

Sunday Startup



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Finding a search opportunity

03:38 PM CDT on Friday, June 25, 2004

By **DOUG BEDELL** / The Dallas Morning News

Readers may not instantly recognize the acronyms SEO and SEM, but in the world of Web site design, Search Engine Optimization and Search Engine Marketing represent a young and vibrant industry.

A growing number of local firms are using these sophisticated techniques to help companies advertise inside search engines such as Google.

If you've never heard of the specialties, you certainly wouldn't understand the need for a Dallas/Fort Worth Search Engine Marketing Organization.

To help educate businesses about the benefits of their expertise, some local specialists created the marketing group, which may need to develop a catchier acronym than DFWSEM.

The group just elected its first slate of officers – John Sanchez of Zunch Communications, president; Christine Churchill of KeyRelevance, vice president; Jim Gilbert of Position Concepts, chairperson; Doug Lay of IO Media Group, treasurer; and Rob Garner of ittraffic/Agency.com, secretary.

For more information, visit www.dfwsem.org or e-mail info@dfwsem.org.

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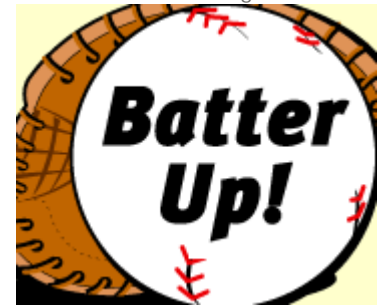
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