

Richard Gee

From: WebPosition Newsletter [newsletter@webposition.com]
Sent: 30 June 2006 23:02
To: richard@geewiz.co.nz
Subject: MarketPosition Newsletter June 2006



May 2006 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:

- [Microsoft Rewards Researchers in the Field of Search](#)
- [The Google Supplemental Index](#)
- [Google's New Adsbot](#)
- [The Evolution of Search Engine Personalization](#)
- [New Robot Command For MSN](#)

Microsoft Rewards Researchers in the Field of Search

Article excerpt:

In a recent post in MSN Search's WebLog, Microsoft announced the 12 winners of Microsoft Labs' "Accelerating Search in Academic Research" Awards. Researchers from countries around the world competed for funding from Microsoft, as well as access to data from MSN search logs for use in their research.

[Read more](#)

The Google Supplemental Index

Article excerpt:

A couple of years ago, Danny Sullivan of Search Engine Watch had noted that in the competition for who had the largest index of web sites, Google had a new feature called the "supplemental index". This supplemental index contains many pages from sites that will never see the light of day during a typical search. These pages are found only when the search is so unusual or narrow that only pages from the supplemental index seem to be a match for the query.

[Read more](#)

Google's New Adsbot

Article excerpt:

Optimization of site content grows in importance this year with the continued release of the Daddy infrastructure change. One part of this ongoing update is the creation of a dedicated Google AdSense bot (Adsbot).

[Read more](#)

The Evolution of Search Engine Personalization

Article excerpt:

Personalized search engine home pages are nothing new, but they have certainly evolved over time. The latest developments make information more readily available to the user than ever before. All 3 major search engines offer personalized versions of their home pages: Google Homepage, My Yahoo!, and My MSN. In this post, I'll briefly review some of the new features available.

[Read more](#)

New Robot Command For MSN

Article excerpt:

Sometimes when checking your rankings do you find that the description of your site is out of date or incorrect? You may wish to check the cached version of your page in order to see if the engine has simply been using an older, cached version of your page. But what if they do have your current page cached?

[Read more](#)

Good luck with your SEO efforts!

- The MarketPosition Team

Read the latest search engine news and strategies in this month's MarketPosition at:
<http://www.marketposition.com/blog/archives/2006/06/index.html>

Read 'The Best of MarketPosition' articles at:
http://www.marketposition.com/blog/archives/best_of_marketpositioncom/index.html

Go [here](#) to leave this mailing list or [modify](#) your email profile.

This email was sent by: **WebTrends Inc.**
851 SW 6th Ave Suite 700, Portland, OR, 97204, USA