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MarketPosition

SEARCH MARKETING RESOURCES

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July 2007 MarketPosition Newsletter

> > Note: This monthly newsletter is sent only to subscribers who requested it. < <

Thank you for subscribing to MarketPosition.

In this month's issue, we will be covering the following:

- [Viral Videos: How Sawdust and \\$50 Created Marketing Success For Blendtec.com](#)
- [Google announces that it collects personally identifiable information, and you should too!](#)
- [Google, Underscored URLs Are OK. Also, Thoughts On Hyphenated Domain Names.](#)

Viral Videos: How Sawdust and \$50 Created Marketing Success For Blendtec.com

Article excerpt:

Reading through a few blogs and news forums, I came across a crazy video where a man in a lab coat used a blender to "blend" a new Apple iPhone. It was an amazingly simple, short, and funny video from a series called "Will It Blend?" by the Blendtec blender company. Blendtec's marketing director, George Wright, was kind enough to speak with me on how a little bit of sawdust and \$50 led to this video and created marketing success for Blendtec.com.

[Read more](#)

Google announces that it collects personally identifiable information, and you should too!

Article excerpt:

Google has announced that it will continue to collect personally identifiable information about its sites user, and maintain the collected information in a personally identifiable fashion for 18 months down from its previous 24 months. On the one hand each of us in the SEO environment, and the average internet user understands the basics of what is being said. It is important to support our law enforcement groups, and fight other threats that we find in the online portion of our world.

[Read more](#)

Google, Underscored URLs Are OK. Also, Thoughts On Hyphenated Domain Names.

Article excerpt:

CNet's News Blog reports that Google will soon be able to read underscores that separate keywords in a URL. Thus in a URL like somesite.com/sonoma_wine_country.asp, Google will now see these three keywords sonoma, wine, and country as three distinct words rather than one long run on word with underscores in it. This great news for many blog users and further

assists web masters when planning to add new content to their sites and deciding on what page names to create.

[Read more](#)

Good luck with your SEO efforts!

- The MarketPosition Team

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