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Merles Mission Ezine- <http://www.MerlesWorld.com/>

"The Best of the Net Straight to your Door"

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"When god made man SHE was only joking!!"

Courtesy of <http://Siglets.com>

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which means "Thanks" in dog language.

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EDITOR'S NOTE
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Hey Gang,

It's a good day for sleeping. The sky is dark and the rain
is falling softly from the sky. There's something about a
rainy day that says "crawl in bed" and read a good book
or watch a movie. How do some days have that effect on
a person?

Pedro (my bird) had a second round of blood work and it's
great news. His blood work has all returned to normal. Now
he has been on antibiotics for 2 weeks and I am giving him
those homeopathic remedies so I'm not sure what did it,
but things are looking better. I also improved his diet
and actually got him to start eating pellets. You should
see me in the morning. I look like the Galloping Gourmet.
Cooking eggs, oatmeal, all kinds of goodies for the
birds. Jim (my boyfriend) is jealous. He says I don't
even cook for him. I never knew birds need so much variety
in their diet. Fruits and vegetables everyday, vitamin

supplements. I still can't get Tootsie to eat anything that resembles healthy. She's like some junk food addict bird. But I keep trying and hopefully she might actually taste something that looks green.

The doc says perhaps Pedro had a bacterial infection in his kidneys instead of complete failure coming on and maybe the antibiotics took care of it. Or it could be the herbs. Whatever it is, I'm so very happy. Cross your fingers that he'll be around with me for 25 more years.

We finally got our bedroom finished. After sleeping in the living room for about 8 months it seems very strange. I mean we have a bed in a separate room instead of smack in the middle of the living room. Now we just need to finish the rest of the house. It's been under remodel since the house fire we had over a year ago. Yep, it's been a year. Can you believe it? I can't remember what a "normal life" is like and I'm looking forward to finding out. Heck, if we can get all of the boxes of stuff out of the garage I may even be able to park in there again this winter. Won't that be a luxury.

The big news of the week is Google's Analytics Service at <http://www.google.com/analytics/>. It's a comprehensive web stats package and no one can believe they're offering it up at no charge. When you get time, check it out.

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/>

****W!n 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  
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<http://www.MCPromotions.com>

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### 1. NEWS FROM THE NET

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Pheedo Unveils RSS Analytics  
<http://tinyurl.com/74tzv>

Google Bids To Give Mountain View Wi-Fi  
<http://tinyurl.com/78hur>

Google Publication Ads  
<https://adwords.google.com/publicationads/login>

Google's Free Analytics Raises Concerns  
<http://tinyurl.com/d93xw>

Google's Latest Update  
<http://blog.searchenginewatch.com/blog/051020-072907>

Yahoo Lowers Ad Deposits to 5.00  
<http://blog..searchenginewatch.com/blog/051107-160120>

Amazon Gets Patents on Consumer Reviews  
<http://www.internetnews.com/bus-news/article.php/3563396>

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The Science of Jello Shots  
<http://www.realtechnews.com/posts/2072>

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This easy system will teach you step by step how to write your very own articles in less than 30 minutes. Article writing is a great way to promote your website but if you need help with the actual writing, you're going to love this!

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

## ----- **2. FEATURE ARTICLE** -----

### **"Navigational Options for Your Website: Choose Wisely"**

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

So you've decided to it's time to revamp your website's navigation, or maybe you're putting together a new site and are trying to decide the best navigational menu to use. Before you choose one type over the other, you'll want to consider the size of your site and your anticipated growth, as the menu structure you select may have to expand.

There are many types of navigation methods to choose from. You must carefully consider the layout of your site so you can choose the system that will work best. You want to make it easy for your visitors to find their way around and not frustrate them in the process. You need to keep it consistent across all pages of your site, with some standards like the placement of your logo (which is generally in the upper left hand corner of your website) linking back to your home page.

**1) Left Side Menu:** Probably the most common menus you'll find, with text or button links running vertically down the left hand side of the page. This generally works best for small websites with a limited number of pages.

**2) Text Links at Bottom of Pages:** Not a complete navigation system on its own, but always a good idea to complement your main navigation. If you use Flash, it's always a good idea to give the search engines an easy way to spider your site -- and text menus do just that. Your visitors will also appreciate not having to scroll back up to the top of the pages to make another selection. Keep it small.

**3) DHTML or JavaScript Menu:** My favorite and the most expandable of menu types. Generally you'll have your main page topics running horizontally across the top of the page. When a user hovers over one of the main topics a drop down will appear with more menu options. The advantage to this type of menu is that it's easy to add new pages. You'll only need to create the page then add the text links to the script.

**Here are some software solutions:**

Deluxe Menu

<http://tinyurl.com/cubem>

Java DropDown Menu

<http://tinyurl.com/7v784>

DHTML Menu

<http://dhtml-menu.com/>

**4) JavaScript Pull Down Menu:** If you're cramped for space, then drop down menus are sweet as they are so compact and hardly take up any room. You can display a lot of links in a small area. They look like a small form boxes that display a main option, but when you click on them a drop down menu appears with all of the various pages of your website.

