

## August 2010 – The New Style at eMaximize Internet Marketing

Quick hits on the latest with eMaximize, and the Internet and Search Marketing Industries

### Welcome Aboard

eMaximize is pleased to welcome Natalie Cook to our team. Natalie will handle design on all new projects. She has an extensive background in web design and programming technologies. Read more about Natalie [here](#).

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### Tahoe Bound !

We recently shook hands with **Martis Camp** and welcomed them to our family. eMaximize will develop Martis Camp's internet marketing strategy, including search engine optimization, copywriting and pay-per-click campaign management. Martis Camp is an extraordinary community located high in the mountains of North Lake Tahoe with over 650 home sites spread across 2100 acres of breathtaking real estate. We are very excited to handle Martis Camp's internet marketing needs !

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### eMaximize Dot (Stay) Calm

We are also excited to tell you that we have secured the domain eMaximize.com. We are now at full throttle on starboard and port engines. You may visit us at either domain, **eMaximize.net** or **eMaximize.com**. Soon we will be moving all email communication to our new top-level domain !

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### eMaximize in Haiti

Last we communicated eMaximize was looking for a way to get involved with Haiti earthquake relief efforts. We are happy to report some great news. In March we made contact with [JEBCA](#), a large Haitian charity in Port-au-Prince that was in need of a website and email services. Our team worked with JEBCA leaders in designing a site and setting up email accounts so they could communicate with donors, members and the rest of the world via the internet. We were extremely pleased with our efforts and the experience continues to be rewarding. "We cannot express enough our gratitude to Max and his team for restoring internet communication to our organization," said Pierre Jobner Joachim, JEBCA President. "Our ability to communicate via email and accept donations from our website is critical to our ability to provide relief to the people of Haiti." We also picked up some great coverage for JEBCA and ourselves in the quickly growing national website **Patch.com**. [Click here for the full article](#).

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### Advertising Rewards

We have launched our first advertising initiative. The June issue of *Hotel Technology Magazine* featured an eye-catching Hospitality SEO advertisement. This publication reaches over 16,000 readers and is distributed at HITEC, the largest hotel technology conference attended by over 5,000 hoteliers. We also appeared in the weekly HT Alert email blast by the same magazine. Our efforts were rewarded with many inquiries about our internet marketing services, and we are actively working with several new prospective clients.

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### The New Powers of Search Engines

In the race to be the dominant Web portal, Internet search engines are constantly growing smarter. Although outward appearances may not change much, the algorithms churning behind the scenes are getting better at predicting what users want and delivering answers almost instantly.

Last week, Google unveiled new tools for its search-results pages (SERPs) to help users further refine their queries. But there's plenty of power built into the search box on the main page. Most users will find what they're looking for with just a basic query on a search page. But there are some lesser-known tricks to help consumers maximize the search function.

Most of the shortcuts below also are available on Microsoft's Bing and Yahoo Search. Still, Google remains the dominant in search engine, capturing 71 percent of all U.S. searches, compared with 15 percent for Yahoo and 9 percent for Bing. Here are some of our favorite **new searches** to make your life easier... especially if you are on an iPhone or PDA.

1. Enter **Movie Title and Zip Code** - returns show times
2. Enter **Airline and Flight Number** - returns status
3. Enter **Sports Team** - returns result of last game played, or in-game score

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### **BP Buys Keywords to Manage Information ... and Reputation?**

This is a very interesting story that caught our eye. British Petroleum has deployed a relatively innovative use of search engine advertising, or Pay-Per-Click (PPC) campaigns. While BP is currently battling a massive oil leak in the Gulf of Mexico from one of its exploratory drilling expeditions, it is also engaging in another damage control effort - one to protect its reputation. ABC News reports that BP has attempted to control the flow of negative publicity online by loosening its purse strings, spending heavily to purchase top placements on search engines such as Google and Yahoo! for keyword phrases related to the environmental disaster.

For example, a person doing a search for the phrase "oil spill" on Google will receive thousands of links to news articles about the Gulf Coast crisis, but the first link returned is to BP's corporate page with highlighted text inviting people to "learn more about how BP is helping."

"We have bought search terms on search engines like Google to make it easier for people to find out more about our efforts in the Gulf and make it easier for people to find key links to information on filing claims, reporting oil on the beach and signing up to volunteer," BP spokesman Toby Odone told ABC News.

The move could backfire if people sense BP is attempting to manipulate the public by spending money on search engine results rather than on the clean-up. Google 'oil spill' and decide for yourself - public service or public manipulation? Either way it puts Google in an interesting position, allowing customers to buy news-related keywords in an effort to control information.

**Thank you for reading and your loyal support,**

*Max*

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*Effective Online Leadership*