

I'm feeling lazy today. I've got the "I want to stay in my P.J.'s all day and watch scary movies syndrome. I think it has something to do with tomorrow being Halloween. It is one of my favorite holiday's. Did I ever tell you I have those spooky eye contact lenses? When I wear them people totally freak out. One time when I was in the store a little old lady looked at me and ran her shopping cart right into the wall. I think I scared her. Of course, I'm pretty scary without them too. <grin> At least that's what my boyfriend tells me.

If you have an urge to carve your own pumpkin without the mess check out this link one of my friend's sent to me
Carve Your Own Pumpkin

http://www.cubpack81.com/images/carve_pumpkin.swf

Did I tell you about Pedro (my parrot)? He's 25 years old and now the doctors are saying he may have kidney failure coming on due to old age. I always thought that he'd grow old with me and so far we had been doing a pretty good job of it. He had runny stools so I took him to two docs for two opinions and they both seem to think it's his kidneys. They have him on antibiotics twice a day and one of my online friends, j.l. of <http://www.i-cop.org/> turned me onto this holistic website at <http://www.AvianMedicineChest.com>

They not only have herbs for birds, but dogs and cats and rabbits. You should go read over some of the testimonials on their site. You won't believe it. Stories of miraculous recovery where people were told by their Vet's that their pet would die then after beginning treatment with these herbal remedies they completely turned around. The way I look at it I have nothing to lose and maybe Pedro will be around for awhile longer.

Tootsie still wants nothing to do with him. He's been trying to impress her, but she's not interested in the least. I don't know if they'll ever be best of friends, but she does allow him to sit on her tree. She's never seen another bird in her life so having Pedro around I'm sure is a big adjustment. She's 20 years old and they say Amazon's live 40 to 80 years.

If you like getting emails from a twisted person who get's a kick out of dressing up her dogs for Halloween, check out the boys here:

http://www.mcpromotions.com/NewImages/Halloween_2005.jpg

Tootsie and Pedro are also included this year.

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 w!nner for a f-r-e-e ad is Joe Stewart.

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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<http://www.MCPromotions.com>

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**1. NEWS FROM THE NET**  
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Study: Broken E-Mails Affect Response Rates  
[http://www.dmnews.com/cgi-bin/artprevbot.cgi?article\\_id=34503](http://www.dmnews.com/cgi-bin/artprevbot.cgi?article_id=34503)

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Google Gives Peek at Classified Ad Service  
<http://www.bizreport.com/news/9447/>

Using Google's Keyword Tool

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

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New Ebay Campaign Says it All

<http://www.clickz.com/news/article.php/3558441>

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Yahoo Lowers the Budget Bar

<http://www.clickz.com/news/article.php/3558446>

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Better Targeting with AdCenter

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

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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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### **"The Art & Science of Obtaining Inbound Website Links"**

**By Merle** <http://MCPromotionsPress.com>

Ever wonder how to build incoming links to your website? In the "old days" you would simply find a site related to yours and ask for a link. In today's "what's in it for me?" society, it's not that easy anymore.

Link popularity, as it's often referred to, is important to ranking well with the search engines. Most search engines use it as a factor when determining your page rank. Basically, it's an indicator of how many other sites are linking to yours. If you have a lot of incoming links, the search engines think to themselves that your site must be pretty good and will give you a boost.

So how does an honest website owner get those incoming links? I thought you'd never ask. If you look at it with a creative mind, there are many ways to get those links without directly asking for them.

**Here are a few of my favorites:**

**1) Articles:** There's been a lot of talk about writing short articles and having others post them on their websites lately, and for very good reason. Since articles all contain a short signature line that leads back to your website, it's a great way to get incoming links.

The other sites get content and you get an incoming link. It's a win-win situation for everyone involved. You should also submit your writing to the various online article websites that exist for this purpose. This is where many people go when looking for an article to post on their sites or to run in their ezines.

**2) Blogs:** Blogs are big and everyone and their brother has one. Many blogs will allow you to post comments in response to the postings. Make sure to include your url with your name. Of course, you should never post to any blog or sp-am a blog in order to get an incoming link. This is wrong. Don't do it. If you have something to add, then and only then should you post.

Due to some people abusing blogs for the sole purpose of linking, many have instituted the use of the "no follow" tags. What this does is tell the search engines not to follow posted links. For more information see: <http://www.accordmarketing.com/tid/archive/nofollow.html>

Of course if you publish your own blog you can include all the links you like. If you have numerous websites that need incoming links, this is an easy way to get them. F-ree Blogger accounts can be set up at <http://www.Blogger.com>

**3) Discussion Boards:** Believe it or not, most posts to discussion boards do get indexed by the search engines. Again, use a good signature line in your postings. I'm still surprised to this day when I do a search at Google and find a comment I posted to a board months earlier.

**4) Press Releases:** Writing and submitting press releases online is often overlooked when it comes to linking. If you submit your releases to places like <http://PRWeb.com> they'll be archived for the world to see for a very long time. If you do a search for "f-ree press releases" you'll find plenty of other similar sites that accept press release submissions. For more information on using press releases to help with your search engine optimization, see:

<http://tinyurl.com/9umg4>  
<http://www.pandia.com/features/pressrelease.html>

**5) Ezine Archives:** If you publish an ezine, you should be posting your back issues online. Since your ezine should always contain links back to your website, this insures an additional stream of incoming links.

If you buy ezine ads in newsletters, make sure they post their back issues online so you can benefit from an indefinite link.

**6) Natural Linking:** Let's face it, the goal of most websites is to provide quality content. Do that and you'll find other sites naturally linking to yours due to the good information that you provide. You won't have to ask for a link, they'll just do it on their own. Here's a great article on this:  
<http://tinyurl.com/88w2v>

No man is an island, and on the Web you don't want to be. You want to be "popular" and by getting your link out there in Cyberland the search engines will look at your website in a more favorable light. And as Martha Stewart likes to say, "It's a Good Thing."

