

Our proprietary SEMLogic™ technology has the industry buzzing.

**With a mastery understanding of Semantic Analysis and Artificial Intelligence, Michael Marshall is at the very top of his class today. With his brilliant new technology called SEMLogic™, I predict Michael will eliminate 99.9% of the everyday day business risks associated with search engine marketing. I can also see huge potential for companies needing help to stabilize and protect their online visibility from being bumped by a competitor. Things that were previously impossible to measure, are now extremely "measurable" through 100,000 data points of precision detailed information, thanks to Michaels SEMLogic™ technology. He is the man to watch as he introduces SEMLogic™ to the world of SEO professionals.**

John Alexander, Search Engine Workshops

**How sweet is it to be able to conduct semantic analysis on and off pages. Really nice graphic and statistical implementation of SEO principles. What could be better than this? It's a brilliant piece of technology....**

Todd Malicoat, Stuntdubl Business Search Marketing Consulting

**During a compelling presentation of Fortune Interactive's SEMLogic demo, I realized a greater implication of the service than accurate search marketing - Mike Marshall and his team have managed to duplicate search engine functionality.**

David A. Utter, WebProNews

**Last fall, search engine marketing firm Fortune Interactive came up with a tool to pinpoint the strengths and weaknesses of an advertiser's search campaign in real time on a real engine, plotted against real competitors: an application called SEMLogic that permitted advanced market research by looking at a client's industry, competition and key search terms.**

Brian Quinton, DIRECT magazine

**It's no secret the top search engines calculate algorithms differently to determine which site winds up on top of search results, but insight into how to gain top organic search results challenges many businesses. Research from Fortune Interactive explains how search engines determine Web page rankings.**

Enid Burns, ClickZ

**The technology is very cool, and I'm thrilled that they're so open about sharing it with me and the SEO community. I'm a big believer (as you all know) in sharing your competitive intelligence and data - way to go Fortune!**

Rand Fishkin, SEOmoz

**...it's like a 3D trip abound search rankings with all the factors put into complex computations that are certainly beyond me, but which SEMLogic has managed to chart.**

Marshall Sponder, Web Metrics Guru

**It's the most interesting piece of SEO sleuthing I've seen in a while.**

Mitrax, The Teleporting Tattler