



I can see it and you know what they say. What you can believe you can create. Hold that thought.

It's still been pretty hot and muggy here. My air conditioning has been on for a few weeks now. I'd much prefer to open the windows and get some fresh air, but it's so humid outside it's hard to breath. I don't want to be around when that bill shows up. Does anything else every show up in the mail? Today it did. My good friend Richard of "Think and Reach Par" <http://www.thinkandreachpar.com/index1.php> sent me some home grown tomatoes.

I love this guy! He's done it in the past and I do appreciate it. First thing I did when I opened the box was to make a tomato sandwich. My mom always made then when I was a kid and they're still my all time fav. First you toast the bread then you add some butter, then sliced tomatoes with a generous helping of salt for water retention. Yummy! Thanks again Richard. With the bounty you sent I should be able to eat my special treat for weeks to come. Feel free to share my "secret recipe" with all your friends. But I warn you, they are addicting.

As usual things have been really slow online the past few months. It happens every summer and I hate it. I guess everyone is out having a life and too busy for the old PC, but hey come back soon, I miss you! Have a good one!

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/>

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>

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### 1. NEWS FROM THE NET

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'Kazaa' makers settle piracy lawsuits

[http://news.yahoo.com/s/ap/20060728/ap\\_on\\_hi\\_te/downloading\\_music\\_8](http://news.yahoo.com/s/ap/20060728/ap_on_hi_te/downloading_music_8)

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Internet Video: Imploding or Exploding?

<http://www.clickz.com/showPage.html?page=3623009>

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Click Fraud Rears Its Ugly Head

<http://www.clickz.com/showPage.html?page=3622994>

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New Chip Will Move People

<http://tinyurl.com/q65rd>



If you are a seller who also uses Adwords, you'll love this: For every \$1.00 you spend with Adwords, Google will allow you to process \$10.00 in "Google Checkout" sales for free. So if you're already using Adwords and start using Checkout you'll save money on your transaction fees. What are the fees, you say? 2% and \$.20 per transaction, which does beat Paypal's current fees of 2.9% and \$.30 per transaction.

Another advantage to offering Checkout on your web site is that your Adwords ads will display a small graphic of a shopping cart next to them. This is called a "Google Checkout Badge," and will identify your site quickly to searchers as one who will take "Google Checkout" payments from shoppers. Some are wondering if this may help your Adwords ranking. This is something that still remains to be seen.

To sign up, you'll first need to have a Google account, which you can get at no charge by going to <http://google.com/accounts>. At this time, you must live in the U.S. and have a bank account if you wish to process payments as a merchant. If you're a merchant you'll also need to specify your return and shipping policies.

Merchants can accept payments by Visa, MasterCard, Discover, and American Express. If you have an Adwords account you'll want to link it to your new Checkout account during the registration process in order to earn your free transaction credits.

Before you get too excited, be aware there are some things not allowed to be sold using this new service. They include:

- Adult Goods
- Alcohol
- Body Parts (don't you need to keep those?)
- Buyers Clubs offering goods at wholesale
- Credit and Collection Services
- Drugs
- MLM and
- Gambling

For a complete list, see <http://tinyurl.com/hmujh>

There are three ways for sellers to accept payments:

**1) Buy/Now Buttons:** These are similar to Paypal buttons. You just copy and paste some HTML code and you're done.

**2) E-Commerce Partners:** For use with Google's approved partners' shopping cart systems. Some of them are: Channell/Advision, Infopedia, Mercantec, Monster Commerce, ShopSite, Volusion.

**3) API:** A more complex way to integrate more options. This involves a programmer to setup.

One disadvantage to the cut and paste button method is you cannot specify tax or shipping rates. You'll need to use the API checkout method in order to do that. Another shortcoming is the inability to specify your own return page after a customer completes the purchase process. They get taken back to a "Google Thank You Page."

All orders are placed into Google's Merchant Center inside your in box. To view your orders you'll need to log into Checkout and go to the "orders tab." If the order can be fulfilled you then click the "charge button" that's located next to each order. After the order is sent you'll need to let the buyer know by clicking on the "ship button" next to it.

If you're worried about chargebacks, don't. They're all evaluated by Google and they will go to bat on your behalf. If the transaction is covered by their "Payment Guarantee Policy" and you supply Google with all of the documentation they request within 10 days, they will reimburse you within one week.

If you sell on Ebay and want to use Checkout, you might want to review their current approved payment types. There's been talk on the Net that they are not currently allowing sellers to offer this payment option. For more, see <http://tinyurl.com/gowgy>

Checkout's privacy features are great for your buyers. Google handles all of their personal information -- instead of entering a credit card with each transaction, all they have to supply

is a user name and password to complete a purchase. All credit card details are maintained by Google with complete details of all transactions.

