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MarketPosition

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September 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:

- [Top Rankings In Google! Really? Nope. The SEO Reputation Problem.](#)
- [Apply To Try the Microsoft Webmaster Portal](#)
- ["Are Paid Links Evil?" from SES San Jose, what you missed...](#)
- [SEO As An Art or Science? Miss Teen USA Gives Us An Example.](#)

Top Rankings In Google! Really? Nope. The SEO Reputation Problem.

Article excerpt:

SEO has a reputation problem. While every web site wants to have a top ranking (or 20) in Google, web site owners can get burned by search engine marketers who over promise and under deliver. Because of this and other issues, some view SEOs as "sharks circling the unwary"; not unlike used car sales people and ambulance chasing lawyers. I summarize my attendance of the "The SEO Reputation Problem" session at SES San Jose below and offer a few thoughts on the issue.

[Read more](#)

Apply To Try the Microsoft Webmaster Portal

Article excerpt:

Have you been using the tools at Google's Webmaster Central site? Microsoft is now beta testing a competitive service called the Microsoft Webmaster Portal. According to their blog post, they'll offer submission, spider, and site map resources to help you with your MSN/Live Search SEO needs.

[Read more](#)

"Are Paid Links Evil?" from SES San Jose, what you missed...

Article excerpt:

I'm back from attending the Search Engine Strategies (SES) conference in San Jose and I'm putting together a few posts about my experience. In the meantime, I'll relate part of my experience from the "Are Paid Links Evil?" session. It was a lively session that was more food

for thought than actionable tips...

[Read more](#)

SEO As An Art or Science? Miss Teen USA Gives Us An Example.

Article excerpt:

For those new to SEO, there is often confusion about just what SEO is comprised of. You can read about the fundamentals of SEO or learn about the hundreds of search engine ranking factors that an engine can consider and you might still be confused. When new to SEO, there is always the question over whether SEO is an art or if it is a science; should web pages rank based on their merits or should it meet some pre-defined structure in order to rank?

[Read more](#)

Good luck with your SEO efforts!

- The MarketPosition Team

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<http://www.marketposition.com/blog/archives/2007/09/index.html>

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