

## New B2B Search Engine on the Rise

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A successful marketing strategy has secured new business-to-business search engine masterseek.com a strong position in the global market according to key figures from Google and Alexa. With millions of pages already indexed in Google and a weekly Alexa Traffic Rank of under 5,000, Masterseek has already beaten competitors such as Kompass, Europages and Dunn & Bradstreet in terms of online presence before opening officially later this year. Whereas newspapers and magazines measure their success in terms of circulation and subscribers it is a whole different set of key figures that indicate the success of an online business. For masterseek.com a new business-to-business search engine the amount of indexed pages in Google and the company's Alexa Traffic Rank are the important measures.

The amount of indexed pages in Google indicates how many pages of a website are included in a Google search result. The more pages represented in these results the higher the likelihood of increasing the amount of visitors to the website directly from Google.

Masterseek currently has more than 3 million pages indexed in Google and that number is growing fast. In comparison, competitors like Kompass.com have approximately 2.8 million, Europages 1.8 million and Kellysearch.com 1.7 million.

The high numbers of indexed pages in Google generate a substantial flow of visitors to the website **www.masterseek.com** which is still undergoing testing and fine tuning until its official launch. The great success of the marketing strategy becomes obvious when checking the company on alexa.com a site that tracks and keeps statistical data of the number of visitors to a site and the activities that these visitors go on to using. Alexa keeps these records on virtually all online websites. According to Alexa, Masterseek has a weekly Global Traffic Rank of 4148, in comparison Kompass.com has 6141, Europages.com 18695 and DNB.com 10768.

COO at Masterseek, Mr. Robert Perz is optimistic when studying these promising tendencies, he states: "ever since focusing on search engine optimization as our most important marketing strategy in the beginning of 2006 we have experienced an incredible increase in visitors to our website. It appears that in this regard we are already beating a lot of our competitors before we even launch officially."

**Masterseek.com is set to open officially approximately ultimo June 2006.**