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The Newsletter of Making the Internet Work for You

APRIL 2005 -- Visit KeywordBooster.com for hot tips on the net

❶ For speakers, looking for greater speaking opportunities -- **SpeakerCall.com**	❷ For event planners, listing their group's future events where speakers are called for -- **JoinDaybook.com**	❸ For journalists, seeking new story ideas and additional news sources -- **InterviewNet.com**

Words wield power. It has been so for millennia -- and so it remains in our high-tech marketplace. Words command attention; words force results.

And it is how we use these words today that defines if we succeed or not.

Within the on-line world, a whole new way of doing business is making what was old new again.

Imagine you or your business operating the storefront of old with passers-by glancing on your signs or what is in the windows. Searching on the Internet is a lot like that now: the words you choose to describe yourself or your business are the signs for the people passing by your windows. With the right words, you can attract the customers or clients you want.

Indeed, words can be keys that open doors.

ISO ... the Key to Getting Seen On-line

In Search of Advice from ExpertClick's KeywordBooster.com

BY MITCHELL DAVIS, PUBLISHER

Let me give you information about getting better keywords for our SearchEngineElevator.com agenda:

I like the Advertiser Center at www.Overture.com and the keyword selector tool.

Here's how to get value from it.

1) Go to Overture.

2) Click on the Advertiser Center button at the upper right.

3) Click on the Keyword Selector Tool at the lower right.

Then a pop-up box will open and give you the opportunity to enter words.

When you enter a word, it will tell you the associated words that have been searched in the Overture system in the last month. It can help suggest to you words that are being searched on, so you can choose better words for your Yearbook of Experts index and the best word phrases to use in the headlines of your news releases.

Using targeted word phrases in the headlines of your news releases at News Release Wire is a great way to enhance the ability of Internet searchers to find you.

We are able to help our Yearbook experts reach past our printed Yearbook -- and reach past our Web sites

-- and to be found by search engines.

One of the things search engines count on for page rankings is the relation of key phrases in the links to the pages, followed by the key phrases in the metatags of the page, and then the key phrases used on the resultant page.

When a member sends a news release, and we are "crawled" by the Google Web Spider, then the spider can see this cascading of information from the link on the member's profile, to the metatag, to the headline of the news release.

And since our news releases are often picked up in other places, there can be many links back to a news release, and that helps the news releases from our members attract more visitors to the News Release Wire page, and to our expert profiles.

Why not try this?

1) Go to NewsReleaseWire.com

2) Take a headline that has been active for a couple of days, maybe from the middle or lower portion of the front page of www.NewsReleaseWire.com

3) Copy that headline, or the group of keywords you find of interest into Google.com or your favorite search engine.

4) See if the search engine can find the release.

That's what this whole concept is about -- you can send news releases with the recommended keywords that journalists are looking for. So, the search engines help the viewers find you.

So, go ahead, give it a try, and then think about how all this content, linking back to your Web site can help drive more visitors -- and more business -- to you.

Search Engine Elevator Yields SEO, As They Say, Or Search Engine Optimization

"The most basic explanation of SEE [Search Engine Elevator] is that it offers more ways for experts to be found online by interested media," wrote *InfoCommerce Report Monthly* last June of the web sites created by ExpertClick's Mitchell Davis, founder/president of Broadcast Interview Source, Inc.

It is in effect, Davis told *InfoCommerce Report*, "setting up a coastline of lighthouses" for the journalist, with ExpertClick's members having the most powerful "light."

"Because that's basically what we're selling our people -- being found by journalists -- and a lot of journalists don't just go to [ExpertClick] to do it. They go to somebody else's portal or they just search the Web," Davis told the monthly report. "We needed to take [each] individual profile . . . and make [each] profile its own Web site. Because journalists don't just search in our portal; they search many different search engines. We have to drive them to that given expert within our system."

Such services offered by Davis and others in the information business make it easier to be found in a Google search. That is how expert and writer or produced can meet up -- just as if visiting the exact web site from the get-go. And that's what it's all about.

