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EDITOR'S NOTE
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I know what you're thinking. Where in the heck has Merle been? or maybe you're thinking who is Merle I forgot all about her. The last issue of this ezine went out at the end of July. To tell you the truth I never meant to be gone so long just wanted to take a few issues off. I guess those few issues turned into a few weeks, then a few months.....you know how that goes. I was feeling burned out. If you would ask my diagnosis I'd say it was "Internet Burnout"..I had enough of the hype and everyone and their brother trying to sell me something. Do you think that's a real condition? <LOL> I'm not sure but I have missed putting this rag together.

I've been spending more time in the "offline" world and a little less online. After Teddy Bear dying I think the added stress was just a bit much for me. So suffice to say I'm not sure if I'll be publishing twice a month as usual but hopefully once a month. If you missed me I hope this is good news for you. If you no longer want to receive my messages please use the link at the bottom to remove yourself.

Gia is getting so big. She turned a year old in October and I can't believe she's not a puppy anymore. If you recall Gia is the new Italian Greyhound I bought after Teddy died. She's a wonderful dog and brings me a lot of joy every day. Dakota has adapted to having a new baby sister and even though he'd never admit it, I think he likes her. If you want to see some pictures of both of them you'll find them on my Blog.

If you enjoy my ezine please stop by this page and cast your vote and leave your comments.

<http://BestEzines.com/?id=2002>

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 ...
Michelle Warren

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

Google for Educators

<http://www.google.com/educators/index.html>

Local Online Ad Spend to Double by 2010: Kelsey

<http://www.clickz.com/showPage.html?page=3623893>

Ask.com Replacing MSN and Google

<http://tinyurl.com/t5nkr>

Amazon Groceries

<http://tinyurl.com/vr88u>

Preparing Your Site for IE 7.0

<http://tinyurl.com/y5uxjh>

Universal backs free music rival to iTunes

<http://tinyurl.com/o4h5p>

Google Adds Printable Coupons to Local Listings
<http://tinyurl.com/y9x4m4>

The Wait is Over for Google Analytics Accounts
<http://www.google.com/analytics/>

Google Warns Users About Unsafe Websites
<http://www.bizreport.com/news/9970/>

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Get Better Results with AdSense

This brand new guide by "Kidino" is excellent. In PDF format and slightly over 40 pages it's loaded with straightforward information from how to come up with ideas for your website, where to get content, increasing the CTR of your AdSense ads and more.

<http://www.mcpromotions.com/adsense-ebook/index.html>

2. FEATURE ARTICLE

"Does Your Website Work?"

By Diane Hughes

When was the last time you tried out all the parts of your website? Have gone clicking around your site to see what your customers are seeing? If you have answered yes then good for you but even if you have, have you looked on your own computer?

A friend of mine is a web designer and if you go into her home office your jaw would drop you'd

think you just stepped into a spaceship. She has several screen and several computers running at once. I asked her what all the computers were for. As a high end website designer, she wants to make sure that her customer's websites look good for everyone viewing the site, whether they are viewing it on a small screen or a large screen. She'll create a website then view it from different monitors to see how it looks then she'll make adjustments accordingly.

Now, I'm not suggesting that you rush out and buy yourself several monitors to do that job, but there are things you can do.

First, make sure that all of your links are live. Make it a goal of yours to click through your site once a week to make sure the links are live. Of course, if you never change your site and all of the links are internal, then you don't need to do it that often. However, if you change your site periodically and you link to other sites, your links could drop so easily! Check to make sure they're still working.

Second, have friends or family browse your site periodically. I have one friend who emails me every time he changes his site and asks me to check it out. (Please don't email your sites for the same reason my time is limited! Instead, get some trusted friends or family to view your sites). Have them give you honest feedback. If you're concerned that they will be too nice, put together a checklist where they have to rank various aspects of your site on a scale of 1 to 5.

Third, watch your metrics very closely. If you have 5 steps between your first page and the final purchase confirmation button, what do you notice about the people visiting each page? You can expect most of your visitors to see the first page then a proportionately fewer number visit the next page then a proportionately fewer number visit the third page etc. I can't give you an exact number, of course, but you should see similar numbers each month and they should be proportionate. If you lose 25% of

your viewers from the first page to the second, and 25% of those from the second to the third, and 25% of those from the third to the fourth, and 50% of those from the fourth to the fifth, there's a good chance that something on the fifth page is driving them away. Identify what it is and fix it.

Fourth, consider a quick customer service survey. You might want to email customers a survey after they have purchased something or perhaps you can build into your site a quick customer service survey just before the purchase confirmation page. If you have to, consider offering a coupon to customers for the completion of the survey.

