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**October 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 Custom Search Engine - 5 Custom Search Engine Examples](#)
- [Create Personalized Search Engines with Live Search Macros](#)
- [Ask.com Embraces Blogs with New Features](#)
- [Basic Security Considerations for SEO](#)
- [SEO for Affiliate Programs](#)

Google Custom Search Engine - 5 Custom Search Engine Examples

Article excerpt:

Google has recently released the Google Custom Search Engine. This new re-invention on Google to your site" is getting a lot of press on various web related blogs and even a few r outlets. Below you will find 5 cool ways in which you might choose to implement this tool f clients sites, your own sites, or even if you don't have a web site to use it on, how it can b very great tool in your web based arsenal for sales, research, and world domination.

[Read more](#)

Create Personalized Search Engines with Live Search Macros

Article excerpt:

Search engines are constantly evolving and adding new features in an effort to lure internu users to their sites. One of the new features offered on Live Search has recently caught m attention: Live Search Macros. This interesting new feature allows you to create personaliz searches that focus the results around particular topics of interest to you. In this post, I'll Live Search Macros and offer some tips on how to create them.

[Read more](#)

Ask.com Embraces Blogs with New Features

Article excerpt:

RSS Smart Answers was introduced on Ask's Official Blog in July. As some of you may have noticed from searching on Ask.com, the RSS Smart Answers feature provides the three most recent blog entries at the top of the search results for searches on the blog's name. This is one of several blog friendly features the Ask search engine offers. In this post, I'll provide a brief review of Ask's blog related features, including RSS Smart Answers, the Ask Blogs & Feeds Search, and Bloglines.

[Read more](#)

Basic Security Considerations for SEO

Article excerpt:

When every day business owners search for a means to improve sales, they often start by examining their sales force. Sales people are trained on the latest sales techniques, or provide incentives to push the higher margin products to customers. While many owners often overlook their web site as their best sales person, SEOs understand that looking at keywords, weight and placement in addition to links and excellent navigation are important just as important as their virtual sales person; their website.

[Read more](#)

SEO for Affiliate Programs

Article excerpt:

The days of the 'free money' internet are gone. The idea of tossing a website up and watching the money roll in well, that is nothing more than a fairy tale. Today making money in an affiliate program requires some effort on the part of the affiliate. The internet and affiliate program are not a get rich quick forum any longer.

[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/2006/10/index.html>

Read 'The Best of MarketPosition' articles at:

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

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