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FOR IMMEDIATE RELEASE

### **1<sup>st</sup> On the List Is first To Achieve 'SEOToolSet' Certification**

Abbotsford, BC –February 08, 2005-- One of the pioneering firms in the field of Search Engine Optimization (SEO) in Canada recently became the *first company in the world* to successfully receive the SEOToolSet™ Certified Organization Certification.

Three employees from 1<sup>st</sup> On The List Promotion Inc. achieved this designation in January 2005, and it is the only SEO company that is currently permitted to promote itself as a Bruce Clay SEOToolSet™ Certified Organization.

The company's President, Chris Genge says, *"We elected to get certified for two main reasons. First, the certification provides our clients with the assurance that we are committed to following ethical, spam-free optimization techniques to promote websites. Second, we now have access to a set of precise analytic SEO tools that further enhance our ability to deliver top rankings."*

The SEOToolSet™ consists of a set of search engine optimization tools that allow for a detailed analysis of a website and also its competitors in the core areas search engines use to determine rankings. While there are other SEO tools available, none of them are as comprehensive or all encompassing as SEOToolSet™.

Another important aspect of the SEOToolSet™ Certification is that it includes a strong Code of Ethics and Conduct. Currently in the SEO industry there does not exist an established protocol for what is considered acceptable and unacceptable optimization practices. This leaves prospective SEO clients vulnerable to the use of optimization techniques by their SEO company that may get the client's website penalized or even totally banned by the search engines.

Bruce Clay, President of Bruce Clay Inc., developers of the SEOToolSet™ Certification program, says, *"While this certification is not meant to be an industry standard, it does attest to the fact that individuals and companies that do get certified are thoroughly committed to being upstanding members of the SEO community who are dedicated to preserving the integrity of the search engines and the SEO industry as a whole."*

#### **About 1<sup>st</sup> On The List Promotion Inc.**

1<sup>st</sup> On The List Promotion Inc. is a website promotion company that specializes in search engine optimization and pay per click management. Since 1997, they have successfully facilitated dramatic increases in website visibility and the number of visitors to both large and small client websites in a diverse range of industries and markets... to learn more visit <http://www.1stonthelist.ca/>

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For more information or to schedule an interview with Chris Genge, please call **1-800-405-4411** or email [contact@1stonthelist.ca](mailto:contact@1stonthelist.ca)