

# Press Release

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FOR IMMEDIATE RELEASE

**SEARCH ENGINE MARKETING AND OPTIMIZATION (SEO / SEM) FIRM  
ANNOUNCES RELEASE OF NEW CODEMONITOR PAGE-CHANGE TRACKING TOOL**

Reno, Nevada August 22, 2005 - Pole Position Marketing (www.PolePositionMarketing.com), a leading provider of [Internet marketing](#) strategies and website promotion, has unveiled an innovative online tool that alerts users whenever changes occur to a website.

Available as a free-to-use tool, CodeMonitor allows web professionals to stay on top of the latest modifications to their website(s)—even unwanted developments—soon after they occur.

*"CodeMonitor is an essential tool for webmasters, SEOs, SEMs and site owners to be notified of changes made to any website under their oversight," said Stoney deGeyter, company president.*

*"Sometimes a change is made to a website that can ultimately*

*affect the marketing campaign. CodeMonitor allows you to be notified within 24-hours of such changes occurring."*

With webmasters, clients, web marketers, PPC account managers, and countless others in charge of a single website, there is a growing need for this type of online tool, as it is able to keep users up-to-date and informed of important website changes.

By taking a snapshot of the HTML on user-specified web pages, CodeMonitor is able to go back and compare recent code to a previously saved version on a daily basis.

When the two versions show differences, an email is automatically sent to the user. After logging into the CodeMonitor account, the user can view a side-by-side HTML comparison with differences between the saved version and the live version highlighted.

CodeMonitor also lets users block out portions of a web page which are automatically updated. By inserting an exclusion comment tag, users can ignore regularly scheduled content like RSS, news fees, current date or rotating ads.

*"It's a very clever program," said deGeyter, "it makes it easy to see what changes are being made to your site—for both good and for bad."*

In addition, CodeMonitor allows users to keep track of a competitor's website to see what changes they are implementing as they compete for better search engine rankings and higher conversion rates.

Especially attractive for SEO and SEM specialists, CodeMonitor has the ability to monitor and notify subscribers of site changes made by clients—changes which could potentially affect a website's optimization. CodeMonitor can be accessed for free at: <http://www.emarketingperformance.com/tools/codemonitor/>

#### **ABOUT POLE POSITION MARKETING**

POLE POSITION MARKETING is a search engine marketing firm specializing in search engine optimization (SEO). The firm customizes their services to each client to define targeted keywords and improve the company's rankings for each of those keywords in order to drive targeted traffic to their website. The ultimate goal of these optimization strategies is to increase web-based sales and maximize the company's return on investment. Pole Position Marketing has been a leader in web promotion strategies since 1998 and has clients worldwide.

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