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January 2008 List from topseos.com Highlights the Best Pay Per Click Management Firms

Ever since its inception in 2002, topseos.com has consistently worked towards providing the Internet marketing world with a reliable source of information that can be used to find the best in the industry. And as is true every month, the site is once again ready to name the top 10 Pay Per Click Management firms for the month of January 2008.

A hub for all useful information that the search engine marketing industry requires is what topseos.com is. The helpfulness and the precision of the monthly list have given topseos.com its reputation as the finest source to find the best vendors on the Internet.

Pay Per Click Management means paying for each click that is made on an advertiser's ad and this method can be used to determine the ranking that they hold on the results page of a search engine. The purpose of having high ranking on a search engine is to increase site visibility and this is one of the best ways of getting it done.

Pay Per Click Management consists of a variety of activities which include management of keywords, implementation of strategy, managing bids and title and description of pages, to name just a few. The effectiveness of this form of online advertising is high because audiences are targeted so clearly and in detail.

PPC, Pay for Ranking, Pay for Placement, Paid Search or Sponsored Links are all other names for Pay Per Click Management. The advantage of this method is that because it is a paid form of promotion results are almost guaranteed, which also increases ROI.

topseos.com is now a one-stop shop for all things Internet marketing and the ranking list is perhaps the most popular of them all. The following list names the top 10 Pay Per Click Management firms for the month of January 2008.

1. JumpFly, Inc. - Illinois
2. Intrapromote - Ohio
3. SEOP Inc - California
4. SEO Image, Inc. - New York
5. Ionic Media - California
6. SEO Inc. - California
7. SearchAdNetwork - Colorado
8. ChannelAdvisor - North Carolina
9. Efficient Frontier Inc. - California
10. IMPAQT - Pennsylvania

A comprehensive and in depth evaluation process precedes the compilation of the list which is what adds to its quality and accuracy. The selection of the top 10 finalists is based on the following criterions:

- Competitive advantage
- Superior services and pricing
- Customer and technical support
- Knowledge of business
- Sound professional analysis of requirements, and competitors
- Response to client problems
- Innovations that set it apart from the competition
- Overall usability, efficiency, and performance

Firms that specialize in Per Per Click Management and wish to be considered for the topseos.com rankings can complete an application by registering as a service vendor and applying for rankings at:

http://ww.topseos.com/option.com_register/task,providerRegister/

Want to research and evaluate internet marketing firms?

Visit them at www.topseos.com