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Merles Mission Ezine- <http://www.MerlesWorld.com/>
"The Best of the Net Straight to your Door"

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Edited & Published by: Merle- <mailto:Merle@MerlesWorld.com>
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"You can't change the past, but you can ruin the present by worrying over the future."

Courtesy of <http://Siglets.com>

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<http://tinyurl.com/26uduj>

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June Lightner

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
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<http://www.MCPromotions.com>

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1. NEWS FROM THE NET

Google to Test Pay-Per-Action Ads
<http://clickz.com/showPage.html?page=3625292>

FTC, Google, Microsoft, Yahoo and Others to Gather for IAB Policy Meeting

<http://www.clickz.com/showPage.html?page=3625325>

Pet Food Recall List

<http://www.menufoods.com/recall/>

Owners frantic over pet-food scare

<http://www.msnbc.msn.com/id/17650075/?GT1=9145>

K-Fed Launches Search Engine

<http://tinyurl.com/25q8p2>

Microsoft's adCenter content ads expanded

<http://tinyurl.com/267s6j>

Google to Test Pay-Per-Action Ads

<http://www.clickz.com/showPage.html?page=3625292>

AdWords Technology Business to Business Newsletter

<http://tinyurl.com/267s6j>

AOL Offers New Local Search

<http://local.aol.com/aol/localhome>

More Testers Needed for Audio Ads

<http://tinyurl.com/2ek4fd>

How to Properly Implement a 301 Redirect

<http://tinyurl.com/yrnkm7>

Move to a New Domain Without Losing Ranking

<http://www.clickz.com/showPage.html?page=3625266>

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Fr-ee Report

See Every Tool Mike Filsaime Uses To Run His Entire Online Empire With All of the Junk Left Out to Save You Precious Time and Money As You Build Your Profit Pulling Business

<http://tinyurl.com/25wlcs>

2. FEATURE ARTICLE

"6 Credibility Boosters Every Website Should Have"

By Dale Davis

If you've ever wondered what happened to the 90% of your web visitors who didn't buy you'd be in a big crowd. Some estimates show 60% of U.S. consumers don't buy online ;they may do research and shop but fail to press the Buy Now button.

It makes sense that the easiest way to a sales increase would be to tap into that 90% and convert more of them to a selling relationship. You've already spent the money to get them to your site ;^a it's the cheapest money you've ever spend to add 6 credibility boosters to your site.

Here's a checklist of must-have credibility elements to help you tap that 90%...

1. A professional-looking site. A study by Stanford University revealed consumers judge a sites credibility by it's overall look and eye appeal. The study showed 46.1% of consumers make trust decisions based on layout, font style, and other design aspects. If your site is lacking in this area it could be time to freshen up your site. Job posting sites such as e-Lance can help you here.

2. Legal documents. These could include a privacy policy, terms of service, guarantee and return policy and more. Some research suggests most consumers don't read these (very dry reading) but they feel safer knowing they're there. Having custom documents drafted by a lawyer can be expensive but there are legal doc

packages you can buy...look for them on a search engine.

3. Privacy Seal. Knowing that your site has been certified by an independent 3rd party builds trust in consumers. Are they worth the fee? Split testing of websites with and without a seal showed a 7-30% improvement in sales conversion. Privacy seal organizations such as <http://www.eSafeGuard.org> will check for a stated privacy policy, customer service e-mail, and an encrypted ordering system and at \$7 a month it's worth the increased sales conversion you'll enjoy.

4. Correct information. Inaccurate, misleading information is not good for building consumer confidence. This is really true if the consumer knows it's wrong before they buy. Proofing your site on a regular basis is always a good practice. Correct anything you find wrong immediately.

5. Customer support contact e-mail. Not being able to drive down to your place of business to complain or return something puts online merchants at a disadvantage. Having a customer service e-mail (or contact form) for pre-sale and post-sale questions diminishes this disadvantage. Make sure you have one and respond in a timely manner.

6. Testimonials. Social proof, or validation from people just like your prospect, increases sales conversion. Knowing that other people with the same type of problems received satisfaction from your product or service puts the prospect's mind at ease. These can include testimonials from satisfied customers and endorsements by recognized experts and celebrities. Start a program to gather as many as you can and publish the best ones on your site.

You could implement these 6 credibility boosters in less than 30 days. It's time and effort well spent for the increased sales conversion you'll realize.

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Written by Dale Davis. Copywriter/Strategic Marketing
REVEALED! Why Websites Fail.
FREE Briefing==> <http://www.WordsAreKing.com>
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3. WEBMASTER RESOURCES

Search Engine with Page Rank

"The PageRank Search tool allows you to search Google using any keyword(s) you wish. It will then return, in order of Google relevance, the sites associated with those keywords. Each result displays a graphical bar with the PageRank of that particular site."