You Are the Search

We live in a world of 24-hour news and commentary. The media can consist of radio and television, web sites and blogs or newspapers and magazines, whether traditional press or free metro dailies. Such things require an endless stream of words -- namely, content.

That is one of the reasons we and you are in business: together, we can help provide content. And getting the call means knowing how to use the internet to your advantage.

Is your profile or web site full of key words that accurately describe what you do? Did you know which words get picked up faster by the web crawler? (It will jump from web page to web page with properly directed words that benefit you.) Can you describe your business in three words? Do you know that changing just one of those might make you more "findable"?

You have to know what the search engine wants. It will get you searched more often and therefore more hits -- and therefore raise you up on the search list. If you are ready to issue a press release sharing your expertise on a certain topic, knowing that you are able to tweak it to fit the day's news, you can respond instantly. And once you get that, you will be in control.

■ *Next issue: Examples of our experts who used key words to stoke the search engines -- and improve their visibility on the net.*

Visit SearchOptimizationNews.com to learn more about this hot topic -- and to view other useful web sites.

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MAY 2005 -- Visit KeywordBooster.com for hot tips on the net

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Keywords Make or Break the Search

Top Bid Words from ExpertClick

BY MITCHELL DAVIS, PUBLISHER

Last issue covered how often a search phrase is entered in search engines, as a way to choose good keywords. Let's move on to gauging the relative value of search words by figuring out what Pay-Per-Click advertisers are spending on them. I will test "root words," many of which ExpertClick participants use.

Why? ExpertClick members have the opportunity to use the "Built-in Organic Search Features" of ExpertClick and NewsReleaseWire at no charge. You use topics in our print and web index, and we suggest use of the right keywords in your News Release Wire headlines can help people know to click to open your news releases. With so many systems, from Google to Lexis basing the pickup and distribution of news on how your words match what people are looking for, now is the time to get ... "on-topic."

So, why not take a page from the people who have demonstrated the value of topics by using that knowledge? It is public and easily accessible. You can tell the best words, just like sitting in the

> See the sidebar on the next page: "Brave, New Words: Fitting Your Web Sites Into the Search Games," which are notes from a lecture given by Hollis Thomases, president and founder of WebAd.vantage., an e-business in Maryland, which markets Web sites. Thomases spoke before the Newsletter & Electronic Publishers Association on April 19 in Washington, D.C.

back at an auction house and seeing what things sell for -- and then with the knowledge, use those words for free.

At Overture's Bid Tool Reference you can see what other people are paying for words.

Step 1: Go to www.Overture.com
Step 2: Click on Advertiser Center
Step 3: Click on View Bids Tool
Step 4: Enter the word you want to check

For instance, "Public Relations" in March got 52,736 searches, but the third level bid is $ 1.18. (I show the 1st and 3rd level bids as my example, for this better shows actual bidding levels, while 1st and 2nd can be skewed.) I'll show a citation in this with:

Term:	Times Searched:	1st & 3rd Level Bids:
Public Relations	52,736	1.35/ 1.18
Compare to:		
Public Relations Software	674	3.00 / .24

CONTINUED ON NEXT PAGE

Term:	Times Searched:	1st & 3rd Level Bids:
Personal Finance	528,588	3.52 / 3.00
Compare to:		
Personal Finance Software	3,797	.80 / .46

A Pay-Per-Click advertiser with a "software" product can be right on the mark and more effectively advertise with words that are more defined -- and that 1st bid for Public Relations Software is widely inflated at $3.00, as the 3rd bid can be had at 24 cents.

See the fight for "Keynote Speaker" and why modifiers help.

Professional Speaker	6,899	5.01 / 4.14
Keynote Speaker	4,521	14.00 / 10.12
Motivational Keynote Speaker	1,947	9.02 / 9.01
Professional Keynote Speaker	742	5.28 / 5.26
Las Vegas Keynote Speaker	95	.13 / .12
Las Vegas Speaker	85	.21 / .20
Florida Keynote Speaker	31	Sole Bid: $1.79

This seems to suggest a speaker may win out in the search engine wars by using a geographical modifier word in the phrase.

