

According to my research she's in her teenage years. The other day she ate a plastic ant trap. I had put it under the furniture and thought it was safe from her prying eyes, but she got it. Needless to say she did not feel good that night at all. Sometimes she makes it impossible to get any work done. The constant tugging at my sleeves while I'm on the keyboard is enough to make you crazy. But she sure is cute. (LOL)

I'm going to a wedding tomorrow. My boyfriend's nephew is getting hitched. He's like 20 something so I guess he knows what he's doing. Do we ever know what we're doing before we get married? The reception is at his mom's house with like 100 people. It should be fun and I'm looking forward to it and since I don't have to drive I think I'll partake in a few extra drinks. <grin>

By now you've heard about Google's new video ads. If you want to insure they'll appear on your site make sure to opt in to image ads. Also, you'll need to run one of these 3 sizes:

300X250
336X280
250X250

I've yet to see one run on my own sites, but I'm sure with the popularity of video on the web they'll be successful. My thinking is this will be more popular with larger companies with deeper pockets.

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/>

****W!n 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 w!nner for a f-r-e-e ad is Doc of <http://docjaksonsplace.com/>

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>

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<http://www.MerlesWorld.com>
<http://www.EzineAdAuction.com>
<http://www.MCPromotions.com>

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1. NEWS FROM THE NET

Amazon-Sense?
<http://www.sitepoint.com/blogs/2006/02/04/amazon-sense/>

Learning Google's Advertising Tools
<http://tinyurl.com/nwpp5>

Welcome to Google Checkout, that will be \$3.14
<http://blogs.zdnet.com/Google/?p=208>

2. FEATURE ARTICLE

"Registering Domain Names Made Simple"

Copyright 2006 Stephen Wright

Registering a domain name can be a very straight forward activity - or it can be labor intensive, stressful and a total waste of your time and hard earned money. With a few simple basic tips and some advance thought, you will be on "the easy path".

The single most important ingredient going into domain registration is the critical decision of choosing the right name. Put in the time to do advance research into a name which reflects the general topic and nature of your online business. This will go hand-in-hand with the next element -keyword selection. There are a number of keyword selection tools available (such as on Yahoo business - formerly Overture.com, and Google). Combining you keywords and domain name into interwoven terms will greatly help with search engine optimization activities later on.

There is a growing availability of alternative extension variations today. For example, .com, net, org, bus, ws. Info, etc. have all become popular choices. With the explosion of internet traffic and usage this trend will likely continue. However, for the foreseeable future, until you have a widely popular website that receives millions of visitors that will find you no matter where you are, it is advisable that .com be used whenever possible. The com sites still enjoy the largest concentration of search traffic on the web today.

Do a basic search to locate reputable firms to handle your domain registration and web hosting. A lot of literature suggests having two different companies to handle this, rather than one company doing both. While it can be a pain to get this switched if problems arise, personally I have not heard or read of this being a major issue. However, you should check a couple of forums about this topic before starting your registration process.

The pricing and cost for registration and hosting have become extremely competitive. Make sure to shop around for the right combination of price, features, and capabilities of the firms. Pay attention to the details of exactly what is included in the monthly prices (and 1-time fees). While the monthly price may be lower from one to the other provider - the cost for additional services may far outweigh the initial low prices. Also, the amount of time (duration) of the service agreement

can save you lots of money as well. The longer the service commitment, generally - the cheaper the rate plan. I have found 12-24 months to be a reasonable commitment that yields solid savings.

Regarding the choice of domain names, clearly shorter is better. After all, who can type those long url's without making typos! No to mention shorter names are easier for you and your clients to remember. Also, by choosing domain names relevant to your keywords (and vice-versa) the search engines will reward your site on potential customer searches. It is like have a double bonus! For example having my website name of Internet Marketing USA, tied to keyword searches for internet marketing in the USA a highly relevant match, gaining me additional traffic for this combination of terms.

There you have it, some basic information to guide your domain registration activities. Armed with these tips, you will be up running, getting search engine traffic and revenues in no time.

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About the Author:

Stephen Wright is President & CEO of
<http://www.InternetMarketingUSA.com>

Looking for Internet Marketing Ideas, Tips, and Solutions? Get everything you need to make money online in "Dotcomology: The Science of Making Money Online". Absolutely Free at:
<http://www.InternetMarketingUSA.com/dotcomology.html>

3. WEBMASTER RESOURCES

Table Border Style Wizard

"Use this wizard to experiment with table border styles and generate style source code. This wizard uses dynamic HTML to change the style of the table in-situ, without loading another page. It is cross-browser compatible with Firefox, Netscape, Internet Explorer, and other modern browsers." Once you create the table of your dreams just copy and paste the style code into your style sheet.

