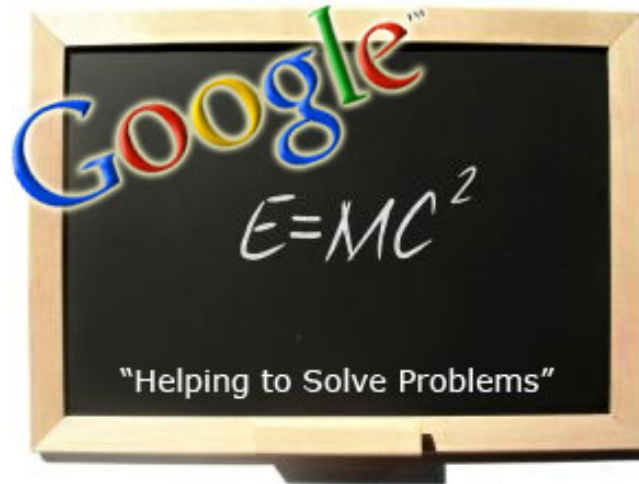


Internet Search Engines Help Users Solve Problems Google Yahoo MSN Help Users Solve Problems.

New Study Shows Search Engines Help Users Solve Problems
Information Searches That Solve Problems



There are several major findings in this report. One is this:

- For help with a variety of common problems, more people turn to the internet than consult experts or family members to provide information and resources.
- Another key insight is that members of Gen Y are the leading users of libraries for help solving problems and in more general patronage.
- In a national phone survey, respondents were asked whether they had encountered 10 possible problems in the previous two years, all of which had a potential connection to the government or government-provided information.
- [Natural Search](#) Results More Trusted and Favored by Information Searchers.
- Those who had dealt with the problems were asked where they went for help and the internet topped the list.

The Complete Study of Information Searches That Solve Problems Study From Pew Research is Available. [Click Here](#)

[Learn more about Search Engine Optimization, the most effective form of online advertising.](#)

Search Engine Marketing is the fastest growing advertising medium in the world, projected to become 10x more powerful and influential than traditional media outlets such as: network television, cable television, local television, network radio, local radio, satellite radio, national newspapers, local newspapers, magazines, billboards, direct mail, telemarketing and more.

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An aside for consideration are the the distinct segments within the field of Search Engine Optimization. Clarification and separation are required in terms of paid search marketing, sponsored search advertising, pay per click, email marketing (spam), and the foundation of strategic internet marketing: Organic Search Engine Optimization (Organic SEO) are also referred to as Natural Search Engine Optimization (Natural SEO).

Key Organic Search Engine Optimization Facts:

- Keyword search is the 2nd most popular online activity, rapidly approaching the popularity of email retrieval.
- 90% of all new website visitors are delivered by a major search engine and/or directory.
- 98% of all keyword search activity results are powered by the big 4 search engines: Google, Yahoo, MSN and AOL.
- Keyword search results on Google, Yahoo, MSN and AOL are determined by search engine spiders and/or robot crawlers.
- Recent internet marketing studies confirm that keyword searchers prefer the organic results at a 6 to 1 ratio vs. pay-per-click sponsored search advertising listings.

Is your corporate website being found early and often on the keywords and keyword phrases that best describe your products, services and industry? Harness the power that our proven organic search engine optimization technologies provide...

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