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*"Wouldn't it be nice if whenever we messed up our life we could simply
 press 'Crtl Alt Delete' and start all over?"*

Courtesy of http://Siglets.com
****

Donations Wanted: If you enjoy this ezine and feel you
have gained valuable information from it, please make
a donation by PayPal here http://tinyurl.com/3gzpa
Your small gifts will help support the website and this
newsletter (and bones for "the boys").Dakota says "woof"
which means "Thanks" in dog language.

  TOP SPONSOR

Hi Kids,

Happy Halloween! The "boys" Halloween picture came out really cute take a look at them in full costume http://www.merlesworld.com/halloween2004.jpg

Cleaning sucks! I've been up to my ears in rags and buckets all week. Little did I know 2 days after my last ezine to you the house would catch on fire. It started between the walls due to the fire in the fireplace. My house is like 50 years old and I guess the construction of the fireplace wasn't right as they had 2x4's right up against the bricks inside. Not smart. We have had fires for over 5 years of living here with no problems, but I guess it finally decided to ignite.

My home office is trashed, the living room unlivable for now, but it could have been much worse. All of my belongings from the office and my living room are packed up in boxes in the garage. If I have to find something it's like playing a bad game of "go fish". Translation: It's not fun. The smoke damage and dust went everywhere so my "significant other" and I had to go through every room in the house and take out the contents and clean top to bottom. Yes, we have house insurance and you think they would have done this for us but all they did so far was come and clean the contents and pack it up for the garage. They said they won't come back now until demolition of the walls and the construction is done. Makes sense I guess but forcing us to live in all this debris does not.

Cleaning with "Jim" (boyfriend) is not easy. He fancies himself a boss and likes to bark out orders all day. If he catches me on the computer or checking email it's off with my head. Sheeeezzz, can't wait for him to go back to work tomorrow. He has been doing a lot of the work so I shouldn't complain, but who died and left him in charge.

I'd really like to see you over at the discussion board. Please give me your thoughts at http://www.merlesworld.com/webbbs/

Don't forget to bookmark the Blog. You'll want to pay an occasional visit for extra goodies I find. http://merlesworld.blogspot.com/

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If you'd like a chance to win a f-r-e-e ad in this
ezine please take 2 minutes and fill out our short
survey at http://www.AdvancedSurvey.com/ when there
put 8243 into the survey number box at the right
hand side to take the survey.

This weeks winner is Brian Smith.

Every time I write a new article I send it out to a
list I maintain of publishers and website owners
for possible inclusion in their newsletters or on
their sites. If you'd like to be included in that
list, send a message to
mailto:addmetothelist@merlesworld.com?subject=ADDME

If you have any comments you can send them to
mailto:merle@merlesworld.com If you'd like to run
your ad in this publication see this page
http://www.merlesworld.com/advertising.htm

Merle
http://www.MerlesWorld.com
http://www.EzineAdAuction.com
http://www.MCPromotions.com

  IN THIS ISSUE

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 1. NEWS FROM THE NET

Icop and The Institute for Spam and Internet Public Policy
(ISIPP) create partnership.

http://www.trusted-email-sender.com/news.html

First U.S. felony trial over sp~m begins
http://www.msnbc.msn.com/id/6337242/

New Google Desktop Exploit Discovered
http://tinyurl.com/649da

Help with Google AdSense
http://tinyurl.com/4wddc

Ebay/Paypal Buyer Credit
http://tinyurl.com/4ah83

Supporters Try to Revive Sender ID
http://tinyurl.com/62tx5

Yahoo, Adobe Team Up for New Web Services
http://tinyurl.com/593yw

Netscape Announces Version 7.2
http://tinyurl.com/3lm3

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 2. FEATURE ARTICLE

(Due to time constraints I'm running one of my
past articles)

"How's Your Sense of Style?"

By Merle
http://www.MCPromotions.com

No, I'm not referring to your wardrobe here, but
to to cascading style sheets, also known as CSS.
Developed by the World Wide Web Consortium, it
allows webmasters to separate site layout from
the design. CSS is actually a standard for con-
trolling the appearance of your Web pages. It's
essentially a set of rules that, when linked to
or embedded in HTML pages, control their
appearance.

Right about now you're probably thinking "What's
so great about that?" The benefits are numerous
-- two of the biggest are:

1) Easy Site Updates: Global site updates will be simpler when you can make all your changes in one place to update the entire site. It's much better than going through page after page of HTML code. For example, say you have a site made in Times New Roman font and your customer calls you up and tells you he wants Verdana. Can you imagine scrolling through 25 pages or more looking for every incident of the <font> tag and changing it to Verdana? What a nightmare. With CSS you would simply specify the font in one location and the change would be implemented site wide.

