

Gia (my new puppy) is driving me nuts. She's like a hyper two year old on speed. Ripping and racing constantly and

chewing everything that comes across her path, including my arms. I have the battle scars to prove it. The girl is insane.....It has been almost 7 years since I've had a puppy in the house and I must admit I forgot how much energy they have. I want what she's on. She is a cutie and I just want to squeeze her every time I look at her. She has been very helpful to me in getting over the loss of "Teddy Bear". I know she's not him but just having her to love helps me to heal a little more everyday. It's been 8 weeks since Teddy died but it still hurts. Sometimes I'll be working on my computer and I just break out in tears. Or I'll lay my head down at night to go to sleep and I start tearing up. I suppose it will get better with time, but I still miss the little guy a lot.

The weather has been pretty cold and crappy since I got Gia here in Ohio so the outside house breaking thing wasn't going so well so I reverted to paper training. That is going great. Italian Greyhounds are notorious for disliking the cold so paper is usually better, but I am hoping to teach her to go outside too as soon as the weather clears up. She seems pretty smart and already knows her basic commands, that is when you can get her to sit still long enough to listen to them.

Can you believe Christopher Reeve's wife died? I knew she had lung Cancer but she just announced it 6 months ago and I thought she'd be around for a long time. Wrong. She was such a dedicated wife taking care of Super Man up until the day he died, this doesn't seem fair that she too is now gone. The only thing I can figure is that Chris missed her really bad and wanted her to join him in heaven. They were an example of a great marriage. I feel bad for their 13 year old son. Who's going to raise him now? So sad for a child to lose both of his parents at such a young age. But the older I get I'm learning nothing in life is fair, now is it?

Have a great weekend!

If you'd like to leave your comments or have a question or problem post em on the board.

<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/>

****Win a F-R-E-E Ad Here****

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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.

Today's winner for a f-r-e-e ad is Jennifer Daniels.

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>

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- => 7. E Books and Things of Interest to Publishers
- => 8. Freeware and Shareware to Download
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**1. NEWS FROM THE NET**  
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Calif. Lawmaker to Hold Hearings on AOL E-Mail Plan  
<http://www.clickz.com/news/article.php/3591626>

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AdWords Offers Demographic Selections  
<http://www.searchengineguide.com/laycock/006999.html>

Court To Order Google To Disclose Some Data

<http://tinyurl.com/qys8p>

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Click Fraud Settlement Viewed as Win-Win by Some

<http://www.clickz.com/news/article.php/3590716>

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Bigger isn't always better in e-mail marketing

<http://www.internetretailer.com/dailyNews.asp?id=17879>

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Stanford Guidelines for Web Credibility

<http://credibility.stanford.edu/guidelines/index.html>

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As Local Paid Search Grows, Local Media to Battle  
Big Search Engines

<http://www.clickz.com/news/article.php/3590591>

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MSN AdCenter besting Google and Yahoo in search  
ad returns

<http://tinyurl.com/oa8ew>

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Google Faces New Trademark Suit

<http://tinyurl.com/m3uej>

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Microsoft Launches Office Live Preview

<http://www.aspnews.com/news/weekly/article.php/3585591>

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Local Search to Grow to \$13 Billion by 2010

<http://tinyurl.com/owoqe>

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Get a GMail Acct. with Your Cell Phone

<https://www.google.com/accounts/SmsMailSignup1>

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Yahoo to offer incentives for using search engine?

[http://news.com.com/2061-10811\\_3-6037090.html](http://news.com.com/2061-10811_3-6037090.html)

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Ask Jeeves Launches Picture Search

<http://pictures.ask.com>

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## **Ad Word Analyzer**

Now you can search for keywords AND their related Google AdWords and Overture campaigns using ONE single software program... Ad Word Analyzer!

And it's SO easy to use...

Simply open the program and enter a chosen keyword. With a click of your mouse, Ad Word Analyzer 3.0 will automatically return the following results: A comprehensive list of all RELATED keyword phrases! The number of searches that were conducted throughout the previous month for each keyword phrase! The number of advertising campaigns that currently exist - for both Google AdWords AND Overture.

<http://tinyurl.com/q2aa8>

## **2. FEATURE ARTICLE**

### **"Google: The 'Big Daddy' of the Blogging World"**

By Merle <http://MCPromotionsPress.com>

It seems like every time you turn your head these days you hear something about Google. Definitely a force to be reckoned with, Google is king online. Although they're known mostly as a search engine, they provide many other helpful services to today's website owner.

Their non-search services include Blogger, Google AdSense, Adwords, Google Desktop, and more. If you use one or more of these services, Google probably publishes a helpful blog to go with it.

**Let's examine a few:**

#### **1) Google AdSense: <http://adsense.blogspot.com>**

Many website owners use Google's AdSense to display ads on their websites and generate a monthly income in exchange for their efforts. This blog is a "look inside Google AdSense."

Who better to learn the ins and outs of AdSense from than from Google's employees themselves?

You'll pick up plenty of tips to help improve your click thrus and learn about many AdSense features you may not fully understand. If you're an AdSense user, you need to subscribe to this page.

