




The screenshot shows a Yahoo search results page for the query "the perfect cheese". The search bar at the top contains the query. Below it, there are several search filters: "Search: the Web", "only in UK", and "only in Ireland". The results are organized into two main sections: "Sponsored Results" and "Search Results".

- Sponsored Results:**
 - Perfect Food**: Great Selection of perfect food. Shop Here Now and Save. www.become.co.uk
 - Craft Cheese Set**: Craft Cheese Set www.bizrate.co.uk
 - Cheese Slicer**: Find best deals around the UK. Check prices on kitchen appliances. www.kelkoo.co.uk
 - Craft Cheese Set**: Great deals on Craft Cheese Set. Save Up To 50% Today www.shopzilla.co.uk
- Search Results:**
 - Cheese Straws**: Visit the new Schwartz Site to View a Great Range of Exciting Recipes. Schwartz.co.uk
 - The Perfect Cheese Board - I Love Cheese (UK)**: How to build the perfect cheese board, from selecting and displaying cheeses, to choosing accompaniments such as fruits, breads and wine. www.ilovecheese.co.uk/ThePerfectCheeseBoard.html - Cached
 - BBC - h2g2 - Perfect Cheese Sauce**: H2g2 is the unconventional guide to life, the universe and everything, a guide that's ... Your cheese sauce is now ready to serve or use in the dish of your choice, such as ... www.bbc.co.uk/dna/h2g2/A515332 - Cached
 - How to choose a perfect cheese | Video " Wonder How To**: VideoJug's Tom Williams went to the World Cheese Awards' Judging Day, to find what they look for in a champion cheese ... How do you choose the perfect cheese? ... www.wonderhowto.com/how-to-choose-perfect-cheese-50337-61k - Cached
 - Matt Tebbutt: my perfect Christmas cheese board | Collier's ...**: As Christmas Day approaches, TV chef Matt Tebbutt is urging Christmas cooks not to forget about a key part of the perfect Christmas lunch - the cheese course. collierscheese.com/News/Matt-Tebbutt-My-Perfect-Christmas-Cheese... - Cached
 - The perfect cheese platter for Thanksgiving - latimes.com**: Thanksgiving is the perfect opportunity to serve cheese, for reasons both lofty and ... Thanksgiving is the perfect opportunity to serve cheese, for reasons both lofty and ... latimes.com/features/la-to-cheese26-2008nov26,0,15987.story - 193k - Cached

SEARCH and SOCIAL media BUSINESS

Simon Wallace-Jones, Oxford Digital Marketing

Thursday 16th September 2010 - 7:30pm
Oxford e-Research Centre, 6 Keble Road, Oxford, OX1 3QG

So, you've built a great website, but now you want people to visit.
Just how do you get yourself to the top on search engine listings?

You hear about SEO, Social Media, PPC and other buzz words but what will actually work?
This workshop style talk is designed to give you some actionable ideas to help
you leverage these techniques in your business.

The event is free.

Members and non-members are very welcome.

Tea and coffee is served from 7:00pm.

For more information visit:

www.oxon.bcs.org