2) Faster Loading: Your HTML pages will load faster due to cleaner code. All of the extraneous coding will be in a style sheet, leaving less clutter and faster downloading of the site.

So now that you've seen a few of the "benes" to style sheets, let's learn more about them. Let's clarify up front that while both Netscape and Internet Explorer both support CSS from version 4.0 and higher, they don't exactly see eye to eye on CSS and interpret some style properties differently. You'll want to test your pages in both browsers to check and correct any incon-sistencies.

So what can you control with CSS? Things like paragraphs <P>, Headings <H1><H2><H3>, borders, table layouts, Fonts and font colors, text alignment, pixel size, line height, letter spacing, word spacing, font weights, page margins, and even background images; and the way they work is a big improvement over just plain old HTML. Are you beginning to see the possibilities and just how powerful this can be?

There are three ways to use CSS:

1) Inline: The CSS tags are applied to the web page itself, to any body element you choose. This is not the best method, as you'll have to find each incidence in the web site in order to make changes in the future. Example of this:

(remove the periods before and after the span tag)

.<Span Style="background-color: yellow">Text Here </Span>.

In the example above the text would be highlighted yellow.

2) Embedded: The actual CSS code is part of the HTML page placed between the <HEAD> tags on each page. Again, placing the tags inside the pages defeats the convenience of CSS and being able to make global site changes from one document, but some do like to use this method.

Example of embedded:

```
.<HEAD>
<STYLE TYPE= "text/css">
<!-->
H2 {font-size:small}
</STYLE>
<HEAD>.
```

3) Linked: In my opinion, the best method to use. You place a link to the CSS between the <HEAD> </HEAD> tags on your web pages. The link looks like this:

```
<Link Rel="stylesheet" Type="text/css" Href=style.css>
```

The style sheet is a separate text document that is saved with a .css extension like this: style.css.

So now that you know your three options for using CSS, how do you write the code? Every style sheet rule starts with a selector followed by braces. A selector is any part of HTML coding like P, Font, Body, etc.

Here's what it looks like in action:

```
.P {font-size: 12pt}.
```

The P above is the selector and the font specification between the braces is the property. This code says that all paragraphs will be 12 pt font in size.

A rule can always have multiple properties. Semicolons separate multiple properties, commas are used to separate multiple selectors.

Example:

```
.P { color: black; background-color:white;
font-size=12pt }.
```

This code says you want all paragraphs black with a white background and a 12 pt font. (Why anyone would want that is beyond me; it's just an example so go with it.)

You can always group more than one selector tag like this if you want them all to look the same.

TD,H2,H1 { color: Red; background-color:pink }

This would make all table cells, and heading 1 and 2 tags red with a pink background. Attractive don't you think? Again, this is an exaggeration to prove a point (even if it is gaudy).

Selectors are not case sensitive, so "P" is the same as "p."

H2 { color: blue } this would make all heading 2 tags blue in color.

As you can see from these examples, CSS is not that hard to pick up and can really give you more control over your website's appearance. For further information, check out some of these informative sites and you'll be a CSS pro in no time at all:

http://www.InternetBrothers.com/CSS_Basics.htm
http://www.users.f2s.com/faq/cssbasic.php3
http://tinyurl.com/5vz2z
http://tinyurl.com/466ag

There are also software programs you can download that will make the creation of CSS so much easier:

TopStyle http://www.bradsoft.com/topstyle/index.asp
Dutch's CSS http://www.dutchthewiz.com/styles/Default.asp

In Part 2 of our discussion of CSS, we'll discuss some fun things you can do with styles that will dress up your website and have you looking like a pro in no time at all.

By Merle http://EzineAdAuction.com
Need help with your website traffic? Then you need this home study course which shows you step by step how to market and promote your site the right way.
http://www.mcpromotions.com/johnreese.htm

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 3. WEBMASTER RESOURCES

Level 10 Hit Counter

"A a top rated, free web counter statistics package.
It features a one-of-a-kind Flash rich media reporter
that quickly generates 100's of real-time graphical
web traffic reports." Free to download, and available
in two languages PHP/MYSQL or Perl.

http://www.leveltendesign.com/L10Apps/HC/download.php

Webmaster Tools

A whole page of useful f-r-e-e software for
Webmasters.HTML Encryptor, a self extracting
article ebook with material you can use on
your site or in your ezine, a script tester,
HTML to JavaScripte Converter and more. If
you build sites there's something you can
use here.

http://webmastertools.sawpit.net/free.html

Javascript Banner Rotator Generator

Easy way to rotate banners on your website
Just type in your banners and paste the
code onto your webpage.

http://www.htmlbasix.com/banner.shtml

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Tip
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Yahoo Search Tip- Tracing Phone Calls

Getting strange phone calls to your home or
business. Just type the area code into Yahoo's
search box and it will tell you where the call
is coming from.

