

Search engine goliath looks to improve online marketing

The search engine giant Yahoo! has announced that it is to instigate a programme designed to help companies who wish to take advantage of online marketing channels.

A limited service will initially be run off the Panama system which enables internet advertisers to market goods via a Sponsored Search, something the company says will improve the overall process.

It says that the method ought to shift importance away from keyword bidding as more and more companies recognise the power of the internet to gain an overall presence.

“To help ensure we launch our new ranking model successfully we have started running a limited test across our UK advertiser listings in which the display order of Sponsored Search listings in some keyword markets is based on factors other than bid,” the company stated.

Yahoo! explained the development via an email and said that the full service was likely to be implemented “soon”.

It also believes that the creation of such a service will allow it to compete with Google in the overall market.

The move follows the announcement by the Advertising Association that the level of money spent on online marketing in the UK has risen to £2 billion.

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