

## **Look To The Right Celebrates Pay Per Click Management Expert Status**

*Internet marketing company, Look to the Right, recently announced its achievement as a qualified Yahoo expert and Google expert. This reputation solidifies the company's reputation for top-class pay per click management strategies.*

August 15, 2008 (FPRC) -- RALEIGH, NC -- Look to the Right, a leading Internet marketing company specializing in Pay per click management strategies has this month announce the achievement of two industry qualifications.

Look to the Right's new qualifications are from the two biggest search engine operators in the world. The qualifications of Google AdWords Certification for a qualified individual and Yahoo Search Marketing Ambassador were a good way for the company to formalize their existing skill set.

"Although we had been gaining great pay per click management results for our clients for many years, as a company, we are committed to being at the top of our game. We take our Internet marketing credentials seriously and will do whatever we need to show our customers that they are getting the best Pay per Click management services in town," states Noah Boswell, Owner of Look to the Right.

Becoming a Google expert was no simple task for Look to the Right (<http://www.looktotheright.com>). Individuals have intimate knowledge of the Google AdWords program and policies and demonstrate high proficiency in Google AdWords practical applications. Specifically, a certified Google expert must have managed AdWords accounts at a master level for a period of 90 days. Additionally, the Google expert must have achieved high-level results against a strict set of pay per click management objectives. At the end of their practical skills test, the Google expert must also sit an intensive exam to obtain the certification.

The Yahoo Expert Ambassador program also requires a similar level of the Yahoo search engine policies and programs. Before you are allowed to complete the test, you must already be a professional search engine marketer. To train for the test, a Yahoo expert must complete numerous online training modules on all aspects of pay per click management strategies. After sitting the hour and a half exam, the Yahoo expert must then be actively and successfully managing Yahoo search marketing accounts.

"Both the Google and Yahoo expert certification processes are rigorous and objective. There were many stringent testing methods that both search engine companies put us through. We particularly appreciated that they didn't just test theoretical knowledge but also tested our practical skills. The proof is in the pudding as they say and it would be very difficult to fudge your results in your Google and Yahoo expert tests," says Boswell.

Achieving the Yahoo and Google expert qualifications has had positive implications for Look to the Right on all levels of the business.

"The Google expert and Yahoo expert achievement has also helped our business. It puts us ahead of the competition and also works to reassure our existing customers that we're committed to being

the best pay per click managers that we can be. Additionally, new customers have a globally recognized means of knowing that we are genuine experts on pay per click management," says Boswell.

About Look To The Right: Look To The Right (<http://www.looktotheright.com>) is one of the leading Internet marketing companies in America. They have a team of qualified Google experts and Yahoo experts that specialize in getting real results from their pay per click management strategies.

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