<http://www.seochat.com/seo-tools/pagerank-search/>

Google Videos for Your Site

How about adding Google Videos to your website? A great content idea, you type in the phrase you want the videos related to and they give you the code to paste on your site. Really nice.

<http://tinyurl.com/2km978>

Google's Ajax Search Wizards

"Here are some easy ways to enhance your site with Google search without writing any code. The wizards allow you to easily implement some of their most popular solutions based on the AJAX Search API." Add things like maps, videos, News Bars and Book Bars.

<http://code.google.com/apis/ajaxsearch/wizards.html>

Photoshop Tutorials

If you need some help with your Photoshop technique you're going to love these tutorials. So much is covered plan on spending a few hours.

http://www.pixel2life.com/tutorials/adobe_photoshop/

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Tip
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Search Engine Optimization

Every page of your website should be optimized for one or two keywords or phrases. Your meta tags, descriptions and copy should all be centered around one topic per page. Don't make the mistake of using the same titles, descriptions and keywords across your entire site. Take the time to optimize each page individually for best ranking with the search engines.

4. PROMOTIONAL RESOURCES

Autoroll Widget

"A blog widget that displays links to blogs that your readers should like. Based on each unique reader's affinity for each specific blog, the Criteo Recommendation Engine will compute on a real-time basis the relative affinity of all blogs, and it automatically displays the Top 10 unique links on each blog. "

<http://autoroll.criteo.com/>

WipBox

"Enables sellers to create better, richer listings through deeper knowledge gathering and better preparation. Users can learn which categories and for how much they should list items based on each product's basic info."

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

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PayLoadZ

"PayLoadz offers a service to sell intangible goods such as: software, eBooks, music, podcasts, movies, digital art, manuals, articles, certificates, forms, files, and more.

The automated service delivers your downloadable products to your customers instantly after payment. Uses PayPal's or Google's online payment system. "

<http://tinyurl.com/2252cy>

5. OTHER EZINES OF INTEREST

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>

6. JUST FOR FUN OR USEFUL

Make Your Own Flash Movies

Want to be in pictures? This site allows you to create your very own Flash movies and add them to your website at no charge.

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

BookMooch

"A community for exchanging used books. BookMooch lets you give away books you no longer need in exchange for books you really want." No charge to sign up.

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

PicNic

"Edit your photos the easy way, right online
It's the easiest way on the Web to fix underexposed photos, remove red-eye, or apply effects to your photos. It's fast, easy, and fun."

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

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7. E BOOKS AND THINGS OF INTEREST TO EZINE PUBLISHERS

Want to Start Your own Membership Site?

This report eliminates all the guesswork and walks you through the steps needed to get your own membership site up and running quickly. It's called-
"Hot News: Guru Marketing Tactic Reveals Huge Income Plan"

Download it now, complete with resell rights for only 9.97.

<http://tinyurl.com/ywmbeo>

16 Page Fr-ee Report

"Essential Tools For Newbie Webmasters":

In this PDF report, you'll find numerous free resources that will help you if you build or manage your own websites. Written by Ian Traynor who's been an online entrepreneur for over 10 years, he knows where to find the good stuff.

Download your copy now at no charge:

<http://www.merlesworld.com/e-books/ToolsForWebmasters.pdf>

8. FREeware- SHAREWARE- TRIALS TO DOWNLOAD

Content CheckUp

Checks for duplicate content so you can avoid search engine penalties. Not a trial version but a full one at no charge.

<http://tinyurl.com/2oa6yp>

GiveAway of the Day

How about fr-ee software? Now that's a great price tag. You can download the best commercial software titles for free daily. You'll want to grab their feed so you'll be notified of the daily freebie.

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

HP PhotoSmart Essentials

"The free, easy to use photo software that gives you professional-looking pictures you can proudly share with others."

<http://tinyurl.com/pkspr>

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"How To Have Your Joint Venture Partners
BEGGING To Promote Your Products
Making You TONS of Money!"

This 8.00 ebook by Case Stevens shows you how
to really land great joint ventures.

Although this report only contains 16 pages,
it's valuable, because it will enable you to
rub shoulders with the big players.
If you're serious about your joint venture
proposals and want to make it big in your
niche, you will get this report right now
and read it today.

<http://tinyurl.com/366lxk>

9.IMPORTANT STUFF

Well, that wraps it up, once again thanks for joining
me. If you have any comments please send them to
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<http://www.cafeshops.com/msmerle>

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Merle
776 Miner Road
Cleveland, OH 44143