## **2) Google SiteMaps: <http://sitemaps.blogspot.com>**

Google created "Sitemaps" for website owners to supply information about their sites so that Google can easily crawl through and index their pages. A sitemap gives Google more complete information about your website that they may miss when doing a regular index visit.

This blog covers the "nitty gritty" of sitemaps, how they work and things you'll need to pay attention to when creating your files. If you want to fully understand the program and how to use it to your best advantage, stop on over.

## **3) Google Adwords: <http://adwords.blogspot.com>**

Adwords is Google's pay per click ad program. Your text ads are displayed both on search engine results pages and other websites when someone searches for the keywords/phrases that you have placed bids on.

If you use Adwords, you can really learn a lot about how to improve your conversions and get more for your dollars here.

## **4) Google Reader: <http://googlereader.blogspot.com>**

Google Reader was designed to make it easier to keep up with all of the information you like to read online. Using it can help you get all of the latest updates for your favorite websites.

This blog will keep you posted on the latest reader updates, any known bug problems and tips for getting more out of Reader.

## **5) Blogger <http://buzz.blogger.com>**

I love Blogger. It's the fastest, easiest way to start your own blog at no charge -- and it's owned by Google, who publish their own blog to help you get the most out of blogging at Blogger.

Read it for fun stories and news of the latest add ons and enhancements from Google's Blogger team.

**6) Google Video:** <http://googlevideo.blogspot.com>

Google Video allows anyone to upload videos to their servers and others can go and watch them. This blog showcases some of those videos and upcoming special event videos.

**7) Google's Blog:** <http://googleblog.blogspot.com>

Google is like a small country and this blog will give you a glimpse into their culture. Posts are done by various employees in various departments. You'll learn a lot about Google's products and other technology news. If you're obsessed with Google, this one should be on your "must see" list.

**8) Adwords API Blog:** <http://adwordsapi.blogspot.com>

This free Google service allows developers to engineer computer programs that interact directly with the Adwords server. You might say it's for "tech heads." If you're a "geek" you'll want to hang your hat here.

**9) Google Desktop:** <http://googledesktop.blogspot.com>

Google Desktop is downloadable software you can use to quickly find files and other information on your computer. This blog will tell you about updates, available plug-ins and more.

**10)Google Base:** <http://googlebase.blogspot.com/>

Google Base is a place where you can post all types of content and have it show up on Google. This Blog will enlighten you on how best to use it, and even showcases others having success with Google's latest service.

It can be a full time job just trying to keep up with them all the delightful services Google provides. By bookmarking their blogs, and/or subscribing to their feeds, you too can become an "expert" on all things Google.

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**"Must Have Marketing Resources" by Merle**  
is loaded with VALUABLE online resources YOU need  
to know about, when it comes to running your online  
business. Download your copy now at ...  
<http://mcebook.mcpromotions.com>

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### **3. WEBMASTER RESOURCES**

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#### **Emart Cart Lite Service**

"Provides a robust and complete shopping cart that  
allows you to accept payments from your customers  
with either your Merchant Account or with PayPal.

The eMartCart service is available for FR-EE but  
does come with a limit of 45 orders per month and  
you can configure a total of 25 products. For only  
\$6.95 per month you can upgrade the fr-ee service  
to allow you unlimited products and orders."

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

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#### **Favicon**

Want to take any picture from your hard drive  
and turn it into a Favicon? Now you can. What  
are favicons? Those are those cute little icons  
that show up on your list when you add a site  
to your favorites.

<http://html-kit.com/favicon>

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#### **Google Page Creator**

"Create your own web pages, quickly and easily.  
Google Page Creator is a free online tool that  
makes it easy for anyone to create and publish  
useful, attractive web pages in just minutes."

No technical knowledge required. Build high-quality  
web pages without having to learn HTML or use  
complex software. Your web pages will live on your  
own site at <http://yourgmailusername.googlepages.com>  
Google Page Creator is still in an early testing  
phase. If you're interested in taking it for a  
test drive, login with your Gmail account to  
begin making pages. If you don't have a Gmail  
account, never fear --

<http://pages.google.com>



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**Tip**

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**Backing Up Email**

Most of us back up our systems from time to time. But how about your email? If your computer died tomorrow would you be able to live without your messages?

Backing up email can be tricky. Read over this nice tutorial on how to easily back up outlook express files

[http://askbobbrankin.com/backup\\_outlook\\_express.html](http://askbobbrankin.com/backup_outlook_express.html)

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**4. PROMOTIONAL RESOURCES**

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**Mpire Launcher**

"A free eBay listing tool that makes listing on eBay fast, and easy. With Launcher you get f-free scheduled listings, free design layouts, 10MB free image hosting, up to 20 images per listing for free, and more." Very nice.

<http://www.mpire.com/products/launcher.html>

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**Google Analytics Help**

"A place where you can discuss Google Analytics with other users. Google's vision for this forum is for it to become a resourceful, diverse community where you can post questions, share knowledge and best practices, and meet other Analytics users."

