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

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Companion Blog <http://Merlesworld.Blogspot.com/>

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"Work...It's not the pace of life that concerns me, it's the sudden stop at the end."

Courtesy of <http://Siglets.com>

DONATIONS Wanted: If you enjoy this ezine, please make a donation by PayPal <http://tinyurl.com/3gzpa>
Your small gifts will help support the website and this newsletter (and bones for "the boys"). Dakota says "woof" which means "Thanks" in dog language.

TOP SPONSOR

****"Why Did a Pro Web Designer Switched to XSitePro?" ****

Though I know about the existence of XSitePro, I never really bothered. But when a subscriber showed me what it can do, I got interested. Read the rest of the story, and my XSitePro review:

» <http://www.moneyclicking.net/xsitepro-review.htm>

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EDITOR'S NOTE  
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Hey Gang,

It's Friday! Remember when you were younger how exciting that use to be. You'd wait all week for Friday night then party all weekend. For some reason as you get older they don't hold the same thrill they once did. Maybe it's because your body can't party the way it use to without suffering a 3 day hangover. When you get to be a certain age you have to weigh the pros and cons of getting hammered and

make sure it's worth the pain (LOL). Anyone over 35 can relate to what I'm saying. If you're under 25, just wait. Father time stops for no one.

As you know all that's been on the news lately is this whole Katrina mess. Now of course the "blame game" has begun with everyone pointing fingers as to who could have, should have, done what better. Why do we insist on blaming our circumstances in life on someone outside of ourselves? Everything happens for a reason and the world works in perfect order as it should, so why when something horrible happens do people look for someone to hang from the tallest tree. If people would stop looking at who's responsible for what and just concentrate on fixing the problem, maybe some real progress could be made. There is no yesterday, and no tomorrow only now so would have, should have just don't make sense.

Of course people are coming to the aid of the hurricane victims by donating goods and money. I'd like to see more of this on an everyday basis. Why must it take something like this to get people to help others? I'm sure there are people in everyday life that could use your support. When was the last time you made an effort? Remember, what you put out comes back to you tenfold. Make it an everyday act to be kind, give a compliment and help those in need. You'll feel so much better about yourself.

Life cannot be kept and we all one day will die, all we can do is give it away in service. Try to be a little kinder and gentler to people everyday and you'll start to see miracles happening in your life.

One of my online friends has launched a new website... "How to Quickly and Easily Make Your Own Mini Sites in Just 30 Minutes ~ Without Being a Web-Techie, check it out at <http://www.DIYMinisite.com>

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  
Linda Starr of <http://www.budget-tools-and-tips.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>

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

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## 1. NEWS FROM THE NET

Will Microsoft Buy AOL?

<http://www.clickz.com/news/article.php/3549086>

Yahoo blends Web e-mail with speed of desktop

<http://www.bizreport.com/news/9280/>

Microsoft takes on Google by opening up MSN

<http://tinyurl.com/7obj9>

Google Launches Blog Search

<http://tinyurl.com/djlls>

Blogging for the Soul

[http://www.clickz.com/stats/sectors/traffic\\_patterns/article.php/3549576](http://www.clickz.com/stats/sectors/traffic_patterns/article.php/3549576)

Double Click Reports Decline in Open Rates

<http://www.clickz.com/stats/sectors/email/article.php/3548366>

AOL Unveils Podcasting Initiative

<http://www.clickz.com/news/article.php/3548731>

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### **Instant Attention**

Increase Your Sales Revenue, e-Zine Subscriptions, Affiliate Commissions and more with this new kind of pop up advertising. Very Cool and slick looking. You have to see it to really appreciate the beauty of this system.

<http://www.instantattention.com?aid=1325>

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## 2. FEATURE ARTICLE

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### "Making the Most out of Google AdSense"

By Merle <http://MCPromotionsPress.com>

Google AdSense is a great way for any website owner to earn a nice income simply by placing ads on his or her website. The ads are taken from their Adwords Program, and what is shown on the page relates to the content or the theme of that particular page. For example, a page about dogs would rotate ads for pet-related products and services.

Before you decide it must be pretty simple to just throw some Google ads on your pages and go lay on a beach somewhere while the money rolls in, think again. There really is an art and a "science" to optimizing your website to work well with the advertisements.

Remember, you don't get paid unless people click, so before you just plaster the ads in any old space here are some tips to consider straight from Google and other online resources.

