

Link to SEO article by Jane Genova

[http://speechwriting-ghostwriting.typepad.com/speechwriting\\_ghostwritin/2009/10/seo-the-new-language-of-commerce-the-way-english-was.html#comments](http://speechwriting-ghostwriting.typepad.com/speechwriting_ghostwritin/2009/10/seo-the-new-language-of-commerce-the-way-english-was.html#comments)