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

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*"It's amazing what a man can accomplish when he's not
worried about who will get the credit."*

Courtesy of <http://Siglets.com>

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EDITOR'S NOTE

Hi Kids,

August is flying by. Soon the kids will be back in school and the smell of Apple Pies and the crisp smell of fall will be drifting through the air. Boy, that will give you a mental picture. If you've found your web biz in a slump look for it to pick up after Labor Day. It always does. As sure as people will sign up for a work out class as part of their New Year's resolution then drop out a few weeks later, people will buckle down and get back to work mid September.

I've started "the boys" on a new workout schedule. We've been doing a lot of walking/running lately. Even old Merle needs to keep an eye on her figure and sitting in front of this computer is not exactly good for the bottom half. I've always been an "exercise freak". I do believe that everyone needs to do 20 to 30 minutes of working out at least 4 to 5 days a week to stay in shape. As we get older it becomes even more important as our metabolism slows down and the dreaded middle age spread tries to set in. Personally, I refuse to let an old person move into my body. Aint happening. Not if I have anything to say about it.

It took awhile but I'm finally feeling better about my bird, Divi, dying. The two birds I have left are both male and they've been trying to kill each other since she left. She was sort of what I call a "switch hitter" going back and forth between the two of them. One week she was Pedro's girlfriend, the next she was in love with Chuckie. Of course, they were in constant competition with each other back then, and now without her they really seem to want to pick on each other even more. They sort of remind me of Felix and Oscar. Remember that show the "Odd Couple". That's them. I'm still thinking of getting another bird, but I'm just not sure. What do you think?

The discussion board needs your posts and comments. Come on, I know you have something to say. <grin>

<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/>

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## 1. NEWS FROM THE NET

Yahoo! Local Trumps Google in Local Search

<http://tinyurl.com/byueq>

Google Gives Publishers More AdSense Control

<http://tinyurl.com/9vesx>

Ask Jeeves Sponsored Listings Avail Aug 15th

<http://sponsoredlistings.ask.com/>

Google sued over claims of excess advertising fees

<http://tinyurl.com/c9ydf>

Information Overload

<http://tinyurl.com/ccx6k>

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Build it Faster with "Quick & Dirty Web Site Design." You'll get a complete working version of a sample website including all of the HTML source code. You'll also get all the Javascript and CSS source code along with the all the Photoshop and .gif files. NO Prior Programming Knowledge Needed.

<http://www.internetguidancesolutions.com/ebook/ebooksalespage.html>

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## 2. FEATURE ARTICLE

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### "10 Things You Need to Know for a Better Website"

By Merle <http://MerlesMisison.com>

There are just some things that need to be included in every website. If you integrate these tips into your site your visitors will "thank you" for it later:

**1) Navigation:** Keep it simple (KISS), and make sure it's consistent from page to page. No matter where you place your menu bar -- either at the top or down the side --always include a small text menu at the bottom of every page. This makes it easier for the search engines to index every page of your site. This is especially important if you're using fancy graphics or Flash for your menu.

**2) Privacy Policy:** With all of the concern over privacy on the Web if you collect any type of information from your visitors (even if it's just an email address) you need to include a privacy policy. There are many online templates that will help you to create one easily. Once made, post a link to it on every page of your site.

**3) Contact Information:** Nothing drives me more insane than having to search through an entire website just to send the owner an email. Post your contact info at the bottom of every page of your site, along with your email address. Don't make me fill out a whole form when I just want to send a simple comment. Include your email address, hotlinked and ready to go.

**4) Logos & Graphics:** Please keep your graphics down to a reasonable size. No one wants to wait two minutes while your huge, beautiful logo loads onto the screen. If you must use a lot of graphics to get your point across, I've got one word for you: Compression.

**5) Fonts:** Remember if you stray from using the standard fonts that everyone has installed on their computers (such as Arial, Verdana, Times New Roman) the viewer won't see your fonts as intended. Your users' computers will display your site in their default fonts. Stick to standards. If you must have a certain font

used you'll have to turn it into a graphic to maintain its look.

**6) Make It Sticky:** Include interactive features if possible, such as live news feeds. Check out <http://www.moreover.com> for tons of news feed topics you can paste into your site for free. Use chat rooms, discussion boards, etc. You want to create a sense of community where people will want to return.

