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WELCOME to eBiz EYE.

This digest is about several important developments that have been occurring of late, plus some interesting features.

I hope you find it useful.

Let me know your thoughts.

Just a few words

Hi again ... Des here. Thanks for continuing to be a part of [New Times Home Biz](#).

There's nothing static in life, and certainly nothing sits still for long on the Internet. Constant change. That's the way of the world.

And if we want to keep up with it all, we just have to stay informed, and adapt.

Have you been able to adapt to the ever-changing world of the Internet? To the constant Google updates, to the plethora of social networks at your disposal, to the current approach to website design, to the main game of providing your very own content that pleases the search engines, to the rise of video as a key communicating and educating tool, to the need for responsive website design that can be seen on all video devices (PC, laptop, pad, tablet, smart phone, and whatever else there is) ... and the list goes on ... and on.

Perhaps you've decided to keep it all simple, and have just focused on one or two approaches - maybe just affiliate income, or creation and selling your own info-products. If so, then well done.

As you'll see later, I've written briefly about a great way to get into Kindle.

This digest has been written just for you, my subscriber. I always welcome feedback; in fact, I want it! Tell me what you'd like to see in it.

As you would know, search engines scour every piece of content that is produced and published by a website owner, and subsequently this can influence ranking. All sorts of things can enhance the ranking of a site. Even a blog comment. I'd love to get more comments, specially from you.

You can always access back issues of eBiz EYE newsletter at the [Resources](#) page. If you don't see them all there, it's because I'm still collecting them from my AWeber account and re-formatting them into PDF's for your convenience.

News Briefs

Changes by Google

Google has updated its Terms of Service to primarily clarify how your profile name and photo might appear in Google products.

More details here - <http://www.google.com/policies/terms/changes/>

SMS marketing

Maybe you're not involved in this (I'm not, it's not my scene), but as of Oct. 16 there are new rules about SMS marketing.

More details here - <http://www.kleinmoynihan.com/publication/new-tcpa-rules-effective-october-16-2013/>

For a plain language explanation of what it's about, go here ...

<http://digitalmarketer.com/fcc-sms-regulations-preparation/>

A New Feature for eBiz EYE

Every so often I'll add a link to some of the great websites that I subscribe to. I'm very picky about who I give my email address to, and no doubt you are too.

But here's a site that has a heap of cutting-edge information - free - that is not only highly informative but also indispensable. Great design also.

[Orbit Media Studios](#)

Take in the article ... [Four threats to your website...](#) you won't regret it!

Kindling Kindle

Do you use Kindle to buy and read books? Have you placed your own product at Kindle? Don't have a product?

Don't worry.

If you have a blog, then one of the easiest ways to create a Kindle product is to take a collection of your best posts and put them into a book.

But there's a better (best?) way to go about it, and right now I'm working on a short course that describes how that can be done.

I'll let you know when it's ready.

Now, Kindle can be a great source of income for you, but it has to be done right. And as with learning anything new, there has to be a teacher.

My teacher was Geoff Shaw and his course is an absolute ripper.

[KINDLING - The Best Kindle Training](#)

If you've ever had any doubts whether you could do this Kindle stuff, they will evaporate if you get your teeth into Kindling.

Affiliate foundations

In the August issue of eBiz EYE I discussed briefly about how to become an affiliate to earn additional income.

Affiliate earnings can provide a great source of additional income to cover many of your daily expenses.

Did you know that it is very easy to become an affiliate of several info-products at NTHB? Just go to the Store and click on the links. There's 60% payout for every sale you make.

And just as a reminder, here's the article that describes about becoming an affiliate.

Just [click this link](#). It's a case study.

Share your thoughts also, and click a social button.

Free Infographic resources

AWeber is the email system that I use to send out emails to you and everyone else who has subscribed to NTHB.

AWeber sends a great weekly newsletter, and in a recent one there was an article all about creating infographics ... for free.

Infographics have been around for a few years now, but they're becoming much more popular today as a method of communicating in simple terms. Visually. They're also a lot easier to create than those few years ago.

If you're interested in getting ideas about creating your own infographic, then [have read of this article](#).

And if you want to sign up with AWeber, here's [my affiliate link](#).

Remember, if you do sign up using that link, many thanks. There's no additional cost to you, and it means that AWeber pays me a commission as an affiliate.

At NTHB there are a couple of infographics (clarity maps I call them) that I'm using to raise funds to help people in developing countries. Details are at [this page](#).

The infographics are ...

[3 Steps To Get Things Done](#)

[How To Hit Your Goals](#)

Again, thanks if you take up the offer of these clarity maps.

I'll be adding more infographics at NTHB in the next week or so, and 100% of proceeds will be directed to Kiva.

SPECIAL NOTE

My aim is to get 100 Kiva lenders by the end of this year. Will you be one of them?

Find out more about Kiva at ... www.Kiva.org

Join my team by following these steps;

Step 1: At <http://www.kiva.org/> click "Teams".

Step 2: Enter the search - **Make Their New Times** - in the field "Search for your favorite teams" and click "Search Teams"

Step 3: Click "Join Team".

Step 4: Register with Kiva to create an account. Upload your photo.

Step 5 : Log in and make your first loan. Make sure it's with **Make Their New Times**.

I'll be eternally grateful, and so will Kiva.org and the people receiving your loan.

Another change at NTHB

Back in May I made a significant change to New Times Home Biz website, and I wrote about why and how I made that change in a blog post, [How to keep your website fresh](#).

Well, I've made another important change, and it was mostly to do with how my site functioned, and how it looked.

A "flat design" - plain colours, white space, no bevelled edges or gradients or shadows - has been introduced (for example, see what Windows 8, Windows smartphones, and Google Now use). I haven't just followed the trend, I wanted simplicity, and because I use Sandvox (a Mac app) for my web design, it was easy for me to choose another design and apply it to my site.

The navigation bar is at the top, and the Home Page layout follows the "F" design heat map pattern.

Don't know what the "F" pattern is? It's all to do with eye-tracking when someone lands on your site. [Research has shown](#) that the human eye scans across the screen in an "F" configuration. When you think about it, that's precisely the way we read text in books - top to bottom, left to right.

Have a look at the image below.



This is an illustration of research by Usability.gov, a US government website involved in internet usability research.

The heat map shows an F-shaped eye-scanning pattern, where the hottest colours indicate where the eye has concentrated the longest on a web page.

At NewTimesHomeBiz, I also changed some headline fonts for greater uniformity, altered the position of some graphics and links, shortened the category descriptions to fit into the drop-down menu boxes, and modified the Home Page slightly. I'll be watching my analytics to see what has happened following the changes.

What do you think about the changes? You're most welcome to [leave a comment on the blog](#).

Make your voice known and click on any of the social share buttons. It would be much appreciated.

And now to sign off ...

Thanks for reading this digest and I hope you've been able to take away a snippet or two of valuable information.

I'd sure like to get your feedback, so here's where to send it. Many thanks if you do.

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Until next time ...

To good decisions and great rewards

Des

IN THE NEXT ISSUE ...

All about my secret “advantage” in creating optimum headlines, book titles, report titles, ad content (if you’re into creating ads), blog titles, and anything else needing a header or title.

And, my latest website!