

Tootsie (my new bird) is settling into our home. She loves to play a game where you're in another room and she talks to you. She doesn't talk much when you're in the same room with her, but go in the bathroom and turn on the blow dryer and she doesn't shut up. I guess you'd call her a "closet

talker". Pedro flies over to see her every once in awhile but so far she keeps him at a distance. Not sure they will ever be buds but it would be nice. She sure is a junk food junkie. For dinner every night it must be Chef Boy Ardee Ravioli. She also loves Mac and Cheese, nachos, popcorn, fried chicken and pork. If she enjoys Chicken and she's a bird doesn't that make her a Cannibal? Isn't she eating her own people? <grin> I thought about pointing this out to her, but don't think she'll care.

September has flown by and I can't believe it's October. Before you know it we'll all be knee deep in credit card debt trying to afford another Christmas. I always start shopping early but still seem to blow a wad of cash that I don't have every holiday season. What kills me is the stores. I mean, let me enjoy Halloween first, but no, you go in a store and they have Halloween, Thanksgiving and Christmas stuff all at the same time. Have they all gone insane? Call me crazy but, I'd like to enjoy today before someone stuffs tomorrow down my throat.

The smell of Autumn is definitely in the air. If you've been a subscriber for awhile you know that every fall I get a hankering to bake Apple Pies. Yep, me in the kitchen. Scary isn't it? I really don't like to cook but for some reason I get a baking bug every year at this time.

My house is still a disaster zone but it's getting better every day. We finally took down the temporary wall that we had erected in the middle of our living room last year. Can you believe it's been a year since the fire? I can't. With the remodel we'll have a lot more room. I am going to miss the wood burning fireplace as now we put in a fancy pansy gas one. George says it will be safer and more cost efficient for heating the house. Since the gas companies have announced they will be gouging us again by raising the prices 50%, it might be a good thing. They raised the prices last year too about this time. I'm starting to think that every year at this time they gather in a room and figure out how they can "screw" the customer even more. I mean they have the gas and we need it. Kind of have us by the balls there, don't ya think.

Speaking of gas, the kind that goes in your car, here in Ohio it's hovering around 2.90 a gallon. It's insane. Pretty soon we'll all need a small loan just to put fuel in our cars. When does all the price gouging end exactly? Between that and all of the natural disasters taking place I'd say we're living in a very bad time. The world is definitely in some kind of transition and I don't think it's 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/>

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Chibueze C. Okoji <http://www.soulmatehost.com>

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

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**IN THIS ISSUE**  
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- => 1. News From the Net
- => 2. Feature Article-"The Key to Finding Good Keywords"
- => 3. Webmaster Resources
- => 4. Promotional Resources
- => 5. Other Ezines of Interest
- => 6. Just for Fun or Useful
- => 7. E Books and Things of Interest to Publishers
- => 8. Freeware and Shareware to Download
- => 9. Subscribe/Unsubscribe information

## 1. NEWS FROM THE NET

Tune Your Google Ad Campaign

<http://tinyurl.com/9ntd4>

Google Makes it Easier to add Adsense to Blogger Blogs

<http://help.blogger.com/bin/answer.py?answer=964>

Google Launches Enterprise Partner Program

<http://tinyurl.com/925ty>

An Experts' Guide to Keyword Research

<http://tinyurl.com/76kqj>

How are Search Marketers Performing

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

Google Tests 'Advertise' Link, Landing Page

<http://tinyurl.com/8u5cn>

Record Industry Sues Hundreds for File-Sharing

<http://tinyurl.com/9bor7>

Local Search Market to Triple in 2006

<http://tinyurl.com/d9x2m>

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

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## 2. FEATURE ARTICLE

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### "The Key to Finding Good Keywords"

By Merle <http://MCPromotionsPress.com>

If you know anything about optimizing your website for the search engines, you know how important it is to choose the right keywords. If you fail to pick the words that you want your site to be found under, you risk untargeted traffic -- or at worst, no traffic at all.

So what's the trick to selecting the right keywords? First, don't use single words; they are way too broad and the competition for them is fierce. Instead, you want to use two or three words strung together, also known as "keyphrases." Studies have shown that most people type in 2- or 3-word combinations when conducting searches; not single words.

Coming up with a list of the most targeted keyphrases for your website is not really that hard. It involves a bit of brainstorming and utilizing the right tools. One of the best methods is to think like your site's visitors, and write down words and phrases that you think they would use when searching for a site such as yours. Be creative.

