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

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Immediate openings for top sponsor ads! Order now and reserve your date for the fall marketing season!

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

\*\*\*\*\* **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 have successfully made our move and are getting out from under the subsequent chaos! ;- ) It is "almost" back to business as normal. Terry is on the road starting his new business venture. It will be tough for the first month or so but all will be well. We live our life by the saying, "What doesn't kill you makes you stronger!" How true that is!

To help us as well as anyone else who needs to stretch their dollars or are going through a rough time, these tips can help:

<http://www.getrichslowly.org/blog/2009/05/18/how-to-save-money-on-food-great-tips-from-three-years-of-get-rich-slowly/>

<http://www.consumerreports.org/cro/money/shopping/ways-to-save-on/spend-less-on-everything/overview/spend-less-on-everything-ov.htm>

## **In the News**

Twitter Banned from the White House

[http://www.readwriteweb.com/archives/twitter\\_banned\\_from\\_white\\_house.php](http://www.readwriteweb.com/archives/twitter_banned_from_white_house.php)

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

200 PLR Articles for July 2009 (PLR Articles)

Credit Score Confidential (money/finances)

Home Security Exposed PLR (home and family)

Super Article Traffic (article marketing)

Software PLR Phantom (internet marketing)

Body Sculpture PLR (health/fitness)

All Rights Made Easy (ebook reselling)

Kicking the Habit – A Smoker’s Guide (health/fitness)

The Ultimate Pregnancy Guide Package (children/child care)

Golden Stars in Tatting and Crochet (crafts/hobbies)

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

## **\*\*Weekly Subscriber Special\*\***

**\*Moving Sale\*** (Held Over)

I would like to extend this special to give everyone a chance to take advantage of the great deals! 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 29 through July 31.

**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](mailto: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:** *Fill in the blank: Taphophobia is the fear of \_\_\_\_\_ !*

**Last Week's A:** *Being buried alive!*

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. 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:** Leo Tolstoy's Anna Karenina

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

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Free ebooks on building and promoting websites!

<http://www.bastinmarket.com/freebies.html>

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Free Link Exchange Network

<http://linkpartners.com/>

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Free Advertising Forum

<http://www.freeadvertisingforum.com/webpage.php?referrerid=3453>

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**Free Download:** Best Keywords Finder

This software finds the most commonly used search engine keyword combinations with a single button click.

[http://www.filesweb.com/best\\_keywords\\_finder.html](http://www.filesweb.com/best_keywords_finder.html)

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Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

Babe Ruth wore something strange under his cap to keep him cool. Be the third person to tell me what it was and win a free feature ad! ;-)

[terri@seymourproducts.com?subject=answer](mailto:terri@seymourproducts.com?subject=answer)

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eCommerce Marketing Tip  
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Try Article Trading!

Instead of ad swapping with other ezine publishers or webmasters, try doing an article swap. An article can be more powerful than an ad and will do a lot to help build your business.

When you find the articles you are looking for, contact the author and explain your offer. Let him/her know the benefits of trading articles with you. Be selective in choosing the articles. You want well-written articles that contain helpful information and/or resources.

Compiling vast and varied articles will draw more visitors to your site as well as improve your ranks in the search engines. Having your articles posted all over the net will help build your reputation and increase your online success. Get started today with Article Trading!

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Feature Ad  
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Do you love eclectic jewelry, something different and one of a kind  
Introducing our inspirations collection. Handcrafted and original.  
These are also aromatherapy pieces. You have beauty and aroma  
all day long.

Comes see us <http://www.rawearthcreations.etsy.com>  
eco friendly, funky, one of a kind, made just for you!

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Feedback  
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Please send in your comments, suggestions, questions, etc to  
[terri@seymourproducts.com?subject=feedback](mailto:terri@seymourproducts.com?subject=feedback)  
We appreciate all feedback, good or bad!

*" I have yet to come across another company and person such as Terri Seymour*

*from Seymour Products. I emailed her one Sunday with a technical question, not expecting an answer until Monday or Tuesday, and to my surprise, I got a response back only 10 minutes later on a Sunday! In today's day and age where service is often appalling, it is truly refreshing to find such dedicated people. And the service has continued to be first rate all along." A. Alarcon, [www.ebookstoyoursuccess.com](http://www.ebookstoyoursuccess.com)*

*"When I first start working online in the late '90's, I hired Terri as a consultant to show me how to market and grow my business. Everything Terri taught me always had the foundation of building relationships and solving problems for clients and customers. Now, ten years later, Terri's THE e-Book Lady, well known in the online community for her relationships with her customers. She always goes the extra mile in making sure her customers are satisfied, have everything they need to grow their business, and the support and encouragement to carry them through. I definitely recommend Terri Seymour!" Livvie Matthews [www.writebusiness.net](http://www.writebusiness.net)*

Thank you so much Annabelle and Livvie! I greatly appreciate your recommendations and anyone else as well who offers their opinions.

