



## Media Release

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# SEARCH ENGINE COLLEGE CELEBRATES 4<sup>TH</sup> BIRTHDAY

**May 19, 2008:** Online search marketing training institution, [Search Engine College](http://SearchEngineCollege.com) turned four this week, and to celebrate, the college is expanding.

Search Engine College offers online training courses in search engine optimization (SEO), Pay Per Click advertising (PPC) and other Search Engine Marketing (SEM) subjects. Students can choose to participate in tutor-led courses resulting in professional industry certification, or download a self-study course. All courses are offered entirely online, to be taken at a student's own pace, in a time-frame that suits them.

Since its launch on 13 May 2004, the college has experienced consistent growth and in recent years the increase in enrollments and global reach has been dramatic. As a response, 2008 will see extensive expansion via the addition of new courses and new tutors.

*“Last month saw the highest level of student enrollments to date and it looks like this month is set to beat that record. As of last month, we have enrolled over 500 students from 33 different countries. That’s quite an achievement for a small business and I’m very proud today,”* says Kalena Jordan, Search Engine College’s Director of Studies.

Staff at Search Engine College attribute its global success to the standard and variety of courses available and also the flexibility with which they are offered. Students come from a wide range of cultural and professional backgrounds. Some are breaking into the search engine optimization industry for the first time while others are already in the industry and wish to formalize and expand their existing knowledge.

*“The beauty of the Search Engine College is that many courses can be taken at your own pace. Instructors are long-time, well known professionals. The Jordans have added new features to the school enhancements such as live help, certification seals, campus shop, article library, jobs support, course demos and more,”* says Kim Krause Berg, owner of Cre8pc.com and Web Site Usability tutor at the College.

To coincide with this week’s birthday celebrations, Search Engine College has launched a new training course in the subject of Article Marketing. The new course has been designed by copywriting expert Karon Thackston, who has extensive industry experience



not only as a copywriter, but as a published and widely syndicated author and speaker. The course is open for enrollment now. Students can look forward to learning:

- 3 primary functions of article distribution.
- The importance of selecting the right sites to distribute to.
- A proven process for creating a reliable core distribution list.
- The truth about reprint rights and content protection.
- Important article distribution channels that are often overlooked.
- What Google says about duplicate content when it comes to articles.

*“Effective article distribution has become a vital part of link building. However, most people make several common mistakes that undermine their efforts. The purpose of creating this course was to teach simple and proven ways to create article distribution campaigns that gain both exposure and quality links for a website.”* says course author and Web Site Copywriting tutor Karon Thackston.

Search Engine College is recognized as an industry leader and continues to raise the bar in the field of search marketing training and education. An expanding curriculum and a truly international student population means 2008 is set to be the biggest year for the college to date.

Enrollments at Search Engine College are accepted 24 hours a day via [the web site](#).

### **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 Jordan Consulting Group and managed by well-known search engine optimization industry expert Kalena Jordan. All classes are run in conjunction with experienced, well-respected tutors specialized in various aspects of search engine marketing.*

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