Take another example: "Web Hosting" as a root word.

Hosting	978,271	7.06 / 7.05
Web Hosting:	2,912,371	11.04 / 6.54
Affordable Web Hosting	30,139	12.04 / 6.22
Web Hosting Provider	785,996	12.04 / 7.50
Web Site Hosting Provider	2,497	12.03 / 5.20

This suggests an even market place with the top position twice the cost, but marketing words like "affordable" offering a way to pull just a part of the searchers to that source.

"Direct Marketing" as a root-word

Marketing	461,199	2.50 / 1.53
Online Marketing	461,199	19.97/ 4.03
Direct Marketing	261,827	2.52 / 2.13
Direct Mail Marketing	27,020	5.19 / 5.12
Email Marketing	82,637	11.89/ 10.06
Email Marketing Software	6,041	10.35/ 9.50

This suggests that both "Online" and "Email" are great modifiers, and users may want to define fully to whom they sell.

"Computer Security" as a root-word

Security	195,099	2.00 / 1.17
Computer Security	96,002	2.50 / 1.99
Rugged Notebook	3,421	2.96 / .43
Computer Information	6,499	2.01 / 1.99
Information Security	12,776	3.51 / 2.12
Information Security Consultant	1,799	2.10 / .12
Information Security Specialist	102	no advertising

This is the example about our expert whom we re-branded as a "consultant" instead of specialist: In a matter of weeks, he is now 9th at Google with those words in quotes and 16th without. (Yes, there is a logical jump from "computer" to "information," but such jumps from "Solution" to "Problem" are often the breakthroughs in search word choices. There is good reason to choose "Rugged Notebook" as your keywords if you've got the solution with a tough computer for the problem of "Computer Security.")

Keyword research is one of the services I can help you with when you arrange consulting time with me. I have access to WordTracker.com and a Top Response Search Word database. Finding the best words for you -- and verifying them -- can help you succeed.

■ *Next issue: What's All This About Blogging?*

Brave, New *Words*:
Fitting Your Web Sites Into the Search Games

"Think like your searchers," Hollis Thomases of Web Ad.vantage told her audience of electronic publishers as she gave a clear and logical overview of the brave, new world of search engine marketing. "Do not underestimate the value of keyword research."

Thomases launched into an explanation of organic search optimization: "Look at in-bound requests" ... "check out what competitor site are doing" ... "view the page source [code and content of the site]." With the three main search engines (Google, Yahoo and MSN), "it's an arms race," she said. They are always updating and looking for ways to search more effectively. She recommends getting a Web analytics tool to improve your own site.

For keywords, she advised, refine them with modifiers, and "use unique tags in title tags -- and on the primary domain page," reminding us that "search engines do not go past the template frame."

Above all, "content is still king," she said. Use it as a teaser or on a static page -- and keep it fresh, because the search spiders like fresh content. Page rank is important, as it links quality to quality. "Get sites to link to you," Thomases said. "Get on lists; use directory links," even if you have to pay for it.

As for paying for it, paid search is advertising, such as pay-per-click ads from Google. Choose your words carefully, whether you intend a broad, phrase or exact match. Know how much the bid is for a certain or phrase; the first line of those 25 or fewer characters is crucial. Thomases stressed that it is important your ad jumps to a specific page within your site with a means to collect e-mail addresses. [*Editor's note: For a more complete explanation, see Google's AdWords and AdSense for specifics.*]

Remember the majority of search engine results clicked on come from organic search results, not the pay-per-click ads. Your keywords used are the vital content creator that stimulates the results searches get.

"It's like the difference between advertising and public relations," Thomases concluded. That's why blogging and other syndicated services are employed in the drive for new content -- but that's for another time and another issue of *Search Optimization News*.

