



# Search Engine Positioning with CDROM

*Fredrick W. Marckini*

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## **Search Engine Positioning with CDROM** Fredrick W. Marckini

Search Engine Positioning is a hybrid web marketing and technical HTML title for experienced webmasters who are responsible for improving and increasing the traffic to a company's web site. According to IMT Strategies, "search engines create more awareness about web sites than all advertising combined including banners, newspapers, TV, and radio." In 1999 web traffic grew by 300%, and Internet commerce is expected to grow exponentially through 2002 with worldwide sales approaching \$60 billion and business-to-business sales in excess of \$300 billion.

As web pages proliferate , companies must implement more aggressive search engine optimization strategies to complement advertising and marketing efforts. Search Engine Positioning provides not only the marketing insight into improving a web site, but the technical nuances of optimizing HTML to increase web traffic for higher visibility and increased sales.

The CD includes a trial version of WebPosition Gold.

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