

I'm tired. How about you? All of the shopping, wrapping, visiting, talking, and cleaning has me pooped. When did the holidays become so exhausting? When I was a kid they were just fun. Now as an adult they seem like some massive responsibility. That's it. After today I'm resigning being an adult and going back to being a child. Yep. You with me?

Did you get what you wanted for Christmas? We didn't put up a tree this year. For a few reasons. One the house is still a mess, and two "the boys" seem to think it's for their urination pleasure so they don't have to go outside. Not Dakota really, but Teddy Bear. I think he looks at a Christmas tree and says to himself "how cool is this, Mom brought me a tree in so I don't have to go outside and freeze to death". Who knows what goes on in that little greyhound's head. Sometimes I think he's a bit Autistic. Not right but oh so smart at the same time. I think he takes after "George's" side of the family.

Instead of a "White Christmas" we ended up with a wet one. That's ok. At least we didn't have to drive in bad weather to go to our relatives houses. You know how I hate that slipping and sliding. The funny part is we had so much snow the weeks leading up to Xmas it would have been nice to see a touch of it. Then afterwards it could go away until next year. That's what sucks about the holidays. There's all this hoopla for Christmas and New Year's then it's all over and we have nothing to look forward to until Spring. You would think someone would have invented another special day and put it in somewhere between Feb and March. Have any ideas? How about "Merle Day".....(LOL) O.K., maybe not but you get the idea. We need something to celebrate.

Today is "George's" birthday. I think he did enough drinking last night so maybe today he'll just take it easy. We're going out for New Year's with his sister and her husband. Not to worry about drinking and driving though as his sister will pick us up and deliver us back to our doorstep safe and sound. She's such a good person. Thanks Marge.

See you all next 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/>

****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 Hebert  
<http://www.monthlyinfoproducts.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>

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

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## 1. NEWS FROM THE NET

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New Site Tracks Amazon Prices  
<http://tinyurl.com/7egak>

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How Click fraud Could Swallow the Internet  
<http://www.wired.com/wired/archive/14.01/fraud.html>

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Google Revises Free Classifieds  
<http://tinyurl.com/d65ya>

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AdCenter Pilot Yields High ROI, Calls for Expansion  
<http://tinyurl.com/9cakg>

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MSN's New Year's Eve Webcast to Carry Ads  
<http://www.clickz.com/news/article.php/3574216>

2005 in Review: The Top Search Industry Stories  
<http://searchenginewatch.com/searchday/article.php/3574126>

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**"How To Make More Money Easily Resale Rights"**

<http://youchandoit.com/x.php?adminid=2913&id=8713&pid=9911>

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## 2. FEATURE ARTICLE

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**"Tracking Website Traffic with Google Analytics"**

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

In March of 2005, Google stepped in and purchased a software company named "Urchin". They made software which helped website owners track and analyze their site traffic. Rumors flew as to what Google had in store for their new found property.

Now they have renamed and released it as a free service, called "Google Analytics". Former Urchin users paid about two hundred dollars a month for something now being offers to millions of users at no charge.

So what is "Google Analytics" and why should you care? It's used to track site traffic and will tell you things like how many pages were viewed, keywords used to find your site, and what visitors do when visiting your website.

A single account can track up to 40 different websites. Not only can you track your Google Adwords campaigns, but all of your other online marketing programs too. Such as email ads, banner advertising and your other pay per click campaigns. It automatically imports your Adwords cost data so you can track the effectiveness of your Adwords campaign. This is powerful information and if you study it you'll find out what is and isn't working with your website, and your advertising campaigns.

Now before you disregard Analytics as a "freebie" service not worth your time and effort, think again. It's a full featured, powerful package with over 80 reports and many advanced features. It's easy to use even for a beginner marketer.

If you already have a "Google Adwords" account you can sign up for Analytics from within the Adwords control panel. Just look for the "Analytics Tab". If you're not an Adwords user you can sign up at <http://www.Google.com/analytics>

Unfortunately right now you'll have to wait. The service proved so popular shortly after the launch, new sign ups have been temporarily suspended. You can go to this page [http://www.google.com/analytics/sign\\_up.html](http://www.google.com/analytics/sign_up.html) and leave your email address to be notified when Google begins taking on new customers again.

Once you're registered you'll be given some Java script code to paste onto the web pages you want to track. If you don't use Adwords you'll have to keep it under 5 million pageviews a month. If you're a small business that should be pretty easy to do. Adwords users are allowed unlimited page view tracking which is another benefit of being a Google pay per click user.