■ *Hollis Thomases can contacted at webadvantage.net or 1-410-942-0488.*

■ *Contact the D.C. Chapter of the Newsletter & Electronic Publishers Association at newsletters.org.*

Visit KeywordBooster.com to learn more about this hot topic -- and to view other useful web sites.

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The Newsletter of Making the Internet Work for You

JUNE 24, 2005 -- Visit SearchOptimizationNews.com

Words wield power. It has been so for millennia -- and so it remains in our high-tech marketplace. Words command attention; words force results.

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Organic Breadcrumbs

Using the Hansel-and-Gretel Model

BY MITCHELL DAVIS, PUBLISHER
BROADCAST INTERVIEW SOURCE, INC.

The phrase, "Organic Breadcrumbs," comes from the definition of the two types of search optimization:

1) **"Organic"** means building sites and creating content in a fashion that the content is accepted and indexed (spidered) by search engines. (The other choice is "Pay-per-Click" where you pay for results on a per-click basis -- but more about that in a later issue.)

2) **"Breadcrumbs"** means the accepted search and indexing strategy based on the Hansel and Gretel fable of leaving breadcrumbs on the path to find their way home. Breadcrumbs are the words that lead people searching on the web to find your information. So, the better you distill your keywords and put in the links to your pages, including the title tags as well as text on the pages leading to your home page, the more likely people looking for you will be able to find you.

Together, "Organic" and "Breadcrumbs" create the phrase "Organic Breadcrumbs" which describes how we've built an inbound linking system for ExpertClick members.

So much for concept. You may ask: How does this help ExpertClick members? You know, the bottom line?

It's simple, really. Last month, we talked about how to choose the best keywords, based on how often they are searched and how high the bid is in pay-per-click. Once you've decided on the best words for you to use for search engines, you can use "ORGANIC BREADCRUMBS" to get more visitors to your news releases, your ExpertClick.com profile page and to jump to your web site.

Here are the steps:

1) In each member profile, we set up data fields as the "meta tags," and allow you to control them by the keywords you choose. Meta tags are the source codes that allow search-engine spiders to find you and to be more accurately indexed. (You can get a sneak peek at this if you use Internet Explorer and click first on the "View" word at the very top of your toolbar, when you are on your ExpertClick.com profile page. Pull down the list. Click on "Source" to view the source code we've built for you automatically.)

The three types of web site meta tags are:
- **The Title Tag** is based on your Participant Name.
- **The Description Tag** is based on the words you choose for your printed Yearbook profile. We have a concise set of text.
- **The Keyword Tag** is based on the topics that you provide for indexing, on-line and in-print.

From Broadcast Interview Source, Inc., Washington, D.C. -- ExpertClick® and the Yearbook of Experts® -- join instantly at ExpertClick.com/create or call 202-333-5000.

2)   We repeat the information from your Participant Name several times on your visible ExpertClick profile, and these words are used as "hot-links" -- first to jump to your web site and then to other places on our site.

3)   We set up the headline of each news release you send as the Title Tag in the source code of your news release and pick up the description and keyword tags from your profile. This creates several breadcrumb levels in your news releases.
- **The Title Tag**
- **The Headline**
- **The Subhead**
- **The Outbound Link** to your ExpertClick profile
- **The Outbound Link** to your web site

Your keywords are the roadmap to your profile -- and search engines remember them to help future searchers find you.

Mitchell P. Davis is a member of the Search Engine Marketing Professionals Organization -- as well as the publisher of this newsletter. Many of you know him as the founder of Yearbook of Experts. His main search engine site is www.SearchEngineElevator.com. Davis has widely researched search engine technology and read extensively on the search engine business.

