



Leading PPC Search Engine Launches Official Blog, Podcasts

SearchAnyway, January 05, 2007

URL: <http://www.pr9.net/business/ecommerce/4955january.html>

SearchAnyway, a leading PPC search engine, has launched their brand-new blog and podcasts, complete with online news, search industry trends and insider tips relating to online and affiliate marketing.

With the marketing buzz surrounding Web and PR 2.0, SearchAnyway's PPC Blog is part of a strategic online marketing campaign meant to solidify the company's position in the PPC search engine market and to strengthen its relationship with affiliate marketers.

PR9.NET January 05, 2007 - Montreal, QC - SearchAnyway has announced the launch of their official new blog (blog.searchanyway.com), a communication resource complete with podcasts, industry trends, and insider information relating to search and affiliate marketing. With over a decade of experience in online search and an expansive, well-established affiliate network, SearchAnyway is recognized as leader in PPC (pay-per-click) marketing and as an innovator in Internet search technology.

The company sees their blog as a pioneering device meant to educate and inform webmasters of all skill levels. Their aim is to share their expertise with the online world; to create stronger bonds with their own affiliates by inviting discussion and debate while at the same time to introduce affiliate marketing to interested web publishers.

"We plan to make this blog a fantastic resource," said Sanjay Mayar, marketing director of the company. "SearchAnyway has two guiding objectives which drives us in all of our business endeavors: to be continually innovative and push the search envelope; and to find better ways of opening and maintaining a line of communication with our partners."

The content is penned entirely by SearchAnyway's elite marketing team who keep themselves up-to-date of all major developments and concerns within the online search industry. By communicating this information in the format of a blog, SearchAnyway has fully embraced the informality of the Internet while combining it with their own professionalism and industry know-how.

Some of their blog features include:

Podcasts: Visitors to the blog can listen to the latest audio tutorials and information on SearchAnyway's podcasts.

Industry Trends: A focus on the latest innovative trends and business activities in the online marketing industry.

SearchAnyway News: Readers are informed about new, exciting business developments within SearchAnyway.

Speaker Box: SearchAnyway's bloggers answer inquiries, address comments and respond to suggestions received from readers.

How-To: Offers readers step-by-step guides, tips and tricks.

With the understanding that Internet marketing has grown more progressive with the buzz surrounding Web and PR 2.0, SearchAnyway's Blog is part of a strategic online marketing campaign meant to solidify the company's position in the PPC search engine market. PPC marketing has grown into a multi-billion dollar industry, with no signs of slowing down. Keeping abreast of the business activities in the world of PPCs, the search engine intends to use the blog as a decisive online communication tool that will help web publishing affiliates succeed at becoming more business savvy.

blog.searchanyway.com
www.searchanyway.com

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About SearchAnyway

With a presence of more than 10 years in the online marketing industry, Search Anyway has fast become a leader in the Internet pay-per-click search engine industry. The company has developed a reputation for reliability and a proven track record of earning results. SearchAnyway has one of the most renowned affiliate programs offering high revenue shares to global web publishers. Its mission is to bring targeted web traffic to its advertisers and to help our affiliates maximize their revenue potential.

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