



## Epromotionz e - marketing news : issue 103 . Aug 2007

### *Few important search engine marketing facts .. FYI*

- **Keyword search is the 2nd most popular online activity, rapidly approaching the popularity of email retrieval. ( Did you know that the average email user receives 361 emails EVERY WEEK ? )**
- **90%+of all new website visitors are delivered by a major search engine and/or directory.**
- **98% + of all keyword search activity results are powered by the big 4 search engines: Google, Yahoo, MSN and AOL.**
- **"85% + of net users rely on search engines to find new sites. The web has over one billion sites and getting noticed by a search engine is a significant challenge,especially on page one rankings "**

**"Search Engines provide businesses the most effective way to promote their sites, differentiate themselves to potential customers, and become more accessible to their target audience."** - Srinija Srinivasan - Editor in Chief Yahoo.com

**Forrester Reports "Over 92% of B2B search engine users find what they are looking for within the first TWO pages. Sales leads made from keyword and phrase searches are the most qualified and have the highest purchase probability."**

Best Regards

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