Your website may load well and look good on your computer, but the reason could be that your site was designed FOR your computer. If you check it out on other computers and go through the 4 steps above, you'll improve the chances that your website will work for other people no matter how they're viewing it.

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Diane Hughes <http://ProBizTips.com> ATTENTION!
I am giving away \$2,446.13 worth of marketing tools and products and over \$5,010.64 worth of resale rights. Demand is great and memberships are going fast!
<http://www.madmarketer.com/diane>

3. WEBMASTER RESOURCES

Chat Creator

Want your very own Chat room? Give it a name and copy the code to your website and viola you're done.

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

Style Sheets for Ebay Blogs

If you have an Ebay Blog and want to spruce it up try StyleSheet Maker for EBay Blogs. Fr-ee to use.

<http://www.isdntek.com/tagbot/blog.htm>

Cube Cart

"An eCommerce script written with PHP & MySQL. With CubeCart you can setup a powerful online store as long as you have hosting supporting PHP and one MySQL database."

<http://www.cubecart.com/site/home/>

Fr-ee Stock Photos

"Providing high quality royalty fr-ee stock images provided by generous and talented photographers and artists."

<http://www.freestockimages.net>

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Tip

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If you want to start selling things on Ebay one of the first things you should do is work on getting a good feedback rating. If you have no feedback you can buy items and earn it that way. People look to feedback when thinking of making a purchase. If you have no feedback rating they may be less inclined to trust you.

4. PROMOTIONAL RESOURCES

BloggerSnap

How about letting web guests to your Blog post their Webcam picture. As long as they leave their clothes on I think it's a great idea. "BloggerSnap offers smooth integration with major blog engines such as Blogger, WordPress, DotClear, etc.' Fr-ee.

<http://bloggersnap.com/>

Scoopt for Bloggers

"It's quick and easy. Sign up with Scoopt, carry a ScooptWords button on your blog and editors buy content they want to print and you want to sell."

<http://scoopt.com/words/>

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Hyper Shopping cart

The Revolutionary eCommerce Suite is unlike anything you have ever seen before. Isn't It About Time You Had Access To One Superior Product That Was Designed To Automate Nearly All Of Your Daily Marketing Tasks Including Ecommerce, Shopping Cart, Lead Generation, Autoresponders, And Email marketing At The Touch Of A Button?

<https://paydotcom.com/r/5328/msmerle/181871/>

5. OTHER EZINES OF INTEREST

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>

6. JUST FOR FUN OR USEFUL

This is Broken

"A project to make businesses more aware of their customer experience, and how to fix it." Bad ads, broken toilets and other unpleasant customer experiences.

<http://www.thisisbroken.com>

Answer Bag

Think you know everything? No matter if you have questions or just think you know it all this community of questions and answers needs you.

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

Picasa Web Album

Help for Picasa users to upload their photos to the web and share your pictures with family and friends. By invitation only right now, you'll need to add your Gmail email address to their web page to get an invite.

<http://picasaweb.google.com>

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Top Super Affiliates Teach You How to Be Top Marketer

<http://www.affiliatemarketingintensive.com/?invite=2305>

7. E BOOKS AND THINGS OF INTEREST TO EZINE PUBLISHERS

Learn to Use Php

A fr-ee ebook that will teach you PHP in two hours.
By Steve Humphrey

Read it online at <http://tinyurl.com/72fbz>

"Learn How to Promote Your Website"

Here's your chance to purchase over 30 pages of valuable information on how to promote and market your website. Originally offered as only a 10 day ecourse now you can download the entire 10 days as an ebook in PDF format for only 7.00.

http://www.websitetrafficplan.com/purchase_ecourse.htm

8. FREeware- SHAREWARE- TRIALS TO DOWNLOAD

Scott's Box Shot Maker

"A unique marketing tool and image-editing software that creates a virtual package for your product. A box shot is a colorful image of the box in which your product would be packaged if it were on the shelf at a software store." If you're all thumbs when it comes to graphic design this may be just what you've been looking for.

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

PHBB Forum

"A high powered, fully scalable, and highly customizable Open Source bulletin board package. " Fr-ee to download.

<http://PhPBB.com>

Internet Explorer 7.0

"Internet Explorer 7 Release Candidate 1 is a major step forward in ease of use and security."

<http://tinyurl.com/rjnas>

Dreamweaver Tools for Google

Free software add on for dreamweaver that allows you to easily add Google Checkout, Search and even Maps to your webpages easily.

<http://tinyurl.com/yzn68g>

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9.IMPORTANT STUFF

Well, that wraps it up, once again thanks for joining
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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



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.

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