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Merles Mission Ezine- <http://www.MerlesWorld.com/>

"The Best of the Net Straight to your Door"

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"A wasted weekend isn't a weekend wasted"

Courtesy of <http://Siglets.com>

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NOTE: This newsletter is by subscription only. The only way it could have ended up in your in box was by your subscribing to it. If you wish to be taken off this list see the details at the bottom. I warn you though, you're going to miss me.<GRIN>

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EDITOR'S NOTE

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Hi, Ho

Happy Fathers Day! If you're a dad or you have one you'll enjoy this special movie <http://www.TheDadMovie.com>

Miss me? I know you did. Yea, you may have the "Merle Fever" you just don't know it yet. If this is one of

your favorite ezines, I'm glad. I spend hours doing research to bring you only the best online resources so if you like it, let me know. I love hearing your comments and/or suggestions.

It's a hot one today. I still refuse to turn on the air conditioning yet though. If I can hold off until July all the better. It doubles my already high electric bill and it really wreaks havoc with my sinuses. Anyway, I much prefer the cool fresh breeze from an open window then re circulated stale air.

Gia will be 8 months old in a few days. Can you believe it? She's about 12 lbs now so I hope she's pretty much done growing or pretty soon my lap dog won't fit in my lap. She's a very happy dog. She runs and bounces like Tigger from Winnie the Pooh. Remember him? She and Dakota have formed a special bond and as much as I think she annoys him he's happy to have her company. It was hard for him when Teddy died and I know she's not him, but he's always had the companionship of another dog so I think he needed her. She's trying to imitate him and learning fast all of his bad manners. It's like having a corrupt older sibling teaching the bad tricks you don't want the younger one to know. Oh well, what can I do. Right?

Ever wonder why people have a need to pick out one person and form a relationship with them? I mean through marriage or just living together, what's the point. You spend years putting blood and sweat into what may never pan out in the end. I mean if "familiarity breeds contempt", why do we insist on having one partner who usually drives us nuts on a daily basis.? If "variety is the spice of life" then aren't we going against age old wisdom by tying ourselves down with one person? Maybe life would be better if we just moved onto new relationships every few years? Life might be more exciting that way and the person you're with might value and enjoy your company more. Just some Merle wisdom to think about.

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 Jan Emo.

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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1. NEWS FROM THE NET

MySpace To Search Industry: Come And Get It
<http://tinyurl.com/j2642>

Google tests Web buying system
<http://www.bizreport.com/news/9896/>

AOL Tries to Revive Netscape.com with Digg-Like Content
<http://tinyurl.com/g2ndb>

Google's Gbuy nears launch
<http://tinyurl.com/fdr82>

Gates to Cede Software Reins
<http://tinyurl.com/h66x4>

Google's GBuy Could Be 'Revolutionary'
<http://tinyurl.com/k9a2o>

eBay plans to sell ads through other Web sites
<http://tinyurl.com/qt6q7>

Net Neutrality Supporters Vow To Press Fight In Senate
<http://tinyurl.com/hngnz>

EBay Opens Express Lane For Fixed-Price Deals
<http://tinyurl.com/zjmjj>

F-Shaped Pattern For Reading Web Content
http://www.useit.com/alertbox/reading_pattern.html

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2. FEATURE ARTICLE

How to Create a Favicon for Your Web Site

By Kalena Jordan

Ever see those little custom icons next to a web site listing in your favorites folder or on your browser address bar? Have you ever wondered how to create one for your own site? Well I'm going to teach you in this article.

The icons are called "favicons", a contraction of the phrase "favorite icons". To see an example, go to www.searchenginecollege.com and bookmark the site (or add to your "favorites" list). Now close your browser window and open a new one. Click on your bookmarked sites or favorites list and find the site you just bookmarked. See the tiny mortarboard graphic next to the listing? That's a favicon. It makes the site stand out from all the others in your favorites list. If you click on that site, the favicon will even load next to the URL in your browser address bar from now on.

Cool huh? Like to create a favicon for your own site? It's easier than you think. Here's what you do:

1) Choose an image or symbol that you would like to use to represent your web site. This could be a tiny version of your logo, a graphic or perhaps a stylized version of your company initials. A famous example of this is the "Y!" favicon used by Yahoo! A favicon is meant to reflect the look and feel of a web site or a company logo. Remember it needs to be simple and clear enough to have visual impact when converted to 16 x16 pixels.

2) Take a high quality version of your chosen image in .JPG or .GIF format and if it isn't already, convert your image to the 256 color Web Safe Palette or the Windows 16 color format (the fewer colors the better).

