

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**A Dynamite New Web-Based Reporting Service**

**By Robin Nobles**

**A Dynamite New Web-Based Reporting Service by Robin Nobles**

A Dynamite New Web-Based Reporting Service May be Just What You Need to Check Your Search Engine Rankings

By Robin R. Nobles

We all agree that it's important to check your search engine rankings periodically. After all, unless you monitor your rankings, you won't know when pages have slipped in ranking or fallen from the index altogether.

While there are some excellent software programs for checking your rankings, such as our favorite, WebPosition Gold, until recently, there hasn't been a Web-based reporting service.

But why would you want to use a Web-based service? Let's look at a few reasons.

**Advantages for Using a Web-Based Service**

Believe it or not, many people still access the Internet using a modem. If those people have a lot of search engine marketing clients, or if they're dealing with hundreds (or thousands) of keyword phrases, using a software program could really tie up their resources for literally hours.

While you can certainly run ranking reports at night, that doesn't mean you won't be "booted offline" sometime during the night, to where you'll have to start all over again the next day or night.

Also, if you have a lot of clients, you've probably found that ranking reports take up an enormous amount of space on your hard drive. In fact, some companies devote entire computers just to ranking reports.

Another reason for using a Web-based service versus a software program is if you're in a location where you still have to pay by the minute or hour for Internet access.

## A Dynamite New Web-Based Reporting Service

Finally, some people like the idea of turning over various search engine marketing functions to someone else, to where they can concentrate on other areas. For those people, Web-based reporting is ideal.

Introducing WebRank (<http://www.webrank.com>). . . a new Web-based Reporting Service

Besides doing its job quickly and easily, there are two things I look for in a software program or tool: intuitiveness and good customer support.

Like most people in the search engine marketing industry, time is crucial to me, and I have none to waste. WebRank is so easy to use that you can get started immediately, without even having to access

the help files. However, to help you get started, they have a "SupportMail" follow-up system, where new subscribers receive little tips through e-mail on how to use WebRank.

And, I found that if I had any questions or problems, their technical support folks answered those questions or concerns quickly and efficiently.

How does WebRank work?

You simply enter your keyword phrases and your domains in your Administration area. The service even offers a suggested list of new keyword phrases in your topic areas, similar to a keyword suggestion tool, which is very handy. You can also add competing domains, then have WebRank compare your rankings to your competitors'.

When you're ready to see your ranking reports for the first time, you click on the Run Report link. Within minutes, you're reviewing your rankings across 18 search engines and directories. You can choose to view the ranking reports by domain, by keyword, or by search engine, or you can create custom reports.

Then, once a week (or once per month, depending on your account type) WebRank will check your rankings and generate your reports automatically. Plus, you can choose to run the reports "now," at any time, by going into your Administration area.

With WebRank, you can customize the service to suit your needs. Do you want to receive reports by e-mail? Would you rather view the reports online? It's possible either way.

The Email Notification Rules feature is also very handy, because it lets you choose when to receive e-mail pertaining to your rankings. For example, let's say that you've just created a new page. As soon as the page hits a 1-30 ranking, you can choose to be sent an email notification.

Once you've gotten your rankings and if they're not quite what they should be, click on "Increase My Rankings" for a comprehensive resource center that offers information on search engine marketing for do-it-yourselfers or for those who would rather hire a professional.

Also, their "Software Integrated Help System" will check your account periodically and send "smart" messages that will help you with your search engine marketing efforts. This system is designed particularly for beginners.

Another very interesting part of WebRank is the Doorway Domain Manager. Here's how it works. You decide on a domain name (with help from some handy online tools), then buy it for \$19 a year through WebRank. Then, you use their step-by-step wizard to create the doorway site. Within 48 to 72 hours, the domain is live and accessible. You're then prompted to submit some of your pages through free AddURL pages or pay inclusion programs. Then, WebRank will begin notifying you when the pages have been indexed and what their rankings are. Can't set up a Web site much easier than that!

### In Conclusion

If you're looking for an alternative solution to ranking software, be sure to consider WebRank. Visit <http://www.webrank.com> and sign up for their free trial, and test drive the service for yourself. You'll love it!

Copyright 2002 Robin Nobles. All rights reserved.

Robin Nobles, Director of Training, Academy of Web Specialists, (<http://www.academywebspecialists.com>) has trained several thousand people in her online search engine marketing courses (<http://www.onlinewebtraining.com>). She also teaches 3-day hands on search engine marketing workshops in locations across the globe with Search Engine Workshops(<http://www.searchengineworkshops.com>).

## **Napoleon Dynamite (DVD) Review**

### **By Britt Gillette**

One of the more absurd movies of the decade, Napoleon Dynamite nonetheless manages to be a hilarious comedy in its own right. Featuring a unique brand of alienated-teenage humor, the film relies more on its well-timed pauses and character body language than on zinging one-liners. If you enjoy its subtle humor, then Napoleon Dynamite is a film you'll find utterly hilarious. Otherwise, it might cause boredom or outright confusion. The film has a near non-existent storyline, but what it lacks in plot, it makes up for with its witty and hilarious comedy sequences...

Jon Heder plays the title role of Napoleon Dynamite, an estranged and nerdy high school youth living with his grandmother and older brother, Kip (Aaron Ruell), in Preston, Idaho. Sporting a clueless, unchanging facial expression throughout the movie, Napoleon simply glides through life, getting kicked around, pushed into lockers, and watching life pass by. When a Spanish student named Pedro (Efen Ramirez) moves into town, Napoleon befriends the social outcast. The two drone on and on about myriad subjects, such as who to take to the upcoming dance. Fellow socially-challenged student Deb (Tina Majorino) becomes the object of their affections.

Meanwhile, Kip trolls the Internet chat rooms in search of women, and Napoleon's Uncle Rico (Jon Gries) moves in with the boys while their grandmother is away. Uncle Rico's own exploits add to the hilarity of a film with little in the way of substance, at least until Pedro decides to run for class president against the school's most popular girl, Summer (Haylie Duff). Now, Napoleon and Pedro must work against all odds to win the school election...

The true strength of Napoleon Dynamite is its clan of outrageous characters, characters that are so outrageously ridiculous that every viewer can point out the mirror image of that character from his own high school yearbook or current life experience. The arrested social development of Napoleon and his friends are amplified for effect within the film's context, drawing the viewer into a Lord of the Flies world of Darwinian adolescence. The humor is sometimes subtle, and Napoleon Dynamite is not to be confused with an Academy Award winning drama. But if you like stupid movies such Dumb And Dumber, then this is the film for you.

Napoleon Dynamite is a unique comedy which pushes the boundaries of plot-challenged, immature filmmaking. In short, you'll love it. Most of the characters are so pathetic, you'll find yourself laughing at them simply because they exist. One of the biggest surprises of 2004, Napoleon Dynamite is an oddball comedy that definitely ranks as a must-see movie...

Britt Gillette is author of The DVD Report (

), a blog where you can find

more reviews like this one.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**