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Feature Article  
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## **Link Building: Who Is Your Website's Biggest Competitor?**

By Steve Shaw

### **Have you ever noticed that competitive runners achieve their best race times when they are pitted against worthy competitors?**

You can be an excellent sprinter, but odds are you will not run your personal best on a track by yourself—most of the time it's the spirit of a heated race and a determined runner breathing down your neck that makes you dig down deep give it all you've got.

The quest for a higher search engine ranking and more website traffic is much like athletic competitions. When you're trying to get your site ranked higher in Google, you are not operating in a vacuum—you have competitors, whether you acknowledge them or not.

Your progress is not only dependent on your own efforts at marketing your site, but the efforts of your competitors—if other website owners are more consistent, more reliable, and more focused in their marketing, there's a good chance that they will outrank you.

With website rankings, there is a constant jockeying for position, so it is extremely helpful when you're trying to market your site and get a higher search engine ranking if you will use your competitors to your own advantage.

Before you start your next link building campaign, take a look around the playing field and gather some intelligence about those you're running against.

## **How Can You Tell Who Your Competition Is?**

It's actually quite easy to tell who your top competitors are—just do a search for each of your keywords in Google.

### **What site is at the #1 position?**

Unless it's you, that website is your top competition. Repeat this search for each one of your keywords.

When you're starting out, you may want to limit yourself to 3 main keywords whose competitors you're keeping track of. That way you have 3 competitors to keep track of, and that will give you a good idea of how you're progressing and also how far you need to go to catch up to the #1 position.

### **What Type Of Information Should You Keep Track Of?**

Alright, now that you know who your top competitors are, it's time to do a little investigating. Here are the main bits of info that will help you get an idea of where your site stands in relation to site holding the #1 position.

#### **1) How many backlinks does the competing website have?**

You can do a backlink check by typing the word "link:" (following by a colon) and then the competitor's URL into the Google search box. The results will be a listing of sites that are currently linking to their site, and at the top of the page you can see a total number of backlinks.

#### **2) What is their search engine rank for the keyword?**

For the first month at least, their ranking is #1.

Another thing that will be interesting to you is to see how the site that is ranked at #1 can fall if they are outdone by another site further down in the ranking. If you are consistent with your link building campaign, you can see your site climbing up the rankings each month, until finally your #1 competitor drops from the number one position and your site takes over.

#### **3) What is the other site's PageRank?**

PageRank (PR) is a tool Google uses to reflect the authority of a web page. The rankings go from 0-10, where 10 is the best. You'll likely notice that a website does not need to have a PageRank of 10 in order to hold the top ranking for a keyword—many times sites with lower rankings hold the top position. Why is this?

Remember, it's all about competition—the top ranking website may have a PR2, but the other sites who are competing for top listing for that keyword have lower authority. Of course, there are many other factors that go into determining who has the top rank in Google, and only Google knows all of their criteria for judging.

At any rate, it is helpful to know the other site's PageRank, especially in comparison to your own. If you see that the competing site has a PR4 and your site has a PR2, you can set a goal for yourself to achieve PR4 or higher.

With all of these indicators, it's nice to get an idea of what you're shooting for. Being aware of your top competitor's stats can help you strategically jump up the rankings and keep your motivation going to earn the #1 spot.

Resource Box:

To supercharge your link building results, it's a smart idea to enlist the services of a trusted article submitter . SubmitYOURArticle.com distributes your articles to hundreds of targeted publishers with the click of a button – for more information go to <http://www.SubmitYOURArticle.com>

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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](http://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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**Today Only Special from Seymour Products!**

Choose any two of our new niche packages and pay for just one. Order one for \$15.00 and get your choice of the second one free. Just email me to let me know which one you would like for free!

This offer only includes our \$15.00 niche packages.  
<http://www.seymourproducts.com/ebooks-resell/categories.php?CategoryID=26>

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This 'n That - A Little Bit of Everything!  
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"PC Help Forum.com is dedicated to providing the best possible support for all levels of PC user. We have an International Team of Techs, PC Security Experts and Moderators who are happy to help you. [www.pchelpforum.com](http://www.pchelpforum.com)

***If you want others to be happy, practice compassion. If you want to be happy, practice compassion. \* Dalai Lama***

An artwork site run as a dedicated hobby to bringing an educational aspect to video games. All art featured in the galleries is by official artists, so visitors get to see the early conceptual side of games, long before they are coded and slapped onto a disc. <http://www.creativeuncut.com/>

**Fun Free Download:** Marble Crazy

**Marble Crazy** is designed to test your brain as well as your reflexes, as you try to beat your opponent by matching like-coloured marbles faster than they can by sliding and rotating the rows.

<http://www.millstone.demon.co.uk/download/marble.htm>

**This week's riddle:** What Is It?

The thunder comes before the lightning; the lightning comes before the clouds. The rain dries everything it touches.

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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Answer to Riddle: A Volcano!