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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

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.

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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,

This week starts our moving so I haven't been able to get the Yard/Garden Package in the store yet but will do so as soon as I can. I dread and love moving at the same time. More than likely the Bulletin will come out on Wednesday next week instead of Tuesday. Thank you for your understanding.

If any of you will be moving in the near future here are some tips to help make it easier:

http://interiordec.about.com/od/moving/a/org_movetips.htm

<http://www.moving.com/articles/move-tips.asp>

In the News

The Anatomy of the Twitter Attack

<http://www.techcrunch.com/2009/07/19/the-anatomy-of-the-twitter-attack/>

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

The Distinguished Delegator (business)

Optimize Your Website (web design)

English Poets of the 18th Century (poetry)

Astounding Stories: Vampires of Space (sci-fi)

The Bad Habit Liberator (self-help)

Traffic Jam (internet marketing)

Contact Automator (software)

Brick and Mortar Business for Newbies (business)

Freelance Mastery (jobs/career)

Lessons in Yoga: The Yoga of Wisdom (health/fitness)

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

****Weekly Subscriber Special****

Moving Sale

Because we are moving this week, I would like to have a really good special. How about Pick Your Own Special! These are your choices:

For every 5 ebooks you buy, get 5 free! (order 5 and let me know the 5 you want for free)

PLR Party – order PLR Package # 1 and get PLR Package #2 FREE!

[#1](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=924)

[#2](http://www.seymourproducts.com/ebooks-resell/view_item.php?ItemID=925)

Last Choice is – Get any 25 ebooks, plus the store, for just \$15.00! Order 15 and then send me the remaining 10 titles!

Choose one of the above and have fun shopping in our store!

This special is valid from July 21 through July 24.

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 **Sylvia Seamands** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: *George Clooney had a special pet. What kind of animal was it and what was its name?*

Last Week's A: *He had a potbellied pig named Max!*

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 1660 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: Breakfast Dainties
<http://www.seymourproducts.com/ebooks-resell/dl/BrDa.zip>

Everything a Webmaster Needs – Free!

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

Free forms and contracts

<http://www.internetbusinesshelper.com/Reports/contracts.html>

Free Article Directory – Submit your articles and/or get content for your site, ezine, etc. <http://compassarticles.com/>

Free Download: The CalcMan

A no-mouse required Calculator supporting constant operator and visual effects. <http://venussoftcorp.co.cc/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

Fill in the blank: Taphophobia is the fear of _____ !

terri@seymourproducts.com?subject=answer

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eCommerce Marketing Tip
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Using Psychological Words in Your Ads

How you word your ad can make a big difference to how it does.

Instead of using the word buy use, "Invest"

Let your prospects know your products are not outdated. Use words like "New" "Latest" etc.

Here are the top 14 power words used in advertising:

<http://www.leadsexplorer.com/blog/117/top-14-power-words-for-email-advertising-and-communications/>

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Feature Ad
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Women's Health Shoppe offers high quality all natural supplements.

Heart health, digestive health, immune boosters, anti-aging and more. Bios Life Slim lowers cholesterol, helps burn away body fat, and smoothes the blood sugar curve. Lose weight and get heart healthy too! \$60 orders ship free, products guaranteed. Visit <http://www.womenshealthshoppe.com>

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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 am on the verge of returning a program that I have purchased from a business which I will not name and by the way she is a multimillionaire. I was drinking my tea, still researching for my business and I have been stuck on your website and I have received so much information for FREE, FREE,

*FREE and it really blows my mind. Not only in your articles and e-courses, but you also give websites that may be helpful as well. So, I just wanted to say thank you and may God bless you and your business. * Denise*

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Feature Article
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How Glossaries and FAQs Can Improve Search Engine Rankings

by Ross Dunn

A large part of my time at StepForth as a search engine optimization consultant is spent conducting competitor research on behalf of our clientele. This service is focused on deconstructing the marketing campaigns of each competitor while identifying the tactics that appear to have fundamentally contributed to their search engine success. As you might imagine I come across many intriguing techniques that work and many that don't. In this article I will account for a couple of techniques that appear to be overlooked by many but have proven time and time again to work; the creation of an on-site glossary and frequently asked questions (FAQ) section.

Create a Glossary

I imagine we have both shared one frustration with the Internet at one time or another and that is jargon... and too much of it. Acronyms, and bafflegab seem to be unintentionally utilized on websites all over the web (I am guilty too, I admit it) and I often wish there was a simple way to find a definition within a website rather than visiting an online dictionary. In some cases I find a website where the owners have smartly linked a potentially confusing term to an off-site definition which is kind to the user but a waste of a great optimization opportunity. Whenever an occasion arises where a link to a definition would be worthwhile it makes far more sense to link to that content within your own website so that you can gain credibility in the eyes of a major search engine like Google.

You see, Google's algorithm is essentially a credibility calculator; it considers a whole host of elements on your website and pointing to your website to determine where it should be ranked. The algorithm considers countless elements including the uniqueness and relevance of each page's content to the number of links pointing to your site from other credible and relevant websites. In this case, a small boost in credibility can be gained by first having the added relevant content inherent to a glossary and second by linking a word/phrase from a page to its definition within your glossary.