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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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<http://topdownloads.cbmallhub.com>

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### **3. WEBMASTER RESOURCES**

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#### **Eyes On Design**

Lot's of really nice Photoshop tutorials you can study to become a graphics expert in no time.

<http://www.eyesondesign.net/>

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#### **Print Buttons for Your Website**

Use this online tool to easily add "print" buttons or text to pages of your site you want your visitors to print. Generate your code then copy and paste onto your pages.

<http://www.webpage-tools.com/printme.asp>

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#### **Adding CSS to your RSS Feed?**

Did you know you can add a cascading style sheet to your RSS Feed? It was news to me. Nice example of what can be done and exactly how to do it.

<http://www.petefreitag.com/item/208.cfm>

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#### **Free RSS Feeds For Your Site**

Want content that updates automatically on your website? It's easy to do by adding RSS feeds to your site. These RSS feeds are updated realtime daily when ever an article is added. Choose your topic then build the code to paste onto your web page.

<http://www.isnare.com/rss.php>

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**Tip**

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**Use Templates**

If you aren't any good with design and want to build your own website you should seek and purchase a pre made template. If you search the net you'll find thousands of professionally done templates you can purchase for your online business. One of the best out there is <http://TemplateMonster.com>

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**4. PROMOTIONAL RESOURCES**

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**RSS Network**

If you're looking for RSS Feeds to add to your reader you'll find plenty to choose from here. If you have an RSS Feed you can submit it here for inclusion in the directory.

<http://www.rss-network.com>

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**Best Offer by Ebay**

Looks like Ebay has added another new feature called "Best Offer" which you can select when posting your auctions. For more see...

<http://pages.ebay.com/bestoffer/?ssPageName=CMDV:AB>

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**PayPal Website Payment Pro**

"Accept credit card payments directly on your website, PayPal remains invisible – so you control the customer experience." If you're looking for a more powerful seamless solution check this out.

<http://tinyurl.com/9sxt2>



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### **Yahoo Search PPC**

Sign up with Yahoo Sponsored Search and get a 25.00 credit

<http://www.kqzyfj.com/click-1502240-10358004>

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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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#### **Celebrate a Hero**

This is a really cool idea for a gift. "A website where you can create a personalized album of appreciation and love for your hero and invite friends, family and coworkers to use the Internet to add their good wishes, photos and memories. Once everyone contributes, the book is printed, and given to your hero to be treasured for a lifetime."

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

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#### **Google Options**

The problem with Google is they do so much. If you only use them or think of them as a search engine you're missing out on a lot of really cool tools. Head on over and see what you've been missing.

<http://www.google.com/options/>

## Disposable Mailinator Email

Not just another web based f-r-e-e email service. "You are on the web, at a party, or talking to your favorite insurance salesman. Wherever you are, someone (or some webpage) asks for your email. You know if you give it, you're gambling with your privacy. On the other hand, you do want at least one message from that person. The answer is to give them a mailinator address." You don't need to sign-up. You just make it up on the spot." For example I made up merle@mailinator.com and within seconds my test email was at Mailinator's site. Very cool!

<http://www.mailinator.com/mailinator/Welcome.do>

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## Ohio's Concealed Gun Law

They finally passed a law in the state of Ohio that allows you to legally carry a concealed weapon. If you live here and you've been waiting for this moment you'll want to check out this site that lays it all out for you. First you'll have to take a certified firearms safety course that also includes classroom and practice range training. The problem with this law is many public buildings are banning concealed firearms so unless you're walking around outside there's not a whole lot of places you can legally be packing in.

<http://tinyurl.com/37zg5>

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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://paydotcom.com/r/294/msmerle>

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

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### **Image Shack**

"ImageShack® is a free image hosting solution. It can be used to share pictures with friends, as well as post images on message boards and blogs. It can also be used to direct link images from your personal website or online auction. And best of all, it's completely f-r-e-e"

<http://www.imageshack.us/>

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### **Gallina**

F-r-e-e software that uses Google's Gmail to post to Blogs.

<http://ion.gluch.org.mx/files/Hacks/gallina/>

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

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### **Watch TV On Your PC**

Like to watch TV but you have too much work to do. Now this is multi tasking. Watch programs from all over the world right from your PC.F-ree

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

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### **Wow Popups**

Have you ever seen those cool sticky note popups that appear on some websites? There are monthly membership services that will allow you to do this or you can get the code and do it yourself. These are unblockable DHTML pop's that you're going to love.

<http://wowpopup.com/>

## Free PHP Script

Now that Yahoo has offered up their beta program similar to Google AdSense you may want to give both a go. It's against their terms of service to display both ads on the same page so this f-ree script will allow you to rotate both on the same page.

<http://nicheportalbuilder.com/adrotator/>

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**"What Google Never Told You About Making Money with AdSense".**

Do you use Google AdSense on your websites? Sure, you might be making a few bucks a month but this guy shows you how he really increased his earnings. With just a few simple changes he turned his AdSense pages into supercharged click-magnets and multiplied his earnings per click- Learn from someone who's actually done it.

<http://tinyurl.com/4b2xa>

## 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 2,800

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 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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P.S. I am currently in need of testimonials for this ezine. If you're a subscriber and enjoy it, please let me know. Or, if you've ever purchased advertising in this ezine and had a good outcome I'd love to hear from you as well. If I choose your comments they will be featured on my website and/or in my advert!sing. Send to ...

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

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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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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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**Merle**

**776 Miner Road- Cleveland, OH 44143**