

Marketing Technology

Figures, data, facts ...

The marketing technology is offered in cooperation with the SourceWeb® International AG Group. The technology is designed for companies that want to increase either their awareness and/or their online reputation.

When applying the technology, there are two positive aspects in parallel. Firstly, the website is optimized for a higher listing in search engines and secondly, depending on how intensively the system is used, several hundred to more than a thousand real and interested visitors (and thus potential customers) reach the website every day.

This in turn increases the ranking of the website (e.B. the Alexa Rank) and thus leads to an increase in the value of the page.

The functionality of our system is currently unique and the company SourceWeb is the exclusive distribution partner of the system in Central Europe.

Each project for which the system is to be applied is negotiated individually, i.e. concrete offers are only created after detailed needs analyses have been carried out.

We are characterized by many years of experience in the field of high-quality online marketing, as well as in web development and web hosting.

We have already been able to convince several renowned companies of our services. We take over the consulting of our customers until success!

If you are interested in viewing other products from our product range, we are happy to assist you, as well as with all other questions, bysk ype (user name: sourceweb) or by telephone.

Certifications and further information on www.cv-pdf.teissl.info
or on **www.teissl.info**

1) General functionality

The application sends data packets with an algorithmic procedure to all websites on the Internet. These data packets can contain URLs or text. Incoming data packets are evaluated by many web servers in various forms, primarily for the creation of statistics and analyses. As a result, the information sent to the servers is also included in these statistics. If a URL is sent, many of these programs, which create the statistics, recognize that this is a web address and then generate a link to this address directly in the evaluation. As a result, the application is able to ensure a fast and extremely cost-effective dissemination of information and publicity throughout the world.

2) Algorithmic method

The selection to which Internet address the corresponding data packet is sent next is made on the basis of an algorithmic selection process, in which various factors are taken into account in order to ensure the most efficient dispersion of the data packets in the world wide web. Among other things, this algorithm contains approaches of the "best-first search" algorithm: <http://de.wikipedia.org/wiki/Bestensuche>

3) Learning ability of the software

The software generally runs on one central server/main server and multiple instance servers. The central server manages the database and takes care of the storage of the data in an RDBMS, the cleansing of data that is no longer needed, as well as the provision of the data to the Instance servers, which can be scattered worldwide. The database contains various information concerning the state of the Internet. Just as information on the Internet can be quickly outdated, this information can also be quickly outdated or invalid. The individual instance servers carry out a so-called "crawler activity", in which they obtain up-to-date information similar to search engines. Each instance server immediately forwards updated information to the Central Server, which stores it and makes it available directly to the other instance servers. Through this approach, the software is able to provide itself with new information within a certain framework and to clean up outdated information.

4) Server-Structure

