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Google.com Launches [Froogle.com](#) - "All the Worlds Products in One Place."

In the beginning, [Google](#) crawled the web indexing everything it could assign it's crawlers on. This included numbers of e-tailers, but the informative sites encompassed inside Google seemed to grab the most SERP attention. On the 11th of December 2002 - the **beta version of Froogle.com was launched**, offering the search expertise of **Google** to the realms of **online products**. For **consumers** and online merchants, a relevant **search tool** is now available to easily **find products for online purchasing**. For webmasters and small to large **business owners**, a revolutionary free way to push products is now online. *Froogle* appears too good to be true, and it is. This is nothing for the folks at Google. **Froogle** has been out nearly two weeks, are you optimized for this new service? Contact us and we will set this new service up for you in no time.

www.Froogle.com is a new super search for products, this new service will compete with the likes of other search engine companies such as [www.Overture.com](#) and [www.Ebay.com](#). There are special marketing requirements a web site owner needs to optimise for in order to **attract new business** on the new [Froogle.com](#) web-site. Be the first to target keywords to attract new customers; optimization for Froogle, [Contact](#) WebPublicitee today.

Yahoo buys Inktomi - What to Expect from the 235 Million Buyout - Dec. 23, 02

Yahoo has the attitude to develop original content that they manage, this move (*Yahoo buys Inktomi*) makes perfect sense. Yahoo needs to be a one shop power-house, we all know from how desperate clients can be that large and small businesses need new customers. The reasoning for this takeover is more clear than it may seem, **Yahoo is ready to start playing hard ball** with the successfulness of Google.com.

Someone had mentioned [DMOZ \(Open Directory Project\)](#)... DMOZ has serious potential and it shocks me no-one is doing anything about it, or are they? I think there is a plan here, but DMOZ needs to get it's head in the right place and keep adding new content and not being overburdened. I feel DMOZ will have a serious change soon.

Now when thinking about [MSN Search](#), we know there is some money here as well, looks like 2003 could be search shake-up year for us, I think MSN has something down it's sleeves as well to tweak the market.

I suspect this merger (*YHOO - INKT*) was pushed harder after the recent [Froogle.com](#) news. (Froogle being released) Yahoo is surly opening the doors for a similar product. **Froogle.com** is new but I strongly feel we will be talking about Froogle a LOT soon. Inktomi acquired by Yahoo; there will be many changes, contact us to stay ahead with your search engine results.

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