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# **The CollegeBound Network Earns Yahoo! and Google Search Engine Marketing Certification**

## **Industry Recognition Bolsters Education Lead Generation Company's Commitment to Search-Driven Campaigns**

**Staten Island, NY, January 7, 2008** – As part of The CollegeBound Network's commitment to serving college, universities, and aspiring students, the premier education company has earned professional certifications from the Internet's leading search engine companies, Google and Yahoo!.

The CollegeBound Network's team of search engine marketing (SEM) analysts has successfully completed the Yahoo! Search Marketing Ambassador Program and Google Advertising Professionals program. The intense certification demonstrates The CollegeBound Network's commitment to excellence in managing Sponsored Search accounts.

"Search Engine Marketing has played a large role in the success and growth of The CollegeBound Network, helping us facilitate the needs of our partner schools," says Luciano Rammairone, CEO. "Therefore, we felt it was a huge and necessary step for our top-notch team of analysts to earn SEM certifications to further illustrate our commitment to our SEM-driven campaigns."

The Yahoo! Search Marketing Ambassador Program is designed to help search engine marketers (SEMs), agencies, and other resellers drive targeted sales leads to their clients through Sponsored Search.

The Google Advertising Professionals program awards recognition to those who pass the Google Advertising Professionals Exam and meet other requirements.

The CollegeBound Network is a member of SEMPO, a global non-profit organization serving the search engine marketing industry and marketing professionals engaged in it.

### **About The CollegeBound Network**

More than 1.5 million surfers utilize The CollegeBound Network's resource sites each month, which include CollegeBound.net, CollegeSurfing.com, HolisticJunction.com, SpaBeautySchools.com, TopCareerSchools.com, Advanced-Degrees.com, Top10ComputerSchools.com, and others.

Since 1987, The CollegeBound Network (CBN) has worked with America's leading colleges, universities, and career schools in connecting learners with educational opportunities. CBN specializes in recruitment lead generation solutions for 800+ educational institutions and 3,000 campuses, using its content-rich portals.