

MEDIA INFORMATION

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Web marketers say “Yahoo!”

E-commerce sites throughout Australia now have, with the long-awaited search engine ‘war’ between Google.com and Yahoo.com finally coming to fruition, increased scope on getting their web sites in front of interested eyes.

Google, the massive search engine that is heavily favoured among Internet users looking for information, finally has some competition with the unveiling of Yahoo.com’s new results in late February.

Yahoo, one of the web’s earliest favourite, has used Google’s search results over recent times – meaning Google was supplying a majority of search results on the Internet.

“This has meant that a top search engine ranking on Google was extremely valuable because of the millions of searches made every day. It is still valuable now, but with Yahoo a real competitor, web site marketers finally have a way to generate significant visitor numbers to their sites even without a high Google ranking,” said Brendon Sinclair, head of Gold Coast web development firm Tailored Consulting.

“One of our clients reported a 150% increase in web sales because of the change. Of course, web sites with high rankings on Google will lose significant sales,” said Mr. Sinclair.

“Search engines are a big part of any web sites marketing strategies and this latest development will make them even more important,” he said.

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