

TOP 50

SEO Firms and Resources

Search engine optimization (SEO) has developed into a thriving online industry. Understanding the basic tenets of algorithmic-based search engines and the methodologies used by top SEO firms is essential to the success of any Web enterprise and a primary responsibility of every Web professional.

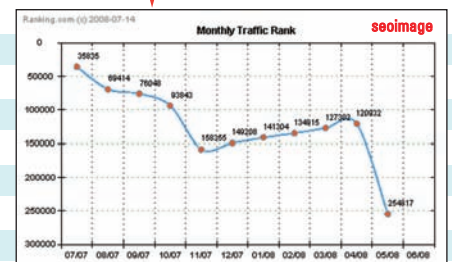
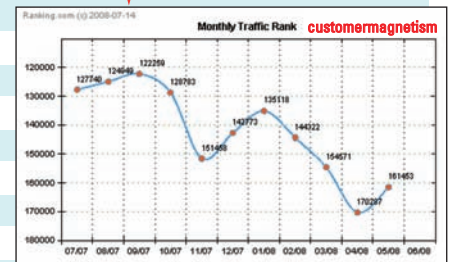
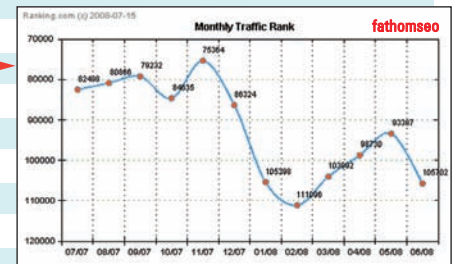
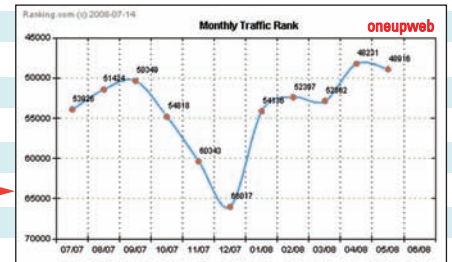
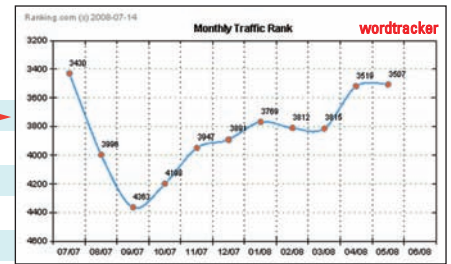
Whether you decide to bring SEO in-house or out-source in its entirety, there is much to be learned and implemented. *Website Magazine's* Top 50 SEO firms and Internet marketing resources includes software providers, services and companies that can help you dominate the search engine results pages (SERPs.)

You might find some high profile SEOs and popular software solutions absent from this list but keep in mind that this is just a sample of the overall behavior of one subset of the entire Web population. However, this list does provide a valuable look into where website owners like you are fulfilling their SEO needs and finding answers to important questions every day.

Of course, in every issue of *Website Magazine* you will find cutting-edge SEO tips from top industry experts. And this issue is no exception. Be sure to check out the digital edition of the August issue for additional, exclusive content from our resident SEO expert and author of SEO Corner, Dante A. Monteverde.

Research for this report comes courtesy of Ranking.com, the Web's largest provider of website popularity metrics and detailed website information for more than one million online destinations. To suggest a Top50 category for consideration in upcoming issues of *Website Magazine*, please visit our online forum or send an email to Top50@WebsiteMagazine.com.

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Cover Story:

Inside E-commerce Innovation

Cyber Monday is Dec. 1. But it's never too early to start planning. Learn some lesser-known innovations in e-commerce to make sure you get the most out of your website in what promises to be a big online shopping season.



8 Comparison Shopping

In recent years, numerous comparison shopping engines have sprung up on the Internet. Should these resources be part of your overall pay-per-click marketing mix?



12 Analytics for E-commerce

Online retailers need tools to understand customer experience. Join Google's Avanash Kaushik as he explains how to use Web analytics to reveal customer intent.

17 Six Degrees of Social Computing

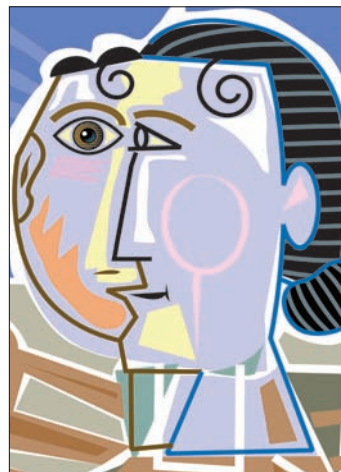
Establishing and maintaining relationships can be tough, but when it comes to Web 2.0 it's even tougher. Discover how to encourage visitors to return and develop a relationship with your website.

23 Art of the Affiliate Deal

You work hard to generate traffic to your website. To get the affiliate revenue share you deserve from your ad network, learn the art of the affiliate deal.

31 Get Listed In Google News

Google News is currently one of the top five visited news portals in the world, but getting listed isn't easy. Check out some basic rules and guidance to get started.



34 Tax Havens for Online Businesses

Pure online businesses can be excellent candidates to save big money via tax havens. Learn if your site qualifies and how to start saving.

'Net Briefs

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DIGITAL EDITION

The Beauty of Microsites, Understanding the Friction Removal Process, Quality Score at Google and Yahoo, Hard versus Soft Sell Copywriting, SEO and Usability, Selling Domains at eBay and more is available in *Website Magazine's* digital edition. You MUST be a subscriber to access this exclusive content — sign up for free today at websitemagazine.com/digital.

NEXT ISSUE:

For Web professionals, SEO (search engine optimization) is perhaps the most important aspect of marketing your products, services and website on the Internet. Understanding the basics and pushing the boundaries are increasingly essential to success in a competitive landscape. The upcoming issue of *Website Magazine* will address the challenges and opportunities present today, and the techniques and technologies that are transforming SEO.