**7) Newsletter:** If you're going to have a website you need to offer a newsletter, even if it's strictly going to be about sale items, specials or site updates. You need to start collecting a list of your visitors' email addresses so you can keep in touch with them. Ezines help to keep your site fresh in the client's mind and helps to establish trust and credibility. For more on how to start your own ezine see <http://www.ezineuniversity.com>

**8) Browsers:** You'd be amazed at how differently your website appears in different browsers. Make sure you take a peek at your site in Netscape and Internet Explorer. Recent stats show IE has about 90% of the market share, but you'll still want to make sure the other 10% can view your site without any problems.

**9) Resolution:** This is a highly debatable subject. "What resolution should I design for?" The norm these days seems to be 800X600 although there are still a small number of people limping along in 640X480. Look at your site in different resolutions to get an idea of what I'm talking about. If you don't mind letting the small majority scroll right and left, I say go with 800X600 or higher (that's what I do) and it still looks acceptable to those surfing in mega resolutions of 1024 and higher.

**10) Index Page:** This may seem like a given, but I'm going to mention it anyway. On the very first page of your site (the homepage) the first paragraph should answer the "5 W's"; basically telling them who you are and what you're offering. You'd be amazed at the number of websites that leave this out; making me think "what do these people do, and what's in it for me?" You need to answer these questions and do it fast. Surfers are a very impatient group. Stop them before they click away.

If you remember the above 10 pointers when putting together your next website, you'll create a winning site that visitors will want to return to, and not run away from in frustration.

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**"How to Use Articles to Drive Website Traffic".  
At last all of the resources you need in this  
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**3. WEBMASTER RESOURCES**  
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**CSS Tutorial**

If you want a brief lesson on using Cascading Style Sheets read on.

<http://tinyurl.com/58seu>

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**Free Block Menus**

Need a block menu fast! Free to download great looking CSS menu designs that will have you up and running in a heartbeat. Nine very cool menus to choose from, download in zip format.

<http://www.e-lusion.com/design/menu/>

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**Fr.e Website Templates**

If you're looking for some higher quality site templates check out this site. Flash templates, menu templates, even Power Point Templates to have you looking like a design whiz at your next presentation.

<http://tinyurl.com/2kj2c>

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**Tip**

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**Articles as Promotion**

Writing articles and having others publish them online is a great way to increase your website traffic. If you've been writing for awhile why not take them and make an ebook out of them that you can pass around online. By giving it away for free you'll be doing what's called "viral marketing" which is a great traffic generator.

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**4. PROMOTIONAL RESOURCES**

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**Pingoat**

A new service that will ping your blog and notify over 40 services that you have made an update. Knowing that they'll all come around to visit and index the new information.

<http://www.pingoat.com>

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**Constant Content**

No matter if you write short articles and want to get paid for them or you're looking to purchase original content Constant Content is for you. If you want to submit f-r-e-e articles you can do that too.

<http://www.constant-content.com/>

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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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### PayPal's Identity Theft Center

With Identity Theft running rampant these days PayPal has decided to do something about it by launching their very own resource center. You'll find tips, tools, and resources you need to prevent becoming a victim and what you need to do once someone has stolen your identity. Good stuff and a great job by Paypal.

<http://tinyurl.com/8vs7o>

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### Flash Girl

Don't ask me why but I found this to be interesting. It's just a flash page but you can drag and drop this girl as she gently falls around these spheres. If you've got some time to kill drag her around with your mouse for awhile to see what I mean. Very cool.

<http://www.izpitera.ru/lj/tetka.swf>

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## Simply Fired

Face it. We've all been fired from a job. OK, maybe that's just me. If you have a great firing story post it to this site and you could win some really cool prizes. If you're so perfect you've never been fired then take a chance and live through someone else who has by reading the numerous postings. It's really quite entertaining.

<http://www.simplyfired.com>

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

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### F-r-e-e Ebook on Marketing with Articles

If you need help knowing how to write articles and get them out into the mainstream you'll want to download my latest ebook, "How to Use Articles to Drive Website Traffic". Download the 20 page PDF at

<http://articleannouncer.mcpromotions.com/>

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### "Must Have Marketing Resources"

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## 8. FREeware- SHAREware- TRIALS TO DOWNLOAD

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### **Vemail Voice Software**

Why send plain text messages when you can use this f-r-e-e software and send short voice messages. It's as simple as pressing a button then sending.

<http://www.nch.com.au/vemail/index.html>

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### **Access Diver**

"AccessDiver is a security tester for WEB sites. It incorporates a set of powerful features which help you find and organize failures and weaknesses from your web site." Make sure you read the disclaimer page before downloading.

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

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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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