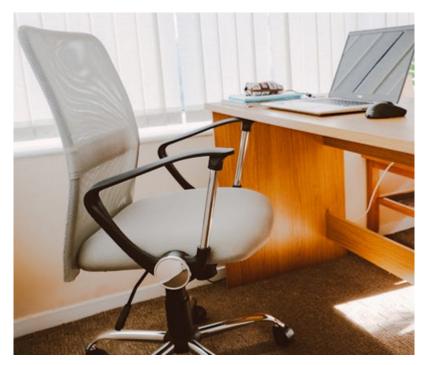


Battle of the brands



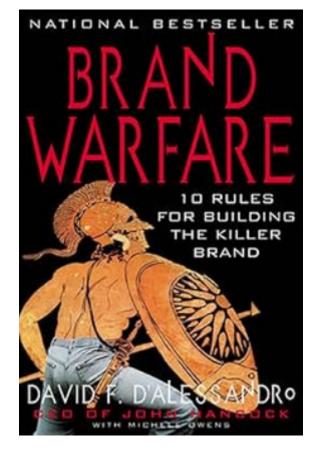
Promoting a business isn't complicated but requires a substantial investment. Insufficiently funded businesses experience complications at search engines that sell sponsored search results displayed above the organic search results.



Prospects routinely use search engines when conducting research and may not even be aware of businesses without sponsored links promoting suppliers with competitive products and services; hidden gems displayed further down the page. Organic search results are displayed below sponsored search results not along side them. How does the small business owner go about managing buy-us-bias associated with sponsored links at search engines?

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