Create your own, then copy and paste the code:

Pull Down Menu:

<http://tinyurl.com/bqasr>

Drop Down Generator:

<http://tinyurl.com/chbls>

Javascript Menu Master:

<http://www.harmonyhollow.net/jmm.shtml>

**5) Tabs Menu:** Looks like folder tabs running across the top of your pages horizontally. A good example of this is at Amazon.com. You'll find an easy way to create them at:

Dynamic Drive

<http://tinyurl.com/97snu>

The look of tabs can also be done using Cascading Style Sheets. Check out:

<http://tinyurl.com/adjpm>

GRSites Menu Maker

<http://tinyurl.com/axkvc>

Apycom Software

<http://tinyurl.com/7fv7t>

**6) Search Function:** Many people overlook the advantages of adding a simple search box to their sites. Hurried visitors can simply type in what they're looking for and find it quickly without frustration. If your website is rather large you might want to consider adding this option, even if you have a great navigation system.

You can download scripts and install them on your server or use a third party service.

Google Search: <http://google.com/searchcode.html>

FreeFind: <http://FreeFind.com>

PicoSearch: <http://PicoSearch.com>

Site Search

<http://cgi-world/sitesearch.html>

Matt's Script Archive

<http://scriptarchive.com>

**7) Site Map:** If your site is rather large you also may want to include a "site map." Basically, it's a page on your website that lists all of the pages on your site, complete with text links. It gives users an overview of your website's contents.

Make sure you include a link to your site map from your main navigation. Search engines love site maps as they make for excellent "spider food" helping your site to be indexed.

Site Map Creator Service:  
<http://freefind.com/create-sitemap.html>

Likno  
<http://likno.com/sitemap.html>

SiteMap Pro  
<http://sitemappro.com/>

eXact Mapper Lite  
<http://tinyurl.com/8ojou>

**8) CSS Menus:** Cascading Style Sheets have made it possible to add an endless array of navigational options to your website. There's no bloat or lag in downtime, either. They allow you to control the appearance and format of your website separately from the webpage coding itself, which makes them easy to update and alter the look of your site whenever you like.

Vertical Navigation: <http://tinyurl.com/9aol9>  
Cool Rollover Menu: <http://tinyurl.com/6hle9>  
Stylish Menus: <http://tinyurl.com/brga9>  
CSS Vault: <http://tinyurl.com/857ba>

Do yourself a favor and take a long hard look at your website's navigation. Does it need an update? Now that you know all of your options there's no reason you can't create an exciting navigational system that users will just love. Don't underestimate the power of good navigation; if not done correctly visitors will be reaching for the exit button sooner than you think.

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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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### 3. WEBMASTER RESOURCES

#### End of Year Script

The WillMaster is my kind of guy. He's a programmer that use to be Amish that now travels the world with his wife and dog in their RV. Yea, I'm jealous. Sounds like the life. He runs his Internet business from the road. Check out this nifty script you can copy and paste into your web pages so they automatically update when the year changes. If you've ever had to do this manually, and I have, get this now as New Year's will be here before you can blink.

<http://tinyurl.com/cchuz>

#### Tip

#### Changing Domain Names

If you need to change your domain name and don't want to lose your existing traffic you'll need to set up a 301 redirect on your server. This will automatically forward traffic from the old domain to the new one. This also tells the search engines that your site has permanently moved.

### 4. PROMOTIONAL RESOURCES

#### Adsense Blog

If you run Google Adsense ads on your website you'll want to bookmark their Blog that gives you the inside track on what's going on with their program. Grab the feed and add it to your reader.

<http://adsense.blogspot.com/>

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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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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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### Google Local

"Combining directions, maps, and satellite imagery, Google Local for mobile is a free download that lets you find local hangouts and businesses across town or across the country — right from your phone. Detailed directions: Whether you plan to walk or drive, your route is displayed on the map itself, together with step-by-step directions."

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

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### Flash Fun

I'm all about fun. I mean life and work get so repetitive we all need to laugh once in awhile. Send one of these f-ree flash cards and take a break from being too serious.

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

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### Reality TV Casting Calls

So you've always wanted to be on TV? With the popularity of reality shows you might just get your chance. This website is a clearinghouse of all types of reality shows. Stardom here I come.

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

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### **Top Paying Words**

Do you use Google AdSense on your website?  
Did you know that some of their top paying words  
pay out over 30.00 per click? Find out what  
they are at:

<http://hop.clickbank.net/?dakota6969/shopcourse>

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

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Marketing expert Kathleen Gage has created an amazing  
marketing program called "Street Smarts Making Money  
with the Internet."

And after seeing how the Internet has changed my  
business, I wanted to make sure you knew about this  
great resource, too.

Kathleen's easy-to-understand and apply eBook is really  
incredible. It is one of the most concise programs around  
for gaining visibility on the Internet and increasing  
revenues.

<http://www.mcpromotions.com/adclicks/lm.pl?kathleen>

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

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### **Primetime Podcast**

"Primetime Podcast Receiver will make keeping  
up-to-date on the latest and greatest podcast  
feeds absolutely effortless. It will sleep  
silently in the background while you work,  
until awoken to do its job by your scheduling.  
It will allow you to manage your podcast  
subscriptions and schedule automatic scans  
for new podcasts." F-r-e-e to download but  
donations are welcomed.

<http://www.primetimepodcast.com/blog/default.aspx>

## Overlib

Add small popup information boxes (like tooltips) to help visitors around your website. It can be used to provide the user with information about what will happen when they click on a link as well as navigational help

<http://www.bosrup.com/web/overlib/>

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## Power Bullet Presenter

A small, simple program for creating presentations in the Flash™ format. Once finished you can export your work as an HTML file or as a stand alone .exe file. This software is f-r-e-e but if you want even more features you can upgrade for less then 20.00.

<http://www.powerbullet.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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## 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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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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