Keywords Used as Organic Breadcrumbs by ExpertClick Members to Get Top of Page One at Google.com

Search on -- Employee Relations Expert -- find Dr. Douglas McCabe

Search on -- Rare Coin Expert -- find Scott Travers

Search on -- Safe Money Investing -- find William E. Donoghue

Search on -- Revenue Coach -- find Kristin Zhivago

Search on -- Youth and Gang Violence Expert -- find Mike Knox

Search on -- Business Travel Expert -- find Ted Celento

Search on -- Technofuturist -- find Dr. Jay Lehr

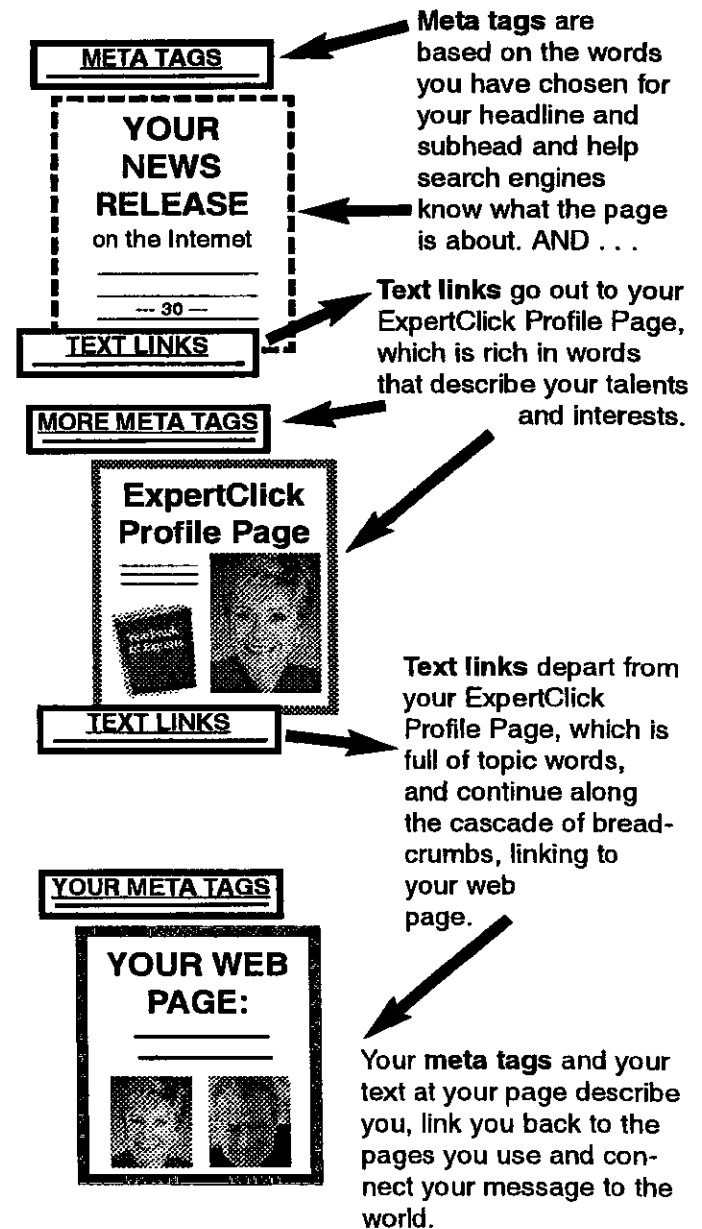Search on -- Home Based Business Expert -- find Christopher Hansen

Search on -- Counterintelligence Special Agent -- find David Debatto

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■ *Next issue: More on Pay-Per-Click and Blogging*

Spread the Crumbs

Choose Your Keywords Wisely to Be Found and Indexed by Search Engines. Here's How the Organic Breadcrumb System Works:

META TAGS

Meta tags are based on the words you have chosen for your headline and subhead and help search engines know what the page is about. AND . . .

YOUR NEWS RELEASE on the Internet

-- 30 --

TEXT LINKS

Text links go out to your ExpertClick Profile Page, which is rich in words that describe your talents and interests.

MORE META TAGS

ExpertClick Profile Page

TEXT LINKS

Text links depart from your ExpertClick Profile Page, which is full of topic words, and continue along the cascade of bread-crumbs, linking to your web page.

