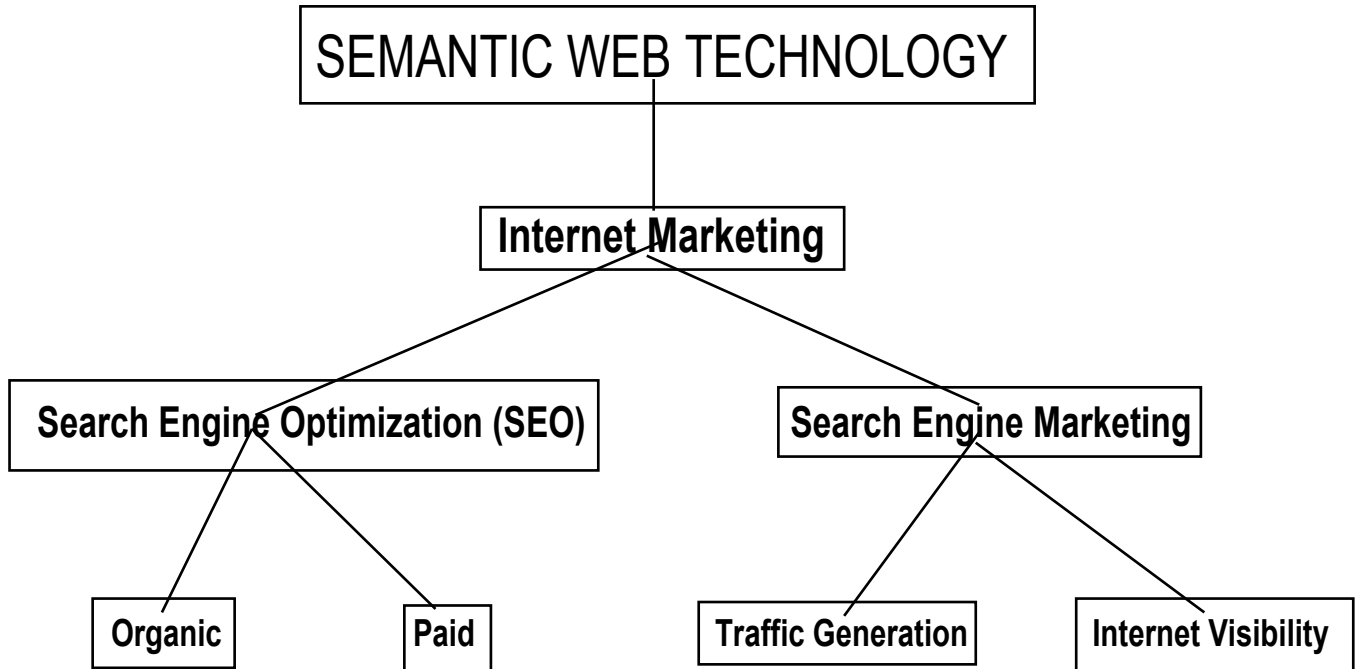


Internet Marketing Tree

internet Marketing (IM) is the practice of applying marketing principles and practices to the World Wide Web. In essence, IM involves locating and channeling the vast aggregate of web users who are interested in your products and/or services. Effective IM will bring your products and services in front of that class of interested Internet users, thus increasing your online leads and sales.

Below is a pictorial chart describing the various aspects of Internet Marketing:



SEO:

Organic: On-Page Optimization; Off-Page Optimization; Video Search Optimization; tagging; SE-friendly Content; Link Building; etc.

Paid: Google/Yahoo Paid Ads; Paid Directory Submissions; Local Search Submissions; Paid Ads on News Sites; Image Ads; Video Ads; etc.

SEM:

Traffic Generation: Social Media Optimization (SMO); RSS Marketing; Click Banks; Blogging; etc.

Internet Visibility: Name, Brand, Business & Website Reputation Management; Using Content Resource Management (CRM) and Content Management Systems (CMS)

Semantic Web Technology:

The **Semantic Web** refers to the next generation of information retrieval (IR) paradigms, programming languages, machine meta-languages and Internet technologies that may revolutionize the way information is delivered in routine queries. In terms of search engine algorithms, semantic web technology attempts to deliver search results that are relevant and peculiar to the individual searcher. It will do this through the use of dynamic web meta-languages which will take into account demographic, psychological and relational attributes of a particular searcher when delivering query results.

SEOs cannot yet predict the impact that semantic web applications will have on the world of Internet marketing, but we know it will be nothing short of monumental. At Gnosis Arts, we strive to stay right in the middle of this latests of web developments. Our team is putting in the long hours of research, investigation and experimentation necessary to comprehend and apply semantic web concepts to the growing field of Internet marketing.