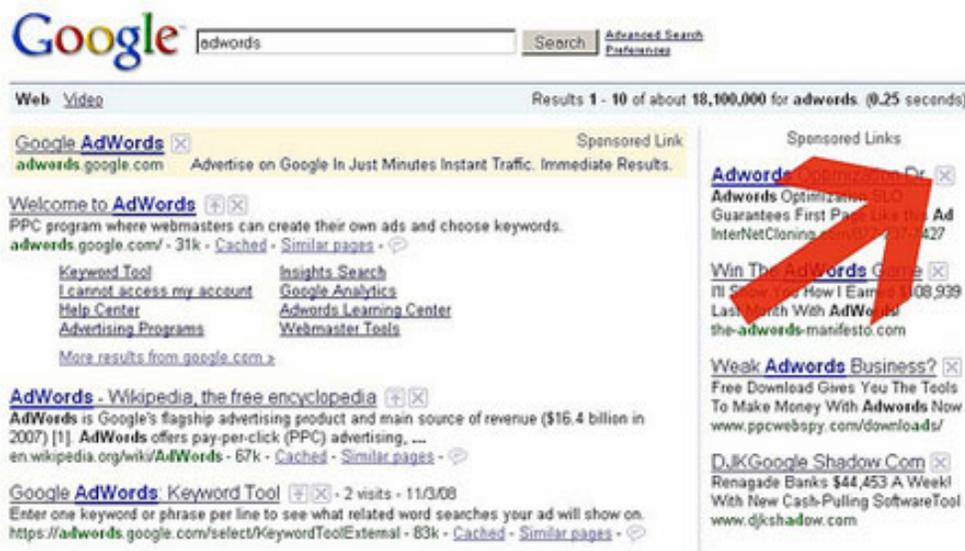


Google Lets Select Users Hide Unwanted Search Ads.

Google is testing a feature that enables users to hide unwanted ads in search results.

The service - an X icon in the upper right-hand corner of sponsored search results, indicating they can be hidden - is part of Google SearchWiki, which lets users customize search results: boosting organic listings most relevant to their query, for example, and burying or removing those they deem less fit, writes MarketingVOX.



When users click on the X above a series of ads, the ads will be hidden for that search and for the same search conducted in the future. The feedback will likely be incorporated into AdWords marketers' overall ad quality score.

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.

Discover the most powerful and effective form of advertising, Search Engine Optimization.

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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