#### **1) Horizontal display of 4 image ads:**

I found this tip on a forum. There's been some talk that placing a horizontal row of images right above a leaderboard ad format works very well for drawing attention and increasing click thrus. For more on this read the thread yourself at <http://www.webmasterworld.com/forum89/7961.htm>

**2) Blend:** You don't want the ads to "intrude" on your content, rather make them "blend" as if they are part of your content.

**3) Placement:** Above the fold placement is better for maximum eye attention. Visualize the monitor as a piece of paper and cut it in half horizontally. Try to place your ads in the top section and to the left.

**4) Wider:** Per Google, a wider footprint is better than taller; maybe because it can hold more content and make it easier to read without dropping down line after line. Google claims the most effective sizes for click thrus are 326X280, 300X250 (inline

rectangle),160X600 (wide skyscraper).

**5) More is Better:** To generate more revenue, put ads on every single page of your site -- if it works for your set up. This will result in more ad views and more chances for actual click thrus.

**6) Multiple Ad Units:** Try putting more than one ad unit on a page. Google allows 3 ad units maximum on any one page of your site.

**7) Colors:** When choosing colors for your ad layouts, try to pick ones that complement and go with your web pages. If you'd like to keep it fresh, you can select up to four rotating color palettes when generating your ad code. This may help keep your site's frequent visitors from "tuning out" your ads.

8) Google Search: Google offers a "search box" function you can add to your site, which will give you yet another opportunity to generate income. For more on this, see

[http://www.google.com/services/adsense\\_tour/page6.html](http://www.google.com/services/adsense_tour/page6.html)

Users can search just Google or your entire website. If they click on any of the ads on the "search results" page you'll earn money.

**9) Link Units:** Another ad format you can add to your site is called "link units." These are smaller text ads ranging in six sizes from 120X90 pix to 728X15 pixels. You can add one link unit to the already allowed 3 ad units per page, giving you a maximum of four ad units on a page. Again, it gives you another opportunity for click thrus. For more on link units, see:

<http://tinyurl.com/dcxlo>

**10) Channels:** Use channels to track different ad formats and color schemes to find out which ad units are working best, and utilize that information to tweak and refine your site. For more, see

<http://tinyurl.com/8ghr2>

**11) Image Ads:** With AdSense you can opt in to show only text based ads or a combination of both text and image ads. Make sure you're utilizing the image format as this additional option opens up more advertising opportunities for your site. Google will show image ads when they have a higher value to you then the normal text ad units would. For more info see

<http://tinyurl.com/aupod>

**12) Public Service Ads:** When Google can't find ads for a page on your site they show what's called "public service ads." By replacing these ads with your own ads, perhaps for affiliate programs you may be involved with, you'll have more chances of earning some revenue instead of giving it away to Google. For more, see <http://tinyurl.com/7qqfs>

Not all of these tips will work for every website owner. You'll want to test different ad formats, colors and placements to find out what works best with your site. There is no one size fits all so use this information as a general guideline for tweaking your pages.

**13) Section Targeting:** By adding special tags you're assisting Google in knowing where the "real content" is on your pages which results in more targeted ads and hopefully higher click thru rates for you. See more on this at

<http://tinyurl.com/djacq>

or over at Dave Taylor's site at <http://tinyurl.com/ag69t>

**14) AdSense for Feeds:** Another way to get more ad exposure is this beta program where you can include ads in your RSS feeds. It's limited at this time; see <http://tinyurl.com/9ypkf>

Many ebooks have been written on this subject. If you'd like to investigate further, see:

**1) Growing Your Business with Google  
by Dave Taylor**

<http://tinyurl.com/dy2j3>

## 2) "What Google Never Told You About Making Money with AdSense"Ebook by Joel Comm

[http://www.mcpromotions.com/joels\\_ebook.htm](http://www.mcpromotions.com/joels_ebook.htm)

For great information on using Adsense, bookmark this blog: <http://jensense.com/>

Remember, nothing takes the place of good content. Before placing ads on your pages, make sure that you have a quality site with information and resources people will want to see to insure continual traffic. You won't make much money if you don't have traffic to click on the ads in the first place.

Google makes it simple for any site owner to earn a nice income with their Adsense program. It's up to you to get the most out of it.

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By Merle- Want to Know the SECRETS of Article Promotion? Discover everything you need to know in this brand New Ebook, "How to Use Articles to Drive Website Traffic". Get your F-r-e-e Copy now at <http://articleannouncer.mcpromotions.com>

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### **Constant-Content.com - Sell Your Articles**

A place where writers can sell the articles, tutorials, and reviews they write. Let the web site owners find you.

