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## BUSINESS NEWS

### Delray company given Google, Yahoo certification

Published Friday, January 20, 2006  
by [Corey Siggins](#)

Officials at Delray Beach-based Internet search engine marketing/optimization agency ComCorp, Inc. are hoping new certification from major search engines Google and Yahoo! will create an even larger client base.

Founded in 2004, ComCorp aims to help the web sites of businesses -- ranging from small start -- up firms to Fortune 1000 companies -- by increasing the amount of online traffic to them.

ComCorp partly accomplishes this task through marketing client web sites to such search engines as Google, Yahoo! and MSN, insuring that the sites will receive higher placement during regular searches.

In addition, the agency uses optimization measures that entail highlighting key words within client sites so that searches will produce them more quickly over other sites.

According to Tammy Camp, vice president of ComCorp, the agency has amassed thousands of clients since it began two years ago. Besides domestic companies, a number of clients in Europe, Asia, Australia, Africa and the Middle East are represented.

"Our firm dedicates significant resources toward keeping abreast of today's rapidly changing search engine marketing and search optimization technology," Camp said. "We are highly focused on fulfilling our client's need to be at the top of the results with regard to the major search engines."

Recently, ComCorp received another way of adding to its list of clients by being certified as both a Google Advertising Professionals Qualified Company and a Yahoo! Ambassador Certified Company.

The certifications will enable ComCorp to provide even higher Internet search engine placement for clients, as well as enhanced sales leads to search engines.

"Having this kind of support really sets us apart from other companies," Camp said. "We had to qualify for both listings and they're definitely not easy to get."

The firm passed Google's advertising certification program, which included a comprehensive exam and demonstration that the staff can effectively manage a variety of Google AdWords accounts.

ComCorp also took the Yahoo! Search Marketing Ambassador Program, specifically developed to assist search engine marketing agencies in using "Sponsored Search" and "Local Sponsored Search" methods on behalf of clients.

Karim Hijazi, president of ComCorp, said that aligning with Google gives the firm an opportunity to develop computer applications based on the search engine's software.

"It's like third -- party software in a way. These applications will eventually be used to extend services we can offer to our clients," Hijazi said. "We're very excited to see how they'll work out down the road."

Hijazi remarked that the Google and Yahoo! certifications have already shown positive results for the firm.

"We're seeing a lot more clients signing up with us, that's for sure. I think it's because people see we're a qualified, certified company and they feel more comfortable because of it," Hijazi said. "It's going to be a good future for us."

Contact Corey Siggins at 561-549-0845 or at [csiggins@bocanews.com](mailto:csiggins@bocanews.com).

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