

February 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:

- [Yahoo! Launches New Ranking Model for Paid Search](#)
- [Google Bombs Mostly Defused or Are They?](#)
- [Microsoft Advertisers Over Billed in adCenter](#)

Yahoo! Launches New Ranking Model for Paid Search

Article excerpt:

In a December post, I discussed the introduction of the new Yahoo! paid search platform called "Panama". Yesterday, Yahoo! announced a new ranking model for the Panama platform in the United States. In this post, I'll take a look at the changes Yahoo! is introducing into their paid search ranking methodology.

[Read more](#)

Google Bombs Mostly Defused or Are They?

Article excerpt:

Google has announced that they have defused most Google bombs via an algorithmic update. For most sites, you have very little to worry about. In this post, I will: define what a Google bomb is, what sites may have to worry should Google become more aggressive about defusing these bombs, and should things remain as they are, some potential "SEO Karate" that bombed sites may wish to employ.

[Read more](#)

Microsoft Advertisers Over Billed in adCenter

Article excerpt:

Microsoft said Friday that they have fixed a bug in the adCenter program that caused some users to be over billed. Several users of the program reported seeing a number of clicks appearing in their reports where they were being charged at several hundred dollars per click. Historically, there have been other cases of over charges by Microsoft and other PPC programs but often these charges were much smaller in scope.

[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/2007/02/index.html>

Read 'The Best of MarketPosition' articles at:
http://www.marketposition.com/blog/archives/best_of_marketposition/index.html

Go [here](#) to leave this mailing list or [modify](#) your email profile.

This email was sent by: **WebTrends Inc.**
851 SW 6th Ave Suite 700, Portland, OR, 97204, USA