YOUR META TAGS

YOUR WEB PAGE:

Your **meta tags** and your text at your page describe you, link you back to the pages you use and connect your message to the world.

You get 24/7 password-protected control to:
- ■ *send news releases*
- ■ *edit your profile*
- ■ *update and edit your meta tags*
- ■ *create keyword text links.*

You can spread the crumbs to drive traffic to your web site, and we give instant click reports.

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The Newsletter of Making the Internet Work for You

Ranking Words Attract

Inside a Consulting Session

With Networking Doctor, Mitchell P. Davis, President of Broadcast Interview Source

We had a chance to listen to a typical consulting session that Mitch Davis provides his clients, who wish to learn more about search engine optimization and how to make the Internet work for them. Davis talked about tangible things you can do right now to pump up your web site's exposure. It was fast, it was fun and it was thorough. We're glad we took notes; here's a blow-by-blow account. (There's also an audio available, where you can catch the verve Davis puts into his work.)

Why should you be using the topic words -- or ranking words -- your customers are searching for?

Why: So that they find you and connect -- by not using stupid or cute made-up phrases. Forget cute news release headlines. Think about the key words -- or ranking words -- people are searching on.

Where: Start with your web site. Use two tools that have collected web information to find other words.

1) Alexa.com has guideposts for you.

2) KwMap.net has spidered a lot of sites to build a virtual thesaurus.

Use these tools to determine the topic words -- or key words -- you should be using.

How: Trust your instincts, but verify that the topic words -- or ranking words -- you have chosen are being searched on with Overture.com or Wordtracker.com.

When: Now! The purpose of this consulting is to coach you on how to take charge, and that's why ExpertClick.com created the Consulting Handbook and printed all the screens and recorded audio -- so that you can page along and listen in to learn more.

Who: You, of course. You should take charge of this intelligence that is about your business.

You can use these topic words in several places, whether your own site or news release. [*See "Seven*

Savvy Ways To Use Your Ranking Words" on the right.]

Remember: It is important to check the meta tags on other pages within your site so that the search-engine spiders mark that particular page where those seeking your ranking words can land. Having different words within the "source" tags on each web page can yield deeper links to your content.

And, now, do you see why it is equally important to use the right topic or key words or phrases in your press releases?

Clever headlines always bring a smile, but make sure descriptive words about the problems you solve and the solutions you offer are right there up at the top in the headline.

Also, do you see the kicker here? We want you to use "PROBLEM WORDS" first, not "SOLUTION WORDS." It is because someone has a question, and they're searching on the Internet for an answer. They DO NOT YET HAVE a solution. Get it?

The problem words are in the mind first. For example, the problem is "skydiving," but the solution is "parachute." Mention skydiving first.

■ *For more information, visit www.PRHotline.com and check section 3b for archived Search Optimization News articles.*

Now, you know! And why not?

This program is designed to share with you the strategy of how to succeed with resources from our NewsMaker ToolBox. Or call 202-333-5000, and schedule paid consulting time, and we will walk you through each of these steps.

Seven Savvy Ways To Use Your Ranking Words:

1) Your topics in the printed Yearbook.

2) Your on-line topics at www.ExpertClick.com (We'll set them as meta tags automatically.)

3) You can use the words in the headlines of your news releases, and they work like organic breadcrumbs [*See the June 25 issue of Search Optimization News*] to drive traffic to your web site. (We'll use them as meta tags on your news releases.)

4) You can set these new words as meta tags on your web site, and consider if the distinctions you have learned can help you define the different pages of your web site -- to attract more people searching for you to the right page on your web site.

5) You can determine the Pay-Per-Click value of your topic words, as described in our June issue.

6) You can use your topic words in a Pay-Per-Click campaign.

7) You can use your topic words in a link campaign so when outside sites link to you they will use the right words you have already selected to describe you -- creating a cascade of search engine links to you on your topic words.

