

## **Business Entrepreneur, Jeffrey Sloe, Commits to Marketing Web Conferencing System on the Web**

*By Jeffrey Sloe / Live Web Conferencing*

*Dated: Mar 27, 2007*

*Jeffrey Sloe announced today that he is focusing all of his marketing efforts for his web conferencing system on the Internet.*

CLEVELAND, OH (March 27, 2007) Jeffrey Sloe, a business entrepreneur, announced today that he is moving his marketing efforts exclusively to the Internet. Sloe said, "The Internet is finally becoming the marketing venue that it was supposed to several years ago."

The Internet is home to thousands of marketing experts, and over the past few years the search engines, like Google and Yahoo!, are finally changing their philosophy, and are now changing to latent semantic indexing (LSI) for ranking webpages. It's this change that has prompted Mr. Sloe to make his move to the Internet.

"As recently as last year, there were web sites that would draw traffic strictly on a keyword basis", says Sloe, "but now it seems like the content on the page has to match the keywords that were typed into the search engine. People searching on the Internet for a keyword phrase like 'web conferencing' are now more likely to land on a page that actually promotes or has information on a web conferencing system, like <http://www.live-web-based-conferencing.com>, not some off-the-wall site that is just loaded with keywords."

Google's original patent called for the use of latent semantic indexing (LSI), but they have not held to that standard in 2005 and 2006. According to SEO expert Jason Potash, 2007 will be the year when Google moves to what the original patent was designed for, that being LSI.

Here's an excerpt from one of Mr. Potash's online articles about LSI:

"In 2007, Think Theme Density NOT Keyword Density! Don't take my word for it, take Google's! Their patent clearly indicates the massive role that LSI will play in how they evaluate the relevancy of a webpage (and rank it accordingly) by closely looking at semantically related phrases and co-occurrence rates. In other words, simply adding your primary keyword (like web conferencing) 8 times to an article and expecting top rankings, just doesn't cut it anymore. There are too many other variables at play. The gap is closing. Google has finally caught up!"

Mr. Sloe intends to use keyword rich ezine articles, post to blogs, and post on his web conferencing room forum. He also plans to follow Google's game plan and constantly change content on all of his sites, blogs, and forums. Sloe's plan is to rise to the top of Google for his web conferencing, lead generating, healthy choice lifestyle sites. Sloe says, "With the proper SEO training, a game plan, and a lot of hard work, I will succeed."

Mr. Sloe will primarily focus his marketing efforts on his web conferencing site, <http://www.live-web-based-conferencing.com>, which promotes the VereConference web conferencing system. Sloe says, "With the way the Internet is changing, more and more people are looking for ways to conduct business on the net. By using a web conferencing system, individuals can hold meetings, provide training on product and services, and share information right from the comforts of their homes."

It looks like the Internet, Google, Sloe, and VereConference are about to commit to a long term relationship, and it just may be that LSI is the glue that bonds them together.

To learn more about Mr. Sloe, Veretek, or VereConference, visit his blog at [www.jeffreysloe.com](http://www.jeffreysloe.com).

For more information online:

Vereconference.com: <http://www.live-web-based-conferencing.com>.

Veretek Online Marketing System: <http://mychoice.veretek.com>

Lead Generating System: <http://free-page.net/web/mychoice17.htm>.

Email: [mychoice@vereconference.com](mailto:mychoice@vereconference.com) (e-mail protected from spam bots)

Vereconference is trademark of Inetek, Inc. Inetek is a trademark in the USA and in other countries.

Category	Business, Home, Marketing
Tags	web conferencing, live web conferencing, latent semantic indexing, web conferencing system, web conferencing room
Email	<a href="mailto:mychoice@vereconference.com">Click to email author</a>
Website	<a href="http://www.live-web-based-conferencing.com">http://www.live-web-based-conferencing.com</a>
Phone	440-725-3729
Address	P.O. Box 283
Zip	44087
Country	United States