Another great resource to use is a good "old fashioned" Dictionary and/or a Thesaurus to come up with related or alternate words. If you don't have a hard copy, use the online versions located at:

<http://thesaurus.reference.com/>

<http://dictionary.reference.com/>

If you find yourself falling short of ideas, look up your competitors online and do a view source on their pages. I'm not telling you to copy what they have; but to study what they are using, as you might see some words or phrases that you hadn't thought of, which you can add to your collection. Remember, stay away from using Trademarks. You don't want any trouble from a high priced Attorney down the road.

If you're trying to target a certain geographic location, make sure to include your city and state in your keyphrase list. This is especially important right now, as many of the search engines have branched out into offering "local search" and you want your site to be found when these types of searches are conducted.

Now that you've got a good solid foundation, I'm going to introduce you to some other online tools that you should find helpful in your quest for the right keywords. Some of these resources are free.

**1) WordTracker:** <http://WordTracker.com>

This is the "Big Daddy" of keywords services and used by most Search Engine Optimization companies online today. The results are pulled from several meta search engines. Use the free trial to take her for a "test spin." If you need more power, you'll want to purchase a subscription. You can register for as little as one day for \$7.80, one week for \$26.00, or even a month, which runs only \$52.00. You decide how much time you really need to access this powerful database.

**2) Good Keywords:** <http://www.goodkeywords.com/>

Free software to download that will help you find the perfect set of keywords for your site. Windows based only.

**3) Keyword Suggestion Tool**  
<http://www.digitalpoint.com/tools/suggestion/>

This online tool will show you the results of your keyword search from both Overture and Wordtracker. Find out how often a phrase is searched for and get suggestions for alternate words as well. Free.

**4) Overture Search Term Suggestion Tool**  
<http://inventory.overture.com/d/searchinventory/suggestion/>

This free online tool is offered up by Overture. Type in your word or phrase and find out how many times that particular word was searched for last month, and related searches that include your term.

**5) Google AdWords Keyword Tool**  
<https://adwords.google.com/select/main?cmd=KeywordSandbox>

This online tool is courtesy of Google AdWords. Type in your phrase and you'll be shown a list of other possibilities. A slightly modified version of this tool is available at  
[http://www.masteringadwords.com/resources/google\\_tool.asp](http://www.masteringadwords.com/resources/google_tool.asp)

**6) Espotting Keyword Generator**  
<http://www.espotting.com/popups/keywordgenbox.asp>

Not to be left out, Espotting also offers their own online research tool which will also show you how many times that phrase has been searched for in the previous month.

If you're interested in creating "niche sites" and want to see the words people are searching for check out these:

Lycos 50 Daily Report: <http://50.lycos.com/>

Kanoodle: <http://kanoodle.com/spy/>

MetaCrawler: <http://www.metacrawler.com/info.metac/searchspy>

For a full page of keyword selection tools:

<http://tinyurl.com/3ovca>

If you don't have time to do your own research for keywords, this is an excellent service that will do the hard work for you: <http://www.SeoResearchLabs.com/>

Remember, when selecting keywords or keyphrases for your website you want to make very sure you're choosing the right ones, or it could spell total disaster when it comes to the search engines. Also, each page of your site should be optimized for two or at the most three key phrases, but that's a topic for another article.

Finding the right keywords isn't brain surgery. It just takes a little time and ingenuity and the ability to put yourself in your customer's shoes.

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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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(3X)

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### **3. WEBMASTER RESOURCES**

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#### **Logogle**

Not Google but Logogle? Type in a word and make your very own logo that looks a lot like Google's. I wonder how they feel about that.

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

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#### **10 CSS Tips**

Cascading Style Sheets really aren't that hard if you know the shortcuts. Here are 10 super tips you need to know.

<http://tinyurl.com/5tsvx>

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#### **Lunacore and Photoshop**

If you need some help with Photoshop you'll find some excellent tutorials here. Smooth skin, beautify a face, even create a postage stamp.

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

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#### **Adobe Studio**

Do you use Photoshop? or maybe one of Adobe's other fine products? This is a tips and resource site. You choose the product of interest and can then view tutorials that will improve your skills.

<http://www.studio.adobe.com/tips/main.jsp>

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#### **Web Color Theory**

A nice way to select colors for your next web design project. This online color chart allows you to select and view colors side by side and get the hex numbers for each.

