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Die Budgets für Suchmaschinen-Marketing steigen seit Jahren. Für 2008 rechnet der Branchenverband BVDW mit einem Wachstum um 25 Prozent auf 1,53 Milliarden Euro. Beliebt sind Suchwort-Kampagnen vor allem weil sie vergleichsweise kostengünstig, transparent und leistungsorientiert sind und der Erfolg zudem direkt messbar ist. Als besonders effektiv erweisen sich Wortkombinationen und Spezialbegriffe, die auch falsche Schreibweisen einbeziehen.

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