

January 2007 MarketPosition Newsletter

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Thank you for subscribing to MarketPosition.

In this month's issue, we will be covering the following:

- [Understanding and Using the Long Tail Approach to Cash In](#)
- [Search Visibility for Electronics Retailers Revisited](#)
- [Search 2006: A Reflection of Mass Culture?](#)
- [MyBlogLog.com Acquired By Yahoo!](#)

Understanding and Using the Long Tail Approach to Cash In

Article excerpt:

You have likely heard of the Long Tail approach to marketing if you are working the Pay Per Click (PPC) space or optimizing web pages. Even if you have not heard of the long tail approach, you've likely used it to some degree. In this post, we will explore a bit of the history behind the long tail approach and how the Long Tail approach can be applied to a business in different ways in order to build understanding on how you can use this approach to cash in as a PPC or organic ranking strategy.

[Read more](#)

Search Visibility for Electronics Retailers Revisited

Article excerpt:

Last year at this time, I investigated the search visibility of popular online electronics retailers to see which companies were most visible both organically and in paid search results for important keywords like "digital camera", "mp3 player" and others (see A Snapshot of Search Visibility for Online Electronics Retailers). This year, I've decided to revisit this project and see how things have changed over the last 12 months.

[Read more](#)

Search 2006: A Reflection of Mass Culture?

Article excerpt:

Now that the year 2006 has passed, the search engines have released data on the most searched for terms of the year. In this post, I'll take a look at the top 10 search terms for Google, Yahoo! and Windows Live and see if any trends can be identified.

[Read more](#)

MyBlogLog.com Acquired By Yahoo!

Article excerpt:

Yahoo recently bought the blog widget company MyBlogLog.com. This is another step in the consolidation of the various blog and social media technologies among the major search engines. I think the premise behind MyBlogLog is promising however there are some problems in it's current state. In this post, I'll point out why you might love MyBlogLog or why you might decide to leave it off your site or blog for the time being.

[Read more](#)

Good luck with your SEO efforts!

- The MarketPosition Team

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