



Stir Communications Group

## Stir Internet Marketing: A Sample of Recent Organic Search Engine Marketing Results

### Search Engine Marketing Strategy

Three main search engines receive 85% of all searches on the Internet: Google receives 35%, Yahoo receives 30%, and MSN receives 20%. At Stir, we target high search engine results in all leading search engines, primarily focussing on Google, Yahoo and MSN with our Organic and Paid Internet marketing strategies. Bill Gates and MSN launched their new MSN Search in February 2005, bringing MSN Search back into the running for "top three" position amongst the leading search engines.

### Organic Search Results

In order to keep a website's Organic listings on page one of search engines, Organic Internet marketing efforts must be maintained on a very regular basis. The organic results listed below are meant to give a sense of Stir's ability to achieve page one organic rankings in the leading search engines for a broad range of websites and subjects.

Search engine Organic results will vary on a daily basis. The following Organic search engine results are accurate as of **May 1, 2005** as displayed in Vancouver BC Canada on three leading search engines, Google.com, MSN.com and Yahoo.com

Search Phrase	Client Website	Appears on Search Engine Results Page #	Search Engine
Sublease	Subleaser.com and/or Real CollegeLife.com marketing strategy	1	Yahoo
Sublet	Subleaser.com and/or Real CollegeLife.com marketing strategy	1	Yahoo
College sublease	Subleaser.com and/or Real CollegeLife.com marketing strategy	1	Google, MSN
College sublet	Subleaser.com and/or Real CollegeLife.com marketing strategy	1	Google, MSN
Apartment sublease	Subleaser.com and/or Real CollegeLife.com marketing strategy	1	Google
Apartment sublet	Subleaser.com and/or Real CollegeLife.com marketing strategy	1	Google, MSN
College student housing	Subleaser.com and/or Real CollegeLife.com marketing strategy	1	Google, Yahoo, MSN
Sublet apartment	Subleaser.com and/or Real CollegeLife.com marketing strategy	1	MSN
Subleaser	Subleaser.com and/or Real CollegeLife.com marketing strategy	1	Google, Yahoo, MSN
Womentoday	WomenTodayMagazine.com	1	Google, Yahoo, MSN
Women's magazine	WomenTodayMagazine.com	1	Google, Yahoo, MSN
Women magazine	WomenTodayMagazine.com	1	Google, Yahoo, MSN
Chilliwack	ChilliwackLife.com	1	Google, Yahoo

Hotels chilliwack	ChilliwackLife.com	1	MSN
Chilliwack hotels	ChilliwackLife.com	1	MSN
Chilliwack hotel	ChilliwackLife.com	1	Yahoo
Chilliwack real estate	ChilliwackLife.com	1	Yahoo
Chilliwack bc	ChilliwackLife.com	1	Google, Yahoo
City of Chilliwack	ChilliwackLife.com	1	Yahoo
Kamloops jobs	KamloopsLife.com	1	Google, Yahoo, MSN
Kamloops employment	KamloopsLife.com	1	Google, Yahoo, MSN
Kamloops news	KamloopsLife.com	1	Yahoo, MSN
Kamloops	KamloopsLife.com	1	MSN
Kamloops sports	KamloopsLife.com	1	Yahoo, MSN
Women chat	ChristianWomenToday.com	1	Google, Yahoo, MSN
Women's chat	ChristianWomenToday.com	1	Google, Yahoo, MSN
Christian women chat	ChristianWomenToday.com	1	Google, Yahoo, MSN
Christian woman	ChristianWomenToday.com	1	Google, Yahoo, MSN
Christian women	ChristianWomenToday.com	1	Google, Yahoo, MSN
Classic car restoration	AaronsAutoBody.com	1	Yahoo
Autobody painting	AaronsAutoBody.com	1	Google, Yahoo, MSN
Auto body painting	AaronsAutoBody.com	1	Yahoo, MSN
Speech therapy bc	SpeechForKids.com	1	Google, Yahoo, MSN
Speech therapy for children	SpeechForKids.com	1	MSN
Speech therapy child	SpeechForKids.com	1	Yahoo, MSN
Passion of Christ	TheLife.com	1	Google, Yahoo, MSN
Passion of Christ movie	TheLife.com	1	Google, Yahoo, MSN
The passion of the Christ	TheLife.com	1	Google, Yahoo, MSN

### Internet Marketing Maintenance

All Internet marketing campaigns, whether they focus on Organic or Paid strategies, require regular tweaking and maintenance to ensure their success. Without regular maintenance by Internet marketing professionals who are aware of the latest techniques and the latest search engine algorithm updates, page-one search engine results can easily be bumped out of position by competitors.

For example, MSN's recent search engine launch resulted in significant ranking changes for many site's rankings in MSN. New techniques, website changes and strategies are now needed to ensure high ranking in MSN. Similarly, Yahoo, Google and other leading search engines are constantly adjusting how their search engines work, so it's essential for any good Internet marketer not only to pay close attention to his or her client's rankings, but also to keep up with the rapid changes in the industry that inevitably lead to making it more difficult to achieve high search engine rankings.