

Title:

Search Engine Marketing Korea

Word Count:

1057

Summary:

The first thing that strikes you when you visit Korea is the level of broadband usage. It is t

Keywords:

Search Engine Marketing Korea , Internet Marketing Korea

Article Body:

The average Korean has more bandwidth, is online longer, and is quite efficient at extracting

Quick overview of US Search Engine Market:

To Search Engine Marketers operating in North America and UK, the process of finding informat
Eons ago, web designers in US wanted to show off their skills and had graphic heavy sites. Unf

Korea is different:

You just have to see the Korean mobile games to see what I am talking about. Craigslist is ^out
Here in the US, we tend to think of glitz, flash and overdose of pictorial icons on a website
The Korean Search Engine Marketing is dominated by naver.com. Much more so, than even Google d
When we are looking up something that interests us, we ^google~ it. ^Googling~ , a recently co
In Korea, things work in the way Ask Jeeves wanted to work, but never managed to hack it. And

Why is Korea a ^winner take most~ search engine market:

The best way to describe Korean Search Engine users is ^trolling FAQ's~. The portals have a kn
Naver has the most extensive database of questions, and therefore, it is logical for people to

Downtown Seoul is a small place:

One would think that people who want to promote their products, thoughts would swamp the syste
This is a very important point in the Korean culture. People want to be seen as ethical, wise

Problems of Naver's model--Monetization and homogeneity:

If you are looking for ^organic~ listings on naver, you would be shocked. Hard to find, since
For more information about Search Engine Marketing in Korea visit: <http://sofizar.net/search->

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