<http://www.somacoon.com/p141.php>

Effective Website Secrets

"Is your website effective? The fact is most are not. Learn from experienced web template designers what it takes to develop an effective website. " This is a fr-ee podcast.

<http://www.effective-website-secrets.com/>

Get Your Own Store!

Free unlimited product image hosting, ad hosting, store hosting. Your own logo, design, colors in just minutes! Create pages about your company, your rules and policies. List your inventory, create your ads. Sell your items locally, or internationally!

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

Free Header Graphics

Need some nice looking headers for your personal webpage or Blogs? These are all 800X200 and there is no charge for your personal use.

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

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Tip

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According to Google if you use their AdSense Program the best formats to use on your site are the wider ones. They suggest:

728X90 Leaderboard

160X600 Wide SkyScraper

300X250 Medium Rectangle

4. PROMOTIONAL RESOURCES

Google Trends

"With Google Trends, you can compare the world's interest in your favorite topics. Enter up to five topics and see how often they've been searched for on Google over time. Google Trends also displays how frequently your topics have appeared in Google News stories, and which geographic regions have searched for them most often. " Brand new in the lab this week.

<http://www.google.com/trends>

Buy Text Links

The topic of buying links to your website is very controversial, but love it or hate it people do it. This new service offers sites you can buy links on along with their page rank and pricing.

<http://www.offsiteoptimization.info/>

Domains for 2.99

Yahoo is having a sale on domain names until June 30, 2006- Buy all you want for only 2.99 for the first year.

<http://smallbusiness.yahoo.com/domains/?p=PASSPORTPLUS>

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"Isn't it Time for YOU to ..."

Align yourself with the most successful - and helpful

- people on the 'Net? iCop members discuss - they vote
- they participate - they build their online businesses
- and they have fun doing it! That makes iCop an
UNBEATABLE membership site! Join today!

<http://www.i-cop.org/join/ref.cgi?id=msmerle>

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>

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

6. JUST FOR FUN OR USEFUL

Slawesome

If you're tired of typing out emails why not just talk them? Fr-ee service for creating and sending emails people listen to not read.

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

The Death Psychic

Want to know how you're going to die? I guess I mistakenly park in the handicapped zone and my body is found with wheelchair tracks all over it. Find out your own life ending at this crazy site.

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

Net Radio

"Dedicated to enabling anyone, anywhere who wants to learn how to make a living...either part-time or full-time...on the Internet to do just that!"

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

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Instant Article Submitter

Instant Article Submitter is an easy-to-download PC software you can run right on your computer. It submits to the major directories (most with high page-rank) so you get maximum exposure without having to labor for days on end.

<http://hop.clickbank.net/?dakota6969/articlesub>

7. E BOOKS AND THINGS OF INTEREST TO EZINE PUBLISHERS

"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>

"Quick Guide to S.E.O. for Adsense & Affiliate Programs"

This brand new guide by "Kidino" is excellent. In PDF format and slightly over 40 pages it's loaded with straightforward information from how to come up with ideas for your website, where to get content, increasing the CTR of your Adsense ads and more.

<http://www.mcpromotions.com/adsense-ebook/index.html>

8. FREeware- SHAREWARE- TRIALS TO DOWNLOAD

Google NoteBook

"Google Notebook makes web research of all kinds – from planning a vacation to researching a school paper to buying a car – easier and more efficient by enabling you to clip and gather information even while you're browsing the web."

<http://www.google.com/notebook>

Google Ban Checker

When adding link partners to your site you need to be very, very careful....as the rabbit use to say. Download this free software and make sure sites you're linking to aren't banned by Google.

<http://www.seojunkie.com/2006/05/09/google-ban-checker>

Microsoft

"The Microsoft Windows Malicious Software Removal Tool checks computers running Windows XP, Windows 2000, and Windows Server 2003 for infections by specific, prevalent malicious software—including Blaster, Sasser, and Mydoom—and helps remove any infection found."

<http://www.microsoft.com/security/malwareremove/default.aspx>

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Whether you are a full-time, freelance, or amateur writer, anyone in virtually any profession can and should use Ebookomatic for their online publishing needs.

<http://www.ebookomatic.com/cbae/?a=iSUyfs3V3V>

9.IMPORTANT STUFF

Well, that wraps it up, once again thanks for joining me. If you have any comments please send them to 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

If you are not a subscriber and would like to be send <mailto:subscribeATmerlesworld.com>

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

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

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 free 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.

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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