There's a lot of buzz online as to what Google will be doing with all of this new information they'll be collecting. Some good, some bad and those concerned with privacy believe you'll be letting Google know a bit too much about your business stats. Either way, you'll want to take a look at it. If you don't have a way to currently analyze your website traffic, this is definitely a serious package to consider. If you do have a service already in place and are paying a monthly fee, switching to Google Analytics will help decrease your monthly expenses and put more money back in your pockets where it belongs.

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**"Must Have Marketing Resources" by Merle**  
**is loaded with VALUABLE online resources YOU need**  
**to know about, when it comes to running your online**  
**business. Download your copy now at ...**  
<http://mcebook.mcpromotions.com>

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### **Press Equalizer**

Trying to get more incoming links to your website?  
Hidden behind the search engines lies a rarely-used  
"backdoor". And, on the other side, a quicker and easier  
path awaits anyone who opens it...Check out the easy  
foolproof way of increasing your link popularity.

[http://www.mcpromotions.com/press\\_release\\_equalizer.html](http://www.mcpromotions.com/press_release_equalizer.html)

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### 3. WEBMASTER RESOURCES

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#### Yahoo Shortcuts

Did you know that Yahoo has a bunch of handy dandy shortcuts to use when searching for something? Here's a nice list that will bring you up to speed and turn you into a Yahoo Search Expert in no time at all.

<http://tools.search.yahoo.com/shortcuts/>

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#### Image Shack

"An easy-to-use image hosting service for everyone."

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

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#### Tip

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#### Ad Headlines

When writing your ad copy don't forget the importance of a good headline. Questions work really well. Try writing your headline with a question for maximum stopping power. Questions will help to draw the reader's attention and get them to read further.

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### 4. PROMOTIONAL RESOURCES

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#### Contextual Ads Preview and Comparison Tool

Compare Google ads, Yahoo Publisher Network, Chitika, This is really cool. Type in a url and see what types of ads each PPC service would place on your website.

<http://googleadspreview.blogspot.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>

## **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.

Did you know that subscribers to Bob Osgoodby's Free  
Ezine "Tip of the Day" get a Free Ad for their Business  
on his Web Page? Subscribe at:

<http://adv-marketing.com/business/subscribe2.htm>

Great Business and Computer Tips Monday, Wednesday and  
Friday Instructions to place your ad are in the  
Newsletter.

### **"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**

Buddy Buzz

The fastest way to read text on your cell phone.  
"Both a cell phone application that enables users  
to rapidly read custom delivered material and a  
content distribution system. BuddyBuzz users read  
using a modified form of rapid serial visual  
presentation (RSVP) at whatever pace they desire."

<http://www.buddybuzz..net/rel/Web/about.html>

## ScanR

Take a picture with your camera phone and email it to yourself. It will show up in your inbox\ as a PDF document.

<http://www.scanr.com/how.html>

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## Free Trees and Plants

Need some outside shrubs or trees for your yard? Want them for fr-ee? This site rescues plants and gives them to you all you do is pay shipping costs. It's a beautiful thing.

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

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

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### Talking Ebook

Michael Green and Peter Twist have gotten together again this year and recorded the 100% NEW Success Habits 2006! It's a talking ebook. Download your fr-ee copy at

<http://www.howtocorp.com/success-habits-2006/>

## 8. FREeware- SHAREware- TRIALS TO DOWNLOAD

### 12 Days of Christmas Fr-ee Gifts

You won't believe the fr-ee goodies you can download but you'll need to hurry. After Jan 1st they're all gone.

<http://www.hunterridge.com/12days/>

### Http Pulse

Grab this fr-ee 3 in one desktop tool before they change their mind and start charging for it. "Keeps All Your Websites' Info Neatly Organized, While Monitoring the Number of Pages Indexed in the Big 3 Search Engines and Reminds You About Anything You Want."

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

### Audiolicious

A Windows program that lets you turn any RSS feed into a podcast. It uses text-to-speech to convert the feed's webpages into MP3 files.

<http://tinyurl.com/3kd4n>

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### "Ebooks You Can Resell at a Great Price!"

To celebrate the coming of the New Year Keith Wellman decided to put together something for you that could make your 2006 truly great.

This is the best package Keith has ever put together and frankly the best of it's kind that I have seen...

<https://paydotcom.com/r/4234/msmerle/149423/>

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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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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:testimonials@MerlesWorld.com?subject=testimonial>  
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**I Need Your Help Please**  
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Buy Merle's World Merchandise  
<http://www.cafeshops.com/msmerle>

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