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**topseos.com Ready to Share Its February 2008 Ranking of Best SEM Training Programs Firms**  
[www.topseos.com](http://www.topseos.com)

**/24-7PressRelease/** - PLYMOUTH, IN, February 05, 2008 - Quality search engine marketing, or SEM, is the key to increased visibility and sales and that is precisely the reason that this type of marketing is gaining so much popularity on the internet. Since most online users come to search engines to find things, what better place can there be to promote your brand than on the search engine itself?

Hiking up one's website ranking in organic listing and obtaining paid listing are a couple of the main activities involved in SEM. It all boils down to visibility where the aspect that matters the most is finding a foothold with search engines to increase contact with target audiences.

The best way to become proficient in any field is with training and the same goes for SEM. It is through SEM Training Programs that individuals and companies can add value to their existing knowledge. Constant updating of industry related know-how is the key to staying abreast in a field that is constantly evolving.

Both group and individual SEM training programs are taken into consideration when topsaos.com ranks the leading training program firms. What is important is the degree to which these programs move away from simple information download and adopt knowledge enrichment. The entire development lifecycle of a website is studied in these programs by highlighting all the major steps involved in creating a website.

topseos.com has made a mark on the industry with the monthly ranking that it releases. In this latest list of the topmost SEM Training Programs firms topsaos.com once again demonstrates understanding of the intricacies of website development and maintenance.

Here's the list of the top 5 SEM Training Programs firms that have been selected for February 2008:

1. Bruce Clay Inc. - California
2. Search Engine College - Australia
3. Global Strategies - Connecticut
4. Laredo Group - Florida
5. Apex Pacific Pty Ltd. - Australia

User's convenience and accuracy are two factors topsaos.com is very serious about and the top 5 candidates are selected after a meticulous evaluation process. The selection of the candidates is based on the following criterions:

- Financial stability of marketers
- Expertise of the services
- Usability and functionality
- Survey of email marketers
- Reputation of marketers
- Overall efficiency
- Overall performance

Firms that specialize in SEM Training Programs and wish to be considered for the topsaos.com rankings can complete an application by registering as a service vendor and applying for rankings at:

[http://www.topseos.com/option,com\\_register/task,providerRegister/](http://www.topseos.com/option,com_register/task,providerRegister/)

Want to research and evaluate internet marketing firms?

Visit them at [www.topseos.com](http://www.topseos.com)

#### About topseos.com

topseos.com was founded in 2002 by e-ventures and serves to provide the search engine marketing industry and companies with a single source for researching internet marketing vendors as well as a place for internet marketing and service providers to showcase their services. For further information please contact us at 847-327-1159 or via the web at <http://www.topseos.com>