

SEO Challenge 2008

If you are not involved in the Web Design and Solution business the abbreviation SEO may not mean anything, but for those who know what Search Engine Optimization stands for, it is a daily challenge.

Busby Web Solutions, a dynamic, young Australian web solutions group recognized the importance of SEO in the world of Internet business and decided to invite and test the knowledge and professional brilliance of the experts in the field – the art of generating the highest volume of traffic to a web site, through search engines, by using targeted keywords.

The Busby SEO World Cup Championship, starting June 1, 2008 is a challenge to anyone involved in the web solutions industry. Before the end of August 2008, the participants have to optimize a key phrase in such a way that it shows up in the top positions on www.google.com. The contestant whose site gets the highest ranking is the winner and will receive \$ 5000.

With very few base rules, this competition leaves the applicants a lot of freedom to use all their skills and tools and to prove to themselves and their colleagues, that they truly are champions. The cash is certainly a nice added bonus and can give every enterprise a much needed boost. Busby Web Solutions' idea is brilliant. They offer the experts a worthy challenge and top it off with a nice reward, yet at the same time bring their own company to everyone's attention. Did I forget to mention that the key phrase of this competition is: [Busby SEO Challenge?](#) Busby will be buzzing!

About the Author

Dejan Petrovic is a Regional Manager for Diggy Australia. He specialises in search engine optimisation techniques with strong focus on growth of small and medium-sized businesses through planned exposure of products and services on the Internet. More information on Dejan's [SEO](#) services.

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