For both beginner and expert level users  
<http://groups.google.com/group/analytics-help>

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### **Article Submitter**

Posting free articles to the major article repository sites is the fastest and easiest FREE way to make more sales, increase your Google ranking, and push your Alexa rating through the roof. And thanks to Article Submitter, you can grab all of these benefits without breaking a sweat! You can quickly and easily post your free articles to hundreds of the Internet's best article sites.

<https://paydotcom.com/r/5026/msmerle/168350/>

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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.

### **"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>

<http://tinyurl.com/93m6v>

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### **6. JUST FOR FUN OR USEFUL**

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#### **NerdLance**

Looking for a job or want to post one? You'll find many different jobs you can bid on here from web design to writing projects.

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

## Mail Big Files

Have you ever needed to email a really big file and had to split it up to due size constraints of your ISP? Use this web based service and send those large files with no sweat. Fr-ee.

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

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## Jim Edwards a Rapper?

Leave it to Jim to make me laugh. I think this guy is funny. mSome people might think annoying but Jim always surprises me. I love it. Check out his viral video he made with a friend and turn up your speakers.

<http://www.IGottaTellYou.com/Vegas-Rap.html>

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## The Best Internet Business Ever?

EBay is here to stay. Learn how you can create extra income from home without creating a website. A new website will teach you a step-by-step formula for making money at home using eBay. Click this link for instant access and make m0ney by this time next week!

<http://tinyurl.com/n2rjh>

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## 7. E BOOKS AND THINGS OF INTEREST TO EZINE PUBLISHERS

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### The Reese Report

It's simple. John Reese is allowing people to download a free issue of The Reese Report. This includes a 20-page PDF newsletter and a CD-Rom archive file that contains tons of screencam video tutorials and is a companion to the newsletter.

<http://www.reesereport.com/msmerle>

## **"Are You Content With Your Content"**

Free ebook from Dina Giolitto of Wordfeeder.com  
Let her give you some free tips and valuable advice  
as to how to use your articles and ezines to  
your ultimate advantage.

<http://www.mcpromotions.com/ebooks/PowerContent.pdf>

## **8. FREeware- SHAREware- TRIALS TO DOWNLOAD**

### **Ebook Creator Software**

"HtmEbook is a free e-book creation software. Creating e-books with HtmEbook is very easy. First you will create your e-book in html form. Then you will use HtmEbook creator software to convert your html files into e-book in 30 seconds. E-books are created as a single compact, secure executable file."

<http://www.htmsoft.com/htmebook/>

### **Dr. Windows**

"Dr.Windows is really a harmless joke/prank/trick program that will periodically display funny joke error messages to unsuspecting users." Use it to play jokes on your family members - just don't be too cruel, on the other hand, why not. You can even design and add your very own error messages. Imagine the possibilities.

<http://tinyurl.com/bes6o>

### **Page Generator**

"A software designed for people that have a good knowledge of the search engine world. Offering you an easy way to rocket your content on the Internet. If you are a content hunter and you deploy websites on weekly or monthly bases, then Page Generator is the perfect solution for your business." Fr-ee

<http://page-generator.com/>

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### **30 Ebooks with Resell Rights**

I can't believe it but he did it again! The first resell package that Keith Wellman put together was a huge success and people loved it so...

He decided to do it again! Brand new version 2.0 will be sure to impress you and is probably the best that I have seen...

<http://www.keithwellman.com/resell/thankyou-page/222>

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### **9.IMPORTANT STUFF**

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Well, that wraps it up, once again thanks for joining me. If you have any comments please send them to [comments@merlesworld.com](mailto:comments@merlesworld.com) or visit <http://www.merlesworld.com>  
Read Back Issues at: <http://MerlesMission.com>

For advertising rates for this ezine visit this page to place an order <http://www.merlesworld.com/advertising.htm>  
Current subscriber base is around 2,770

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[http://www.merlesworld.com/archives/MM\\_Ezine.xml](http://www.merlesworld.com/archives/MM_Ezine.xml)

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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For great web hosting or if you're in need of a programmer contact <mailto:DavidBlack@sitedesignandhosting>  
He's wonderful and an expert at what he does.  
Tell him "Merle" sent ya.

## **Please Send Over Your Comments**

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P.S. I am currently in need of testimonials for this ezine. If you're a subscriber and enjoy it, please let me know. Or, if you've ever purchased advertising in this ezine and had a good outcome I'd love to hear from you as well. If I choose your comments they will be featured on my website and/or in my advert!sing. Send to ...  
<mailto:testimonials@MerlesWorld.com?subject=testimonial>

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## **I Need Your Help Please**

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If you haven't yet filled in the subscriber survey, get your free gifts by doing it now..and be entered into a drawing for a fr.e ad in this ezine. Winner pulled twice a month. You'll find the survey at:  
<http://www.AdvancedSurvey.com/> when there put 8243 into the survey number box at the right hand side to take the survey. While you're there I'm also doing a "subscriber satisfaction" survey at the same link above. To take that survey type 10441 in the box.

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Buy Merle's World Merchandise  
<http://www.cafeshops.com/msmerle>

Thanks for being a subscriber and I'll see you next time! If you enjoy this ezine and would like to make a small donation please go to ..<http://tinyurl.com/aohr>  
Any amount would be appreciated.

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