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Internet marketing predictions for 2006

By Wildfire Marketing Group Content Development Team

Internet marketing has been making some pretty dramatic changes over the last few years, like the growth and evolution of the search engine optimization industry, viral marketing, pay−per−click advertising and the mainstream adoption of blogging. Despite the recent changes I predict that even greater change is still yet to come, thanks in part to the growth of broadband internet access, advances in hardware and software technology, and marketers need to reach consumers through multiple mediums.

As people's lives become more busy, fragmented media will result in more opportunities for both advertisers and web site owners. Standard advertising mediums such as television, radio and newspapers have been loosing effectiveness (partially because of new technologies like TiVo and XM Satalite Radio) while online advertising has become more effective. As an advertiser, there are more opportunities available than ever before to reach highly targeted prospects with a relatively small investment by advertising online. As a web site owner, there are more opportunities to generate additional revenue by providing advertising space on your web sites. As people spend more time online, this trend will continue to grow.

RSS will become a powerful, trackable marketing tool. In it's current form, it is a great tool for reaching out to people who have the technical background to use it but it does have some limitations. Many customizable web portals (My Yahoo) let users display RSS feeds on their home page, but require users to sign in with cookies. Some email programs can display RSS feeds and several programs have even been specifically designed for displaying RSS feeds. However the user base is still fairly small. With the release of Microsoft's Windows Vista, RSS will become mainstream and be adopted by soccer moms everywhere. Once that happens you can expect to see tools developed to manage and track the traffic from RSS feeds.

The search engine optimization industry is another area that will change considerably. All of the major search engine companies have taken considerable steps to reduce web site owner's (or an SEO firm's) ability to manipulate the ranking of their web sites. As the algorithms that determine the importance of a particular web page become more comprehensive and better able to filter out spam you will see two things happen. First, the search results will become more relevant. Second, the SEO firms that are using dishonest techniques in an attempt to rank higher will collapse one by one until only honest,

ethical firms exist.

Jeremy L. Knauff is the founder of Wildfire Marketing Group, a

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specializing in

helping companies to compete against larger companies and win. For more marketing tips, be sure to visit their

marketing tips

blog.

2006, Is It Your Year?

By Hifzur Rehman

Do you think 2006 is "YOUR" year or just "another" year in your life similar to the previous ones? What does 2006 mean to you?

What is your slogan for 2006?
2006 is My Year of Happiness
2006 is My Year of Success
2006 is My Year of Achievement
2006 is My Year of Marriage
2006 is My Year of Fitness
2006 is My Year of Spiritual Enhancement
2006 is My Year of Financial Independence
2006 is My Year of Getting Excellent Results in Exams
2006 is My Year of Learning a Foreign Language
2006 is My Year of Improving Writing Skills
2006 is My Year of Buying a House

The bells are ringing and we are just counting the days when 2006 will enter into our lives. Are you fully prepared to welcome 2006 and want to make it the most rewarding, fruitful and memorable year of your life?

What mistakes did you do last year? What went wrong with your agenda? What remedial actions do you want to take now?

Are you expecting some miracles to occur in 2006? Nothing positive will happen unless you take control of your life and decide to change your life in the manner you want to live. Without effort and without proper planning your fate will remain the same as it is in the present moment.

Wake up! Face the reality and act now! Start 2006 with a strong commitment. Choose your own slogan for the new year. Make it YOUR year. Say loudly and repeatedly "It's MY year, every day is MY day, every night is MY night and every month is MY month (January to December)".

Are you ready to jump start new year with a new slogan, new vigor and new enthusiasm? I am sure, you are, because it's YOUR year. Good luck in the year 2006!

Hifzur Rehman, the editor of

http://www.selfimprovement.ch

, is an author of motivational articles. His

website is a great source of inspiration to those who want to live a happy, healthy and successful life.

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