With the rise in identity theft and people more nervous then ever about sharing their personal information, this should make everyone happy. There's also the added benefit of a faster check out experience which is to be appreciated if you've ever been put through page after page of a badly put together shopping cart.

Buyers can also click a box during the purchase process to specify if they would like to receive future promotional emails from this seller. This should help some with their already "too full" in boxes.

No matter if you're a merchant or a consumer there are advantages on both sides when it comes to Google Checkout. I'm sure with time Google will add more benefits and features that will make their Checkout process even more impressive. And who knows, maybe someday they will give PayPal a run for their money.

For more information see:  
<https://checkout.google.com/> and  
<https://checkout.google.com/sell>

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Merle of WebSiteTrafficPlan.com offers a F-r-e-e ebook and an e-course that will teach you how to promote and market your website. Grab your copy now at <http://WebSiteTrafficPlan.com>

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**3. WEBMASTER RESOURCES**  
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Paypal Developer Forum

I recently was trying to figure out how to make Paypal's shopping cart do something and stumbled upon their forums. Post any question on Paypal and get expert assistance.

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

## **Buttonator**

Need to churn out a quick button for your website? Nothing too fancy but this online site allows you to drag a button over to the work space and add your text. Nice and simple just the way we like it.

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

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## **Cool Color Tool**

Picking out colors for your website is one of the hardest choices you'll need to make. This color selection tool makes it easy to find colors that go well together.

<http://color.sharewonders.com/>

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### **Tip**

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## **Ebay Tip**

Do you sell on Ebay? Do you wonder if your listings are appearing in Ebay's new EbayExpress? To easily find out type this in your browser bar.

[http://search.express.ebay.com/merchant/TYPE\\_YOUR\\_EBAY\\_USER\\_NAME](http://search.express.ebay.com/merchant/TYPE_YOUR_EBAY_USER_NAME)

Remember, to replace the user name part at the end with your Ebay User Name.

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## **4. PROMOTIONAL RESOURCES**

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### Google News Source

Want to submit a site to Google News? If you have a site or know of one you'd like to recommend, fire away.

<http://www.google.com/support/news/bin/request.py>

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### **Hyper Shopping cart**

The Revolutionary eCommerce Suite is unlike anything you have ever seen before. Isn't It About Time You Had Access To One Superior Product That Was Designed To Automate Nearly All Of Your Daily Marketing Tasks Including Ecommerce, Shopping Cart, Lead Generation, Autoresponders, And Email marketing At The Touch Of A Button?

<https://paydotcom.com/r/5328/msmerle/181871/>

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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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### **Don't Date Him Girl**

"DontDateHimGirl.com is an online resource for women who have shared the experience of dating a no-good man! Browse this search engine of alleged cheaters, liars and cads right now! " Finally a place for women to have their revenge. Men you might not want to visit.

<http://www.dontdatehimgirl.com/home/index.html>

## Podcast

Podfeed.net is a podcast directory that helps you find podcasts, read and write podcast reviews, listen to podcasts and share your podcast with others.

<http://podfeed.net/>

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## Million Dollar Home Page

Everyone wishes they would have thought of this idea first. He sold pixel ads for a buck and made a cool million. Sweet! Check out his interesting pixel collection.

<http://milliondollarhomepage.com>

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## Top Super Affiliates Teach You How to Be Top Marketer

<http://www.affiliatemarketingintensive.com/?invite=2305>

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

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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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## "Learn How to Promote Your Website"

Here's your chance to purchase over 30 pages of valuable information on how to promote and market your website. Originally offered as only a 10 day ecourse now you can download the entire 10 days as an ebook in PDF format for only 7.00.

[http://www.websitetrafficplan.com/purchase\\_ecourse.htm](http://www.websitetrafficplan.com/purchase_ecourse.htm)

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**8. FREeware- SHAREWARE- TRIALS TO DOWNLOAD**  
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**Sonic Memo Lite**

Jay is now offering the Lite version of Sonic Memo for free so you can add audio to your website.

<http://sonicmemolite.com/>

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**Rate Anything**

Will is awesome when it comes to creating cool scripts to use on your website. He's just come out with this simple idea that allows you to add some code to your webpage and allow visitors to rate what they read. The best part is the page never has to refresh to take the rating.

<http://rate.flowto.info/>

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**Rotate Content**

Free software you can use to rotate different content on your website. Another great one from the "Willmaster".

<http://willmaster.com/master/merryground/>

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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>  
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**I Need Your Help Please**

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