<http://tinyurl.com/87wnw>



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### 3. WEBMASTER RESOURCES

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#### Meta Collection

"This site is a guide for webmasters and developers who are in search of CGI or PHP script archives. As a webmaster you will find link directories where you can look for scripts and code snippets that power your interactive dynamic website."

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

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#### POP Up Window Generator

Need a pop up window for your website? If you have an ezine you should be running one on your main page. This really helps in getting new subscribers. If you don't know how to create one use this online generator, then copy and paste.

<http://javascriptkit.com/popwin/index.shtml>

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#### Tip

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#### Press Releases at No Cost

A press release is a great way to generate publicity for your website. If you need help in creating one use this online generator for f-r-e-e-  
<http://www.bmyers.com/public/539.cfm> Once you have it written go and open a free account with PR Web at <http://www.PRWeb.com> and have it posted on their site. If you'd like a higher placement you can donate a few bucks and move up in position.

#### 4. PROMOTIONAL RESOURCES

##### **Affiliate Directory**

"The nets largest Directory of Affiliate Programs and Associate Programs. They feature a comprehensive directory of pay per click, pay per sale and pay per lead affiliate programs that currently lists 6572 programs."

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

##### **Search Engine Watch**

Everything you need to know about search engines and directories. This is the only site you need to read to stay on top of this ever changing industry.

<http://searchenginewatch.com/>

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##### **Amazing Ecover Software**

Find out why the Graphic Designer \*Gurus\* are screaming MAD for letting you in on the SAME eBook Cover Software Tool that is making Them Loads of Money. Check it out today and start making your own ebok covers.

<http://tinyurl.com/8yy9j>

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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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### Montage A Google

Sort of strange but very cool. You do a search for a word and this search service goes out and finds up to 20 images that match your search then it builds a montage or collage if you will of the images it finds. Pretty Cool.

<http://grant.robinson.name/projects/montage-a-google/>

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### Alumbo

"Hundreds of articles to inspire and motivate, plus tips and resources for personal growth, self-help and wellness." If you write short articles on these types of topics you'll want to add this one to your article submission list.

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

## **Net Pets**

"A NationWide network of Individual Foster Homes that will house, nurture and care for the dogs, cats\*, birds and other pets for all the Military and other personnel." If you'd like to give a temporary home to an animal while their owner is away sign up here.

<http://netpets.org/>

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## **Garage Sale Strategies for Ebay**

Need to know what to sell on Ebay? This ebook will tell you exactly what to look for at garage sales so you can turn a profit on Ebay.

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

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

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### **F-r-e-e Ebooks**

Yes, this is a shameless plug but if you haven't been to this page of merlesworld.com you're missing out on a lot of ebooks that can really help you with your online business. Download and give them away from your own site.

<http://www.merlesworld.com/ebooks.htm>

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## **8. FREWARE- SHAREWARE- TRIALS TO DOWNLOAD**

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### **RSS Dreamfeeder**

An add on for Dreamweaver which makes it easy to add RSS feeds from updated content on your website.

<http://www.rnsoft..com/products/rssdreamfeeder/>

## F-free Graphics Software

"A fast image enhancement and adjustment platform supporting more than 55+ image formats, 140+ filters and artistic effects with a lot of retouching & designing." And you can't beat the price tag.

<http://oriens-solution.com/enhancer/>

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**Please Support our Sponsors**

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Rebecca Hagel has put together a revolutionary hands-on workshop where you'll walk away with a product...and maybe a profit! Rebecca can make these bold promises because she'll be \*personally\* guiding you for the next two and a half months, helping you build your business from the ground up.

No one else is doing anything like this! And because you'll get personally coached, Rebecca can only allow a limited number in, so you'll need to act fast to get your seat...

If you're serious about getting your business up and running this year, then I highly recommend this unique workshop. Go get your seat now:

<http://tinyurl.com/7j3zn>

## 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](mailto: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 2,900

Grab our RSS Feed to be notified of new issues as they are posted online  
[http://www.merlesworld.com/archives/MM\\_Ezine.xml](http://www.merlesworld.com/archives/MM_Ezine.xml)

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

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### **I Need Your Help Please**

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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.

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To pick up the code to syndicate my articles on your site...

<http://tinyurl.com/aohr>

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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