

## Yahoo Brings It's Glue To The US.

Yahoo rolled out a U.S. beta version of its Glue Pages, giving a visual boost to users' search results, according to a posting on its Yahoo blog site.

The beta is designed to allow users to enter a search and have not only text links appear on the site, but also related pictures, videos and blogs.

The company is taking a page from its Yahoo India Glue Pages site, which it unveiled in May.

With this effort, Yahoo is seeking to put related content all on one page, while its competitor Google currently offers up text links, with additional links to related photos, videos, blogs, books and news.

Microsoft's Live Search takes a similar approach to Google's.



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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).

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### ***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

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