

Premio Ranked In Top 10 For Integrating Technology In The Classroom for 15th Consecutive Quarter

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By Keith Hunt

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CITY OF INDUSTRY, CA - August 9, 2004 - For the 15th consecutive quarter, Premio Computer, Inc. has been ranked as a top 10 technology vendor to the U.S. education market by an independent research firm. The quarterly statistics research, released August 6, ranks Premio at number eight for the second fiscal quarter of 2004, retaining its standing from the previous quarter. Rankings are based on shipments of desk-based PCs, mobile PCs and X86-32 servers.

For more information please visit www.premiopc.com/education.

Ranking ahead of both MPC and Sony, Premio shares the education market top 10 with such companies as Dell, Hewlett Packard, Apple Computer, Gateway, IBM, Acer and Toshiba. The education technology market is an important one for Premio, which also markets technology solutions to businesses and government agencies throughout North and South America.

"The education market has always been very important for Premio, and we have also become increasingly important for them," said Tom Tsao, Vice President for Premio Computer. "Many administrators and district technology coordinators have told us that they switched to Premio from other vendors because our level of service, flexibility and affordability is unmatched in the industry."

Premio actively supports the education community through a variety of programs and partnerships, including donations, educational seminars and internships. Premio also offers eSembler™ gradebook and attendance software for K-12 districts. For more information on Premio's involvement with the education market, please visit www.premiopc.com/education.

About Premio Computer, Inc.

Founded in 1989 and based in Southern California, Premio® is a full-service technology company

providing hardware, software, networking and manufacturing solutions to businesses, educational institutions and government agencies throughout North and South America. From the beginning, Premio's focus has been its line of built-to-order desktops, notebooks, servers and workstations. Regional operations in Colorado, Florida, Georgia, Illinois, Texas and New Jersey provide local service and support for its loyal customer base. Currently ranked as a top ten computer vendor to the U.S. education market, Premio is also the maker of eSembler™ for Education, an innovative web-based application for managing student information within a K-12 environment. For more information on Premio and its products, please contact the Premio marketing department at 800-677-6477 or visit www.premiopc.com.

None

New MSN Search May Be a Google Killer!

By Mike Banks Valentine

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The Second Look at MSN's Search technology is available for public beta testing. I've given it a spin myself and must say that I'm impressed. Although they have no ads on the SERP's of the preview site, I'm sure they will load it up with the 15 or more Overture "sponsored sites" which clutter the results pages on the current search results by the time the new public beta reaches its official launch. Take a look for yourself: <http://techpreview.search.msn.com/>

I've publicly complained about the lack of click-through traffic of top ranked sites from both Yahoo and MSN search http://searchengineoptimism.com/Google_refers_70_percent.html Even though most of my web sites and those of clients are very highly ranked in all three search engines, Yahoo and MSN send less than one quarter of all search traffic to any of those sites. Google sends the rest – over 75% of search traffic referred comes from searches originating on Google's English speaking sites in the UK, Australia, Canada, etc.

Is that because nobody can see past the PPC ads (Overture Sponsor Ads) on MSN search? No, the "Sponsored Sites" aren't THAT dominant on the SERP. Is it because only one fourth the number of people search at MSN and Yahoo? No, it can't be explained that way either. Who knows? Maybe those who search at MSN and Yahoo simply want to search without bothering to visit those top ranked sites? Could it be that the blue color

and the "Sponsored Sites" label actually dissuades people from dropping down to the organic results or those sponsored links are more clicked at MSN than at Google? I just don't know.

If the test I ran today proves to be a reflection of where they are going with their new search technology though, I'll be nothing short of ecstatic on public unveiling of the "New" MSN search. As a matter of fact, I may be about to fall in love with MSN search.

In this test, I did some searches for several terms I am targeting for myself as well as several other phrases I'm targeting for SEO clients. ALL of those searches rank our sites in the first page or two at all three of the top tier

search engines. The search I've emphasized here in this test though, was for the phrase "Domain Name Tutorial" at: http://www.website101.com/Domain_Name/

I chose that phrase because, inexplicably, it doesn't rank well for me at the current official MSN search and may prove to be a perfect example of the difference between the new and old versions on public launch of MSN search later this year or early in 2005.

Google ranks our domain name tutorial at #1 in results, the current "official" MSN search ranks it somewhere in sludge of all castoff sites. In other words, I couldn't find it in the first 200 results at the current "official" MSN search and wasn't in the mood to click through any more results pages to find it.

A search for Domain Name Tutorial at the public beta of MSN search ranks it at #1 as does Google, but Google delivers a full 90% of all search engine referred traffic to that Tutorial.

I use a web traffic statistics service to monitor my web stats and the report I spend the most time pouring over a couple of times a week is the "Search Phrase" report, which shows what search phrase brought the click-through to my site from the search engines.

The current MSN search shows visitors in ones and twos for several of my top ranking search phrases, while Google sends

hundreds per day on several of those searches. If MSN made the beta search site official, would we see any higher traffic numbers from them? That question has got dozens of webmasters speculating in the forums about what they can expect from MSN when they go live with their new technology in the near future.
<http://www.webmasterworld.com/forum97/190.htm>

I'll be very happy if my test results do reflect where MSN is headed, since it's hard to beat number one for those search phrases I tested today! This test leads me to believe that MSN is emphasizing directory and filenames that include key-words and are weighing inbound links pretty heavily. Page structure, title tags and text links also appear to be weighted substantially in their new algorithm.

Yahoo currently shows two "Sponsor Results" offset in blue, at the top of the SERP's when you've done a search for anything that has PPC bids at Overture, as does Google with Adwords ads. (Yahoo adds three more at bottom of the page and Google none).

MSN shows three PPC ads labled "Sponsored Sites" offset in a very pale green at the top of the SERP's and one at the bottom of the page following organic search results. Will MSN continue showing more ads than everyone else and, consequently lower organic search click-throughs?

All I can do at this point is to cheer MSN on and hope they continue on their current path as demonstrated at the beta site. It will make everyone (webmasters relying on organic search) happier if MSN starts sending more search traffic to their sites, rather than to the "Sponsored Sites." Conversely, Overture advertisers may start wondering where their PPC traffic has gone. Maybe then those heavy PPC players will start to see the value in organic SEO, you never know.

Maybe MSN is toying with their very own PPC program . . .

Mike Banks Valentine practices Search Engine Optimism at:<http://SEOptimism.com> and operates a search engine blog where you can read this article with active links to web resources <http://RealitySEO.com/2004/10/msn-search-technology-preview.html>



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