



# SEM Times enables Search Engine Marketing professionals assess their SEM skills

Search Engine Marketing Times, March 05, 2007

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*SEM Times enables SEM professionals assess their skills and knowledge required to be successful in the internet marketing world. Through its SEM Quiz, SEM Interview and SEM Blog sections, it helps search engine marketing professionals grow in their careers.*

PR9.NET March 05, 2007 - New Delhi, India: Today, search marketing has become an integral part of the businesses across the world. Search engine marketing industry has shown tremendous growth in the last couple of years. According to a study by SEMPO, advertisers in North America alone spent around 10b US\$ in 2006. The industry is poised to grow even faster in the coming years. It has been estimated that by 2011, the industry will grow to around double of its current size.

The demand for the SEM professionals has grown along with the growth of the industry. The industry is still new and lacks any standards for assessing the skills of the professionals. Given the dynamic nature of the search engine industry, the need for skills upgradation and evaluation is essential for its growth.

SEM Times is a community to support search engine marketing professionals in their careers. In its first phase, it has launched an SEM Quiz (<http://www.semtimes.com/sem-quiz.html>) which consists of questions covering the practical aspects of search engine marketing on topics such as SEO, PPC and Web Traffic Analysis. SEM Interview section, available at <http://www.semtimes.com/sem-interview.html> is an ever growing list of questions commonly asked during the interviews faced by SEM professionals.

SEM Times Blog which is an integral part of SEM Times has been educating search engine marketing professionals since 2005 on the fundamentals of SEM through its simple yet powerful methodology. Check out <http://semtimes.blogspot.com/> to sharpen your SEM skills.

SEM Times will continue to launch new offerings for SEM professionals to help them develop skills as required by search engine marketing industry and be successful in their careers.

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## About Search Engine Marketing Times

SEM Times is a community for search engine marketing professionals to help them grow and be successful in their SEM careers. It enables SEM professionals to assess their search engine marketing skills and knowledge. It is founded by seasoned SEM professionals who do not just have experience of implementing search engine marketing but also have built and grown successful online businesses across variety of industries such as Education, IT Services and E-commerce. Check out <http://www.semtimes.com> to know more about SEM Times.

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