. You are one in a million!!! Thanks once again for all your great help!
* Annabelle*

George Clooney owned a special pet. The pet has died after 18 years.
Name the kind of animal and his name.
terri@seymourproducts.com?subject=answer

14 Steps to Good Business Website Design

by Neil Holley-Williams

How important is Website Design? Your Website needs to look professional and trustworthy in order to create buyer confidence. A poorly designed Website will cost you sales.

So where do you need to start?

1. Choose a Domain Name.

A domain name is the web address of your website (i.e. www.bizhelp24.com). All websites must have a domain name before they can go live on the Internet.

If you have an advertising budget to promote your business, then it is beneficial to choose a domain name that is the same as your business or gives people an idea of what you sell. Alternatively, if you do not have a large budget, it may be more beneficial to use a domain name that includes a 'keyword' so that when people search for something specific your site has a better chance of being found.

For example if your site is about relieving back pain, a domain such as 'www.backpainrelief.xxx' will be more likely to show up in searches.

Either way, you need to use a name that benefits your long-term business aims, and not something that is restrictive. E.g. 'wellheeled123.com', might be a clever name for a business that sells exclusive shoes. But if that business then diversifies into other products, the website name is no use anymore.

2. Design Your Home Page.

The Home Page is probably the most important page. It's the first page your visitors will see, so you need to make a good impression. On this page, you should communicate who you are and why you have a website. You want to make sure that your message is clear and not lost in many long paragraphs. Try to divide your text into sections that you can mark with headers in a larger font or using bold text. Don't underline text as this can make it look like a link.

One of the most important aspects of the text on your home page is the "Call to Action".

“Call to Action” is the text that tells your visitors what you want them to do next. Do you want them to call and schedule a consultation, visit your shop, or just browse the other pages in your website? Make this command prominent by changing its color or increasing the font size.

Also consider uploading an image or two onto your Home Page. A colorful image will help to captivate your visitors and they will be more likely to continue browsing your site.

You need a simple Home Page that clearly communicates your website’s purpose and goals.

3. Design Your About Us Page.

The About Us page of your website should be used to reveal a little more about yourself or your business. Consider any additional details that might be important to your customers.

You should also consider having a Map of where you are located. Having a Map on your About Us page creates a very professional feel for your website and makes your small business look big.

If you do not operate out of a physical location, think about other things that your customers would find interesting about your business. Perhaps you have an exciting company background that you could share or more details regarding the services you offer.

Whatever you decide to write, remember to keep the text in short paragraphs.

4. Design Your Contact Us Page.

You are now getting very close to having designed a good 3-page site. The last element that all websites should have is a Contact Us page.

Include the best way to contact you directly on this page. Make your phone number or email address prominent on the page, perhaps with different font styles.

Make sure to keep this page simple though, as you don’t want your customers to get distracted by other content. Ensure each page in your site has something valuable to offer. Don’t design ‘Pretty, But Useless’. Let’s step back and realize that a web page exists to provide something that’s useful or interesting to visitors. If your page doesn’t have that, then you must fix that problem before you worry about how to present it.

What are you offering to your visitors? Why is it worth their time to visit your site? Focus on that before you move on to how it should look.

5. Keep Advertising Ratio 25% or Less

Amazingly, I see some sites that are almost nothing but ads. We know that no one would turn on the telly if it were just adverts, or buy a magazine if it were just ads and no articles. By the same token, a website also has to have more than ads if it's to be successful. If you are running ads on your website, then you should ensure that the ratio to editorial is no more than 25% to 75%. Your visitors came to your site to see what YOU had to offer.

If you have affiliations and partnerships that are relevant to your site, then by all means include them. Don't do what I saw recently on a website for a large fabric retailer where the web designer had put her friend's Aromatherapy Massage practice in as a link. It's not professional.

6. Don't Distract With Blinking/Scrolling Text Or Auto Play Video/Audio.

Animation and sounds are distracting. How can anyone concentrate on reading what's on your site when there are things flying around the page? It's like trying to read a newspaper when someone's poking you in the shoulder repeatedly.

Scrolling text does nothing to serve the visitor. If it's on a site it's because the site owner thought, "Let me show how cool I am." Don't design the site for yourself, design it for the people who will actually use it.

If you have relevant audio or video on your site, make it so the visitor can play it when THEY want, not at start up.

7. Don't Use Image Backgrounds.

Full Image backgrounds mean "amateur". A site like this can also have extremely slow page-loading times. This is NOT a professional image, and will turn visitors away.

8. Put Thought Into Organization.

Think about what content you have and how it should be organized. This is just as important as what your site looks like, so spend time on it. You are not doing your visitors a favour if everything is thrown up higgledy-piggledly, and they have to leap about the site looking for what they want instead of being informed.

9. Minimize Clicking!

This is so important. Put as few clicks between the visitor and the information as possible. Clicking around will make the visitor abandon the site and go elsewhere

10. Limit Page Length To 2 Screens.

This is where it gets a bit difficult. While you should put a lot into the design to limit clicking, you should also avoid going too far in the opposite direction by putting too much on one page.

You should normally limit a page to 2 screens. Articles by their nature, like this, are exceptions to that rule.

11. Include a Navigation Menu on Every Page.

Always include a menu on the page. This allows the visitor to start all over again at 'Home', or to click on another page that interests them.

Don't put navigation links only at the bottom of pages, because then users will have to scroll down to the bottom to get to them (unless your pages are very short).

12. Website Readability.

A line of text should be no more than about 600 pixels wide. What does THAT mean? Well it means that your website page should be no wider than say the middle two thirds of your monitor screen. The reason that newspapers and magazines are printed in columns is to make the lines short, so after you read one line, it's easy to find the start of next one when your eyes flick left.

The problem with wide layout is that the content will be too wide to read easily for those visitors with really large screens as the content expands to fit the screen (or window).

13. Use Contrasting Colours with Text. It is hard to read light text if it is on a light background, or dark text on a dark background.

There are also some combinations that just don't work. For example I came across a website just yesterday that insisted I try to read a bright green font on a bright red background. I persisted only because the company owner was seeking my advice and help.

14. Seek Advice.

If all this seems too much to take in, remember you can always call in the professionals. A good designer will take all of the above into account, and much more if he or she is considering the area of Search Engine Optimisation (SEO) for your website. He wants it to work for you. There are many companies around who will do all the above and much more; for just a few hundred pounds.

Neil Holley-Williams is a Specialist Designer of Small Business Websites and Business Identity Products. Neil is also studying advanced SEO techniques for use with his clients. For more information visit <http://www.hwmarketing.co.uk>

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 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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The Metropolitan Museum of Art
<http://www.metmuseum.org/>

Yesterday is history. Tomorrow is a mystery. And today? Today is a gift. That's why we call it the present. * Babatunde Olatunji

Funny humor blog about all kinds of things funny and not only. Funny pictures, videos, and stuff. Enjoy! <http://www.blameitonthevoices.com/>

The real measure of your wealth is how much you'd be worth if you lost all your money. * Author Unknown

Fun Free Download: Gunbound 8.01

Gunbound is a game like Worms - only this time played with tanks called

Mobiles. Your avatar controls a tank, or "mobile", and you compete against other players, by either shooting at them and killing them, or by scoring points by killing "Jewels" in the Jewel type game.

<http://gunbound.softnyx.net/>

This week's riddle: Cogs, Tigs and Pabs

Some cogs are tigs.

All tigs are bons.

Some bons are pabs.

Some pabs are tigs.

Therefore, cogs are definitely pabs.--- TRUE or FALSE?

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: False. Some cogs may be pabs, but not definitely all of them.