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4. PROMOTIONAL RESOURCES
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Instant Press Release- Software

It allows anyone to write and professionally
format a press release in a matter of minutes
by simply filling in some blanks and answering
some questions. Totally F-R-E-E.

http://tinyurl.com/5udfb

Join CB Clicks

Imagine... Your Clickbank® Affiliate ID on
Thousands of Pages All Over The World Making
You Big Money 24 Hours A Day 7 Days A Week -
One Hundred Percent Absolutely FREE!

http://tinyurl.com/4m3zl

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http://www.whimsies-online.com

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5. OTHER EZINES OF INTEREST
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If you'd like to swap ads with this ezine please send
your requests to mailto:adswap@merlesworld.com Please
include your ezine name and the number of subscribers.
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"Attention Small Business Owners!"

If you're trying to market your Website and are not
sure where to turn, subscribe to MC Promotions Press
Newsletter and get the information you need to be a
success online. Sure-Fire Promotion/Marketing Tips.
Sites that will help you. Little known advertising
tricks.....and much more. Start increasing traffic
to your site Now! http://MCPromotionsPress.com

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6. JUST FOR FUN OR USEFUL
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Planet Feedback

Have a complaint, question or comment for a
company? PlanetFeedback helps you compose
letters and give those whom you feel need it
a piece of your mind. From insurance companies
to toy stores they have it all here.

http://planetfeedback.com/consumer/

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National Geographic Printable Posters

Want something really cool? Print out life size
posters of animals and landscapes on your
printer and re-assemble them on your walls.
The photography is top notch of course.

http://www.nationalgeographic.com/printaposter/

LS Blogs

If you're not a big fan of Blogs you might want
to convert yourself. The popularity of Blogs is
not going away anytime soon. Check out this site

which has listings for Blog Directories, feeds,
software and more. It's everything you may not
want to know about Blogging.

http://www.lsblogs.com/

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"Attract Traffic While Sitting In It"

Buy URL Plates for your Car and attract traffic
to your website while sitting it it. These are really
cool. I have them and so should you.

http://www.mcpromotions.com/adURL/default.htm

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  7. E BOOKS AND THINGS OF INTEREST TO EZINE PUBLISHERS
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Special Report

Free report on "How to Prosper With the
New Google". If you're trying to raise
your position in the search engines you'll
want to read this very important information
by a true online expert.

http://www.merlesworld.com/e-books/google-report.pdf

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   8. FREEWARE- SHAREWARE- TRIALS TO DOWNLOAD

GiftWiz- F-r-e-e Software

"No more tediously cutting and folding tiny
pieces of paper, writing names on them, and
throwing them in a hat to be drawn to see
who buys a gift for whom. GiftWiz automates
and simplifies the entire process of the
time-honored holiday tradition of drawing
names to exchange gifts while keeping it
fun and festive."

http://www.harmonyhollow.net/giftwiz.shtml

Aid Submission Software

If you create software and would like to submit
it to over 300 online freeware and shareware
directories you need this software. Very
inexpensive for all the work it does for you.
Can download f-r-e-e to try it out first.

http://www.aidsoft.com/asg/

L!nk Management Software

Duncan Carver recently released a brand new
f-r-e-e software package that makes it easy
to set up and maintain reciprocal links on
your website. You can download the software
here.

http://tinyurl.com/4jmgb

 9.IMPORTANT STUFF

Well, that wraps it up,once again thanks for joining me.
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Read Back Issues at: http://MerlesMission.com

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mailto:advertising@merlesworld.com or visit this page to
place an order http://www.merlesworld.com/advertising.htm
Current subscriber base is around 3,400

If you would like to be taken off our mailing list
use the link below -AOL users will need to cut and
paste it into their browsers. If you have any problems
use this mailto:TakeOff@merlesworld.com?subject=TAKEOFF

If you are not a subscriber and would like to be
send mailto:subscribe@merlesworld.com
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Tell him "Merle" sent ya.

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