



Overture supports launch of Search Engine College in Australia

Search Engine College to offer tutor-supervised and self-study online courses

SYDNEY, June 17, 2004: Overture Services, a provider of essential online marketing services is supporting the launch of the Australian arm of the world's leading online training institution for search engine optimisation and marketing – Search Engine College (SEC).

Beginning July 5 and running over the following six weeks, SEC's instructor-led, self-study curriculum will include two courses sponsored by Overture Australia. They are:

Pay-Per-Click Starter Course

www.searchenginecollege.com/pay-per-click-starter-course.htm

Pay-Per-Click Advanced Course

www.searchenginecollege.com/pay-per-click-advanced-course.htm

SEC's courses are aimed at a wide variety of people who could benefit from search engine marketing. These include:

- **Marketing executives** wanting to promote their company's website via search engines,
- **Small business owners** wanting to market their small business via search engines,
- **New business owners** starting their own search engine optimisation business,
- **Graduates** applying for positions in the search engine marketing industry.

Ms Mel Bohse, managing director of Overture Australia said, "Sponsoring SEC's Pay-Per-Click courses involves Overture Australia providing all students with AU\$100 to begin learning the art of search marketing in a real life situation."

"They'll use the AU\$100 to begin an actual search marketing campaign for their company, using Overture's technology. SEC's highly qualified tutors will guide the students through each step in the process, helping them realise the substantial return-on-investment benefits that can result from search engine marketing."

Search Engine College Tutors

Globally, SEC employs many well-known industry experts to tutor in these courses. They include Kalena Jordan, Dan Thies, Bob Gladstein, Karon Thackston, Chris Dimmock and Kimberly Krause.

Locally, SEC's Pay-Per-Click tutor is Chris Dimmock of Cogentis. Chris has over 20 years experience in marketing, sales and management roles at international companies including Siemens and Mitsubishi Electric, as well as similar roles at Australian technology companies.

Chris Dimmock, Managing Director of Cogentis said, "By partnering with Overture to deliver the Pay Per Click training courses, SEC is able to teach search engine marketing in a real world situation".

"The students will have a live Overture Precision Match account, setup in their company's name and will be running real campaigns for their companies with the \$100 provided by Overture. Overture's involvement literally moves the course from theory to practice," concluded Mr Dimmock.

More information on Chris Dimmock and the other international tutors can be found at www.searchenginecollege.com/search-engine-college-tutors.htm

Additional Search Engine College Courses

The Pay-Per-Click courses sponsored by Overture Australia are not the only courses available through SEC. Additional subjects available for study at SEC include:

- Search engine optimisation,
- Website usability,
- Keyword research,
- Link building and
- Website copywriting.

Students can choose to participate in tutor-led courses or download a self-study course to take at their own pace.

Enrolments

SEC is currently accepting student registrations for their first intake of search engine marketing courses commencing in June. For more information call 02 9869 4773, email enquiries@searchenginecollege.com, or go to www.searchenginecollege.com/course-registration.htm.

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About Search Engine College

Search Engine College (SEC) is an online training institution offering instructor-led short courses and downloadable self-study courses in Search Engine Optimization and Search Engine Marketing subjects. SEC is owned by Web Rank Ltd and managed by well-known search engine optimization industry expert Kalena Jordan. Kalena teaches the SEO Starter course (SEO 101) and the SEO Advanced course (SEO 201) and supervises all other classes. All classes are run in conjunction with experienced tutors specialised in various aspects of search engine marketing and well-respected in the industry. For more information go to www.searchenginecollege.com

About Overture

Overture Services, Inc., a wholly-owned subsidiary of Yahoo! Inc., offers essential marketing services for companies doing business online. The company's search-based products and tools help businesses connect with highly motivated customers. Overture is based in Pasadena, Calif. with U.S. offices in New York, Chicago and San Mateo, CA. The headquarters for Overture's non-U.S. business is in Ireland, with offices across Europe, Asia, and Australia. For more information about Overture, visit www.overture.com Overture is a service mark of Overture Services, Inc.

About Cogentis

Cogentis is a Sydney based online marketing agency. Its focus is on measurable, cost effective web marketing strategies and services to companies who need to be found on the internet. Cogentis specialise in Search Engine Marketing, Pay Per Click Advertising campaign setup and management, Search Engine Optimisation and ROI analysis of online marketing strategies. For more information go to www.cogentis.com.au

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