3) Using your favorite graphics package or image manipulation software, reduce the image down to 16 pixels wide by 16 pixels high, being careful to preserve the image resolution. This is the tricky bit, because you might find your chosen image looks fantastic at the original size and downright silly at 16 x 16 pixels! Keep experimenting until you are happy with the finished icon. If you can't seem to make it work or you're short on time, you can use a free icon converter like Image Icon Converter

<http://www.popularshareware.com/Image-Icon-Converter-download-11313.html>

to convert your graphic to an icon or use an icon editor such as ImageAuthor <http://imageauthor.com/> to build your icon from scratch.

4) You're nearly done! Now, take your completed icon and save it as "favicon.ico". This is the default icon name that web browsers like Internet Explorer and Netscape look for. If you want to be really clever, you can even create a customized icon for each page on your site - instructions for this can be found at <http://www.favicon.com>

5) Take your .ico file and copy it into the the root directory of your web site (the main directory that contains all your HTML pages). Now every time a visitor bookmarks your site, your icon is copied into their cache file and displays whenever that visitor returns.

6) To test your finished favicon, get a friend or colleague to bookmark your site and then open a new browser window. You can bookmark your own site but you generally only get one attempt at this so it's best to save it for when you are sure you're happy with your finished favicon. Alternatively, dump your cache and open a new browser window between tries. If you did it correctly, you should see your shiny new favicon appear in your favorites list next to your site listing and also next to your URL in the address field of your browser.

That's it, you're done! You now have an eye-catching icon representing your web site in the favorites list of all your visitors. A professional impact for very little effort.

About the Author:

Article by Kalena Jordan, one of the first search engine optimization experts in Australia, who is well known and respected in the industry, particularly in the U.S. As well as running her own SEO business Web Rank (www.webrank.biz), Kalena manages Search Engine College (www.searchenginecollege.com), an online training institution offering instructor-led short courses and downloadable self-study courses in Search Engine Optimization and Search Engine Marketing subjects.

3. WEBMASTER RESOURCES

Your Ebay Story

Do you love Ebay? I know I'm hooked. Everytime I need to buy something now it's the first place I look. Ebay wants to hear your story.

<http://pages.ebay.com/igotitonebay/>

Magnatune

Magnatune is one of the only record labels on the planet whose music you can legally use in your podcast, without paying for a licensing agreement."

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

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Tip

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Check How Many Pages of Your Site are Indexed

This works on most all search engines.

Type this in the search box:

site:yoursite.com

4. PROMOTIONAL RESOURCES

Google Account

"Your Google Account gives you access to various Google services, including Google Groups, Froogle Shopping List, Personalized Search, your Personalized Homepage, and Google Answers. If you've used any of these services before, you already have a Google Account." If you don't have one here's where to go and get it.

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

Kartoo

A metasearch engine with visual display interfaces.
This is a really cool search engine unlike anything
else you've ever seen.

http://www.kartoo.com/en_index.htm

Online Shopping Service

"Anew online shopping service that will help users
discover research and compare the best available
deals from the most popular online auction and
classified sites, including eBay, Yahoo, Craigslist,
and Overstock.com in one place." Fr-ee to use.

<http://www.mpire.com/buyer/search.page>

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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>

5. OTHER EZINES OF INTEREST

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include your ezine name and the number of subscribers.

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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

YouTube

Amateur videos have never been this much fun.
A vast array of crazy people from all over the world allowing you to peek into their lives.
If you're feeling adventurous go ahead and make your own video and join the crowd.

<http://www.youtube.com/index>

TV Eyes

"Makes Radio & TV searchable by keyword, phrase or topic - just as you would use a search engine for text. With a fast growing network of stations monitored worldwide."

<http://tveyes.com/>

Free Bracelet Kit

"By ordering a free Make the Connection bracelet kit, you will be helping to advance cervical cancer education and outreach. For every pair of bracelet kits ordered, Merck will donate one dollar to Cancer Research and Prevention Foundation, up to \$100,000, for cervical cancer awareness and screening programs among medically underserved women."

https://www.maketheconnection.org/order_beadkit/default.asp

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<http://www.ebookomatic.com/cbae/?a=iSUyfS3V3V>

7. E BOOKS AND THINGS OF INTEREST TO EZINE PUBLISHERS

"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. FREWARE- SHAREWARE- TRIALS TO DOWNLOAD

CCleaner

"A freeware system optimization and privacy tool. It removes unused files from your system - allowing Windows to run faster and freeing up valuable hard disk space."

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

Google SketchUp (free)

"Google SketchUp (free) is an easy-to-learn 3D modeling program whose few simple tools enable you to create 3D models of houses, sheds, decks, home additions, woodworking projects even space ships. "

http://sketchup.google.com/product_suf.html

Screen Shooter

Download this free screen capture software. My gift to you.

<http://www.merlesworld.com/software/ScreenShooter.exe>

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http://www.merlesworld.com/archives/MM_Ezine.xml

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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

For great web hosting or if you're in need of a
programmer contact mailto:DavidBlack@sitedesignandhosting
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Tell him "Merle" sent ya.

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