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July 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:

- [Google Updates Landing Page Quality Score for Adwords](#)
- [Creating a More Search Engine Friendly Flash Web Site](#)
- [The Fundamentals of Search Engine Optimization](#)
- [The Four E's of a Successful Pay-per-Click Advertising Program](#)
- [Google now supports the NOODP Tag](#)

Google Updates Landing Page Quality Score for Adwords

Article excerpt:

As we noted in a previous post, Google started measuring the relevance or "quality" of Ad landing pages as one of the variables in determining the minimum bid for search keywords. Google recently announced that a few changes were made to the way the Quality Score for landing pages is determined. In this article I'll review what the Quality Score is and what you can do to increase the Quality Score for your web site.

[Read more](#)

Creating a More Search Engine Friendly Flash Web Site

Article excerpt:

Most SEOs and many web designers know that Flash based web sites are a challenge not only to get indexed but to even get the site or pages to rank well in the search engines. This article explores a few of the challenges and provides a few tips that may come in handy if you are looking to work on a site or pages that include Flash based content.

[Read more](#)

The Fundamentals of Search Engine Optimization

Article excerpt:

The fundamental concepts behind Search Engine Optimization (SEO) are understood by many search engine marketers, but those new to the subject should find this article to be very informative. Informative articles on various aspects of SEO have been published here on MarketPosition over the years, and in this post I will summarize these concepts and provide links to relevant articles.

[Read more](#)

The Four E's of a Successful Pay-per-Click Advertising Program

Article excerpt:

The good news: you can setup and manage a pay-per-click (PPC) advertising program on Google, Yahoo! or MSN within minutes. The bad news: you can setup and manage a PPC advertising program within minutes. That means anyone can set up a PPC program, which led to higher overall cost, lower click-through rates and conversions. There is hope, however.

[Read more](#)

Google Now Supports the NOODP Tag

Article excerpt:

Google has responded by adding support for these new Meta elements as well. This is good news for webmasters caught in the dilemma of having poor or outdated descriptions, pulled from the Open Directory listings. These older listings can have a negative effect on your organic traffic because a search engine user's impression of your site's description often determines whether they will select your link or a competitor's. Ultimately these changes will impact the effect that site improvements have on bottom line sales and revenue.

[Read more](#)

Good luck with your SEO efforts!

- The MarketPosition Team

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<http://www.marketposition.com/blog/archives/2006/07/index.html>

Read 'The Best of MarketPosition' articles at:

http://www.marketposition.com/blog/archives/best_of_marketpositioncom/index.html

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