For example, if your website (i.e. www.xyzname.com) sold a wide variety of wood working tools and furniture building plans online it would be to your

benefit to provide a fairly comprehensive glossary of woodworking terms on your website. Once the glossary is complete you can then occasionally link to the associated terms from within the written content on your website.

Okay, I see that the content within a glossary is relevant but I am not clear on why these links help?

A search engine algorithm tries to ascertain credibility in much the same manner humans do; we just take our innate calculations for granted. So consider how you would feel if you were on the woodworking site reading a tutorial on building a rocking chair and whenever a confusing term appeared you were provided with a link to a glossary on the site kindly defining the term. This small convenience would probably inflate your opinion of the usefulness of the website and in-turn the credibility of the website would be less in doubt. Search engine algorithms assimilate these helpful links in much the same manner so by helping your visitors you are also helping your website.

Wait! There is another bonus to having a glossary:

As an added benefit glossary pages also have a great chance at obtaining rankings for their associated definitions precisely because they have links from relevant text pointing to them. As a result, a woodworking glossary might become an entry page for curious surfers or even a page where other woodworking sites link to for a definition.

In short, glossaries are simply a win-win tactic for nearly any website. In fact, as I write this I can't think of a single website that would not benefit from a glossary.

Create a Frequently Asked Questions (FAQ) Page

Now that you have read why an on-site glossary is important perhaps the concept of adding a Frequently Asked Questions section to your website is a no-brainer or perhaps not. Either way if you don't have a FAQ page then get your hide in gear and create one ASAP.

Like a glossary a Frequently Asked Questions page is a perfect place to build the credibility of your website and put to rest the fearful/concerning questions that often arise in relation to your products/services. If you need some ideas of what questions a prospective customer might ask try calling a few clients and ask them what they looked for before ultimately choosing your company. In addition, try placing a submission form on your contact page where prospects can ask you a question directly – just be sure to respond with haste. Then place the question and your response on the appropriate FAQ page.

Yet another bonus from having an FAQ

It is very common for the average surfer to search the web using questions. If your FAQ uses the wording that you think your prospects will use when searching you will have a good chance at acquiring some extra high quality traffic. Do some research using a [keyword analysis tool](#) and try to find the best wording for each FAQ.

Tips for Building an Optimized Glossary or FAQ

Now I imagine that every expert in the SEO field has a different preference for designing the 'ultimate' glossary or FAQ but there are definitely some important tips to keep in mind for both:

1. Keep the pages relatively short. For example, I do not recommend having the entire glossary or FAQ on a single page unless they are relatively small. Ideally I would limit the number of questions or definitions to 10 or 15 on each page.
2. When building a FAQ try to devote each FAQ page to a singular topic. For example, on a woodworking site the FAQ for one page might be on the installation of a wood floor and another page would be devoted to questions on laminate floor installation.
3. When formatting the content for both the glossary and the FAQ try to link to related content within your website. This way if any visitors or search engines enter the site via one of these pages they can find great related reading material in a single click.
4. Make sure that a "back" button or a button that takes the user to the glossary or FAQ main navigation is available after each definition/answer. This will make it easier for visitors to navigate each resource or find their way back to their original reading material.
5. Add content to both resources whenever possible. It is often very simple to add a new definition or question and over time each resource will become more and more valuable to your users and ultimately contribute more to your website's success.
6. Ensure that the FAQ and Glossary pages are included in your XML sitemap so that search engines can regularly index them for fresh content (see [Google XML Sitemaps – The Basics](#)). That said, I advise setting the suggested re-index rate monthly unless the resources will be updated more often than that. After all, these pages are supposed to help but not take away from the core content of your website.

Your Competitors Are Doing It or They Will

If your website lacks a glossary or a FAQ I can only hope that this article convinced you to make it a priority. These tools are noted as contributing factors to the success of competitors throughout many of my analysis

contracts and simply put they are too simple to add for anyone to be without them. Even if you have to hire your search engine friendly web designer to add these resources the ends will justify the means.

Ross Dunn is the CEO at StepForth Web Marketing Inc.; based in Victoria, BC, Canada and founded in 1997. You can read more of Ross's articles and those of the veteran StepForth team at <http://news.stepforth.com> or contact us at <http://www.stepforth.com>

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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'What the Prince is looking for is worldwide support from every kind of person interested in saving the planet by preserving the rainforests of our world. He is not looking for money!! The single most important ingredient is support by millions for the ideas, and from that should spring the means to engage the key players in all countries to work towards this common goal.'
<http://www.rainforestsos.org/>

Life moves pretty fast. If you don't stop to look around once in a while you could miss it. * John Hughes

Get fresh ideas, videos and articles on how to live a greener, healthier, more balanced life at Lime.com. Topics range from natural and organic recipes to eco-remodeling to managing stress and getting fit. www.lime.com

Fun Free Download: Cluster, Cave Dudes, Liar's Dice and More!

<http://fasteddiessoftware.com/videogames.aspx>

This week's riddle: Common English Word

What common English word will describe a person or thing as not being found in any place and yet with no changes other than a space between syllables, will correctly describe that person or thing as being actually present at this very moment?

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
=====

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

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Answer to Riddle: The word is "NOWHERE". When a space is placed between the 'w' and 'h', you get the words "NOW HERE".