Yes, you can even use these words in the headlines of the news releases at NewsReleaseWire.com.

■ *Next issue: More on E-mails and Blogging*

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NOVEMBER 23, 2005 – Visit SearchOptimizationNews.com   #5

Top 10 Things You Need for a Makeover

Visiting BusinessOnLine, Inc.

With Aaron Kahlow, Vice President of Sales and Marketing of BusinessOL

BusinessOnLine, based in San Diego, Calif., and with offices in Reston, Va., touts itself as "the leading B2B Internet marketing firm," adding, "We do NOT just build Web sites, we build Businesses Online."

For almost 10 years, the firm has been providing Internet marketing solutions for various companies, focusing on such core market segments as "manufacturers/distributors, associations, publishers and the Fortune 100."

With more than 400 Web sites built and with Internet strategies that help its clients monetize what they offer to other businesses, BusinessOL knows what it is talking about and doing.

We were pleased to get an opportunity to connect with BusinessOL's VP Aaron Kahlow.

What are the most important -- and the most basic -- things businesses need to know when attempting a search engine makeover?

Search engine optimization is the most misunderstood marketing endeavor in business today. Many feel that they can simply read a few blogs and become experts. Others know enough to be very dangerous, and very few have a clear path to what matters when it comes to optimizing your Web site. Allow me to offer the top 10 things you need to know when evaluating search engine optimization.

1 Evaluate Feasibility

You must have someone evaluate the feasibility of your current site getting ranked. Your site may have structure challenges or be competing for words that are going to make it impossible to get ranked.

2 Keyword Research

Doing the research on the keywords your users type in, at what frequency and where they are in the buying cycle will drastically impact the actual sales you see from optimizing.

3 On-Page Factors

Here you need to make sure that you have strong title tags. These are the codes that describes the theme (title) of any given page on your site.

4 Off-Page Factors

Links coming to your site are critical to getting ranked. Good quality links from relevant sites that also are well ranked in the search engines are what is important.

5 Server Issues

Your Web site may have multiple domains with the same content on it. This is a big NO-NO. Search engines will only crawl one of the two sites.

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CONTINUED FROM PREVIOUS PAGE

6 Submissions

Submitting directly to search engines like Google is not necessary. Google likes to find you on their own through big directories. So, submit your site to Google-friendly directories.

7 Tracking

Measurement of what key word phrases are driving conversions (positive actions on your site) and what are not is key to continually improving your search engine marketing strategy.

8 KeyWord Density

Do not stuff your site with a bunch of keywords in attempt to get ranked on the major search engines. This will get you banned.

9 Flash and Scripting

Avoid flash at all costs. This is very bad for the search engines and even worse for your user.

10 Do NOT Do It Yourself

Find a professional to help you past the initial learning curve, and then take over.

■ *For back issues, visit www.AboutYearbook.com and check section 3b for archived Search Optimization News articles.*

S.O.News in 2005

We began this newsletter in April with the sentence: "Words wield power."

■ In "Getting Seen On-line," we advised you to boost your keywords. "Is your profile or Web site full of key words that accurately describe what you do? Did you know which words get picked up faster by the Web crawler?"

You have to know what the search engine wants. It will get you more searched and, therefore, more hits -- and it will raise you up on the search list.

■ In the second issue, we wrote, "**Keywords Make or Break the Search.**" Again, we suggested you use the right keywords in your News Release Wire headlines to help people know to click to open your news releases. Systems match your words with what people are looking for. Now is the time to get "on-topic."

■ In the third issue -- "**Organic Breadcrumbs**" -- we showed how meta tags allow you to control the keywords you choose. Meta tags are the source codes that allow search-engine spiders to find you and to be more accurately indexed.

Yet again, we stressed: "Your keywords are the road map to your profile, and search engines remember them to help future searchers find you."

■ In the fourth issue, head-lined "**Ranking Words Attract,**" we asked: "Why should you be using ranking words -- or topic words -- your customers are searching for?"

