



MEDIA RELEASE

For Immediate Release

The Society of Internet Professionals (SIP) Launches - AIP Designation for SEO Specialists

Toronto, Ontario, June 12, 2007 - As a key part of its mandate, Society of Internet Professionals (SIP) has established AIP (SEO) a standard of professionalism for practicing SEO professionals. Accredited Internet Professional (AIP) designation is an accreditation of an Internet professional's qualification and experience.

Accredited Internet Professional (AIP) is a professional practicing in the Internet sector whose qualifications, experience and professionalism has been assessed by the Society of Internet Professionals (SIP). AIPs are considered to have attained the stature and dedication required, so businesses hiring their services can expect competence and integrity. AIPs are bound by the Society of Internet Professionals' Code of Ethics. This code stipulates and binds them to the highest level of care, integrity and responsibility to their employers and clients, the public and their fellow professionals.

"There are few enough educational and professional standards that practitioners in the Internet Industry can use to validate credentials" says Max Haroon, Founder and President of SIP. Mr. Haroon added that SIP has worked closely with other associations and organizations in the past to encourage better professional standards for Internet practitioners in the following streams:

- AIP (SEO)
- AIP (Internet Privacy)
- AIP (e-Learning)
- AIP (e-Business)
- AIP (Web Design)
- AIP (Web Management)
- AIP (Web Development)
- AIP (Web Technology)

Common core competencies and specialized knowledge for all streams including self-assessment matrix are available for review on AIP website.

Visit AIP website: <http://www.sipgroup.org/aip/>

ABOUT SIP

The Society of Internet Professionals (SIP) is an international not-for-profit, membership based organization representing the interest of Internet professionals. SIP's mission is to enhance educational and professional standards for Internet professionals and as such SIP has created Accredited Internet Professional (AIP) designation in various streams. Since 1997, SIP has taken many initiatives and programs, such as workshops, networking events, Internet job board, e-Newsletters, members' directory and a resource-intensive website.

Visit website: <http://www.sipgroup.org/>

ABOUT SEO & Competencies

Search Engine Optimization (SEO) Professional is a practicing Internet professional who integrates web technologies to market and promote businesses and their web sites. A SEO Specialist is a combination of search engine marketing strategist and public relations specialist with a good knowledge of online and offline business promotion practices.

SEO Competencies: http://sipgroup.org/resources/docs/N15_SEO_competencies.pdf

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