

Searching Becoming Most Popular Online Activity Usage of Internet Search Engines Growing Rapidly.

Usage of Internet Search Engines Growing Rapidly
New Internet Usage Study Shows Use of Search Engines Rising Daily

Pew conducted surveys with more than one thousand online experts, journalists and technologists, and the results majority show widespread use of Internet Search Engines and that Google has become the "primary" Internet resource for millions of Americans.

Other key findings from the report include:

- The percentage of internet users who use search engines on a typical day has been steadily rising from about one-third of all users in 2002, to a new high of just under one-half (49%).
- The number of users visiting a search engine on a typical day is rapidly approaching 60% which matches the number of internet users who use email daily.
- Conducting Keyword Searches on Google, Yahoo and MSN on a daily basis is becoming the most popular online activity.
- Being Found At or Near The Top of The Organic Search Listings is Critical To The Long-Term Viability of Any Website.
- [Organic Search](#) is the Most Effective Form of Online Advertising.



The Complete 2008 Internet Search Engine Usage 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.

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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