<http://www.mundidesign.com/webct/webct.html>



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### Tip

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### Keep It Simple- Writing Website Copy

When writing your website copy use plain simple language. You want to write like you're having a casual conversation with a close friend. Use active voice and short paragraphs. Each paragraph should be no more then 2 to 3 sentences. Use lots of headings and bullets so the page is quickly scannable by your visitor. When finished read it outloud to see how well it flows.

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## 4. PROMOTIONAL RESOURCES

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### Newspapers

Need a list of Newspapers? You'll find them from the UK, China and the US. This is the most complete listing I have ever seen complete with a link to each one. This is a good resource if you need to send out press releases.

<http://www.newspapers-usa.com/allpapers.php>

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### Google Adsense Affiliate Program

I'm always refer people to Google Adsense as it's a great way to make money with your website. Looks as if Google has launched a "by invitation" only affiliate program so now you can get paid for referring others to sign up.

<http://www.google.com/referral/info.html>

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### Ping O Matic

If you have a Blog getting other Blog sites to ping it is a great way to increase your traffic. With PingOMatic you can submit all the pings to many services with one full swoop. I love this!

<http://pingomatic.com/>

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### **The Dowser**

If you do keyword research you need this brand new software. The Dowser is so powerful it makes it easy to find hundreds of keywords to your arsenal.

<http://affiliatetracking.com/thedowser/a/1016>

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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.

### **"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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### **Chris Pirillo Show Weekly Broadcast**

Weekly radio broadcasts by Chris Pirillo. He's been around for ages and is considered one of the Net's top experts in his field.

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

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### **Gas Buddy**

Don't let the high price of gas get you down. Punch in your zip code and this site will show you the cheapest places in town to fuel up.

<http://gasbuddy.com/>

## ArtsEFest

Are you crafty? Have you always wanted to sell your crafts and make some cash. Welcome to the worlds largest online craft fair. You can sell your wares and the fees aren't bad. Depending on what plan you choose the cheapest is 30.00 quarterly.

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

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## The Bird Cafe

Have a Cockatiel or other bird? Did you know that Birds need a balanced diet which also includes fruits and vegetables? I didn't find this out until I took my small Parrot in for a problem and was told if you feed a bird strictly seed they will not live as long as they possibly could. So get out those pots and pans and start cooking for your Bird. He'll thank you later after you add years to his life.

<http://www.cockatielcottage.net/biscuitsnbones/maincc.html>

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## Thinking about building your own website?

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

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### The Ultimate Super Tip

F-r-e-e- ebook by Harvey Segal that will teach you how to promote whatever it is your selling. In PDF format.

<http://tinyurl.com/brbtX>

## **Filter and Format**

I just love this free online tool. Paste in your articles or ezine and not only will it set the line length for you but also run it thru a spam checker and put in substitutions such as \* and ^ in any trigger words it finds. This use to take me forever to do by hand, not anymore. If you publish an ezine you'll want to bookmark this one.

<http://www.bizsuccessonline.com/filter/filterandformat.php>

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## **8. FREeware- SHAREware- TRIALS TO DOWNLOAD**

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### **Upgrade to Firefox**

If you're a Firefox fan you might want to grab the latest version 1.0.7 for Windows.

<http://www.mozilla.org/products/firefox/>

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### **Ipodder**

"iPodder is technically a "Media Aggregator," a program that allows you to select and download audio files from anywhere on the Internet to your desktop." F-r-e-e to download it keeps all of your PodCasts in one place and makes it easy to listen to them.

<http://ipodder.sourceforge.net/faq/index.php>

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### **Headline Viewer**

"A Windows application that lets you see news headlines from a configurable list of Headline Providers (news sources and weblogs). Instead of continuously jumping from site to site to check on headlines (and using a big fat browser window), you can let Headline Viewer do it for you:" Shareware.

<http://www.headlineviewer.com/index.shtml>

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### **Article Marketer**

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[http://www.articlemarketer.com?a\\_aid=b910eb44](http://www.articlemarketer.com?a_aid=b910eb44)

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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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[http://www.merlesworld.com/archives/MM\\_Ezine.xml](http://www.merlesworld.com/archives/MM_Ezine.xml)

If you would like to be taken off our mailing list use the link below -AOL users will need to cut and 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>

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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**

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<mailto:merle@MerlesWorld.com?subject=testimonial>

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<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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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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