Our answer was: So that they find you and connect -- but not by using contrived or cute made-up phrases.

Start with your web site. Use alexa.com and kwmap.com to find words that describe you and your business. Verify topic words with Overture.com or Wordtracker.com.

You should take charge of this new information that is about your business. You can use these topic words on several sites and in many ways.

Having different words within the "source" on that page yields deeper links to your content.

Expert Click®'s

SEARCH OPTIMIZATION NEWS

The Newsletter of Making the Internet Work for You

JANUARY 2006 – Visit SearchOptimizationNews.com #6

Here's the Trick: Get Found

How to Win Friends and Get More Business by Influencing Search Engines So That Journalists and Those Searching on Your Topics Can Find You

By Mitchell Davis, Publisher,
Broadcast Interview Source, Inc.

News gathering, advertising and connecting have changed since search engine optimization has come along. You no longer need to broadcast (the shotgun method) to reach the whole world. You need to empower people searching the Internet on your keywords (the targeted method) to find you. Yes, you want to be caught in the Web.

And those influentials whom you wish to reach -- and influence -- are journalists whose work drives content for their publications and Web sites and, in addition, get picked up by other news distributors. Indeed, several surveys indicate that journalists using the Internet to find sources during their searches have almost tripled from those digging for information in 1999.

That's why "The Yearbook of Experts®," America's favorite printed source book of experts, also now runs the ExpertClick.com Web site. Its traffic has grown from a million hits per month in January 2005 to three million hits per month by the end of 2005. ExpertClick.com typically attracts more than 7,000 unique visitors daily; the site sees twice that traffic when it sends out its news feeds.

Here's the strategy on how you can benefit from increased visits by sending out news releases. (First, let's define pay-per-click versus organic search optimization. PPC is when you pay each time your ad is clicked on. Organic search is when you set up your pages so that they attract and are indexed by search engines automatically; you do not pay for this.)

"Organic" is what ExpertClick.com does with News Release Wire (newsreleasewire.com). The system was built so that when you send news releases two very important things happen:

■ *Your news release is set up instantly and correctly with meta tags.*
■ *Via its licenses with Google News and Lexis/Nexis, ExpertClick gets your word out.*

From Broadcast Interview Source, Inc., Washington, D.C. – ExpertClick® and the Yearbook of Experts® – join instantly at ExpertClick.com/create or call 202-333-5000.

Here's How It Works:

1) In each member profile, we set up data fields as the "meta tags," and allow you to control them by the keywords you choose. Meta tags are the source codes that allow search-engine spiders to find you and to be more accurately indexed.

(You can get a sneak peek at this if you use Internet Explorer and click first on the "View" word at the very top of your toolbar, when you are on your ExpertClick.com profile page. Pull down the list. Click on "Source" to view the source code we've built for you automatically.)

The Three Types of Web Site Meta Tags Are:

■ **The Title Tag** is based on your Participant Name.

■ **The Description Tag** is based on the words you choose for your printed Yearbook profile. We have a concise set of text.

■ **The Keyword Tag** is based on the topics (keywords) that you provide for indexing, on-line and in-print.

2) We repeat the information from your Participant Name several times on your visible ExpertClick profile, and these words are used as "hot-links" -- first to jump to your web site and then to other places on our site.

3) We set up the headline of each news release you send as the Title Tag in the source code of your news release and pick up the description and keyword tags from your profile. This creates several breadcrumb levels in your news releases.

■ **The Title Tag**

■ **The Headline**

■ **The Subhead**

■ **The Outbound Link** to your ExpertClick profile

■ **The Outbound Link** to your Web site

Your keywords are the roadmap to your profile -- and search engines remember them to help future searchers find you.

Mitchell P. Davis is a member of the Search Engine Marketing Professionals Organization -- as well as the publisher of this newsletter. Many of you know him as the founder of Yearbook of Experts, Authorities & Spokespersons®.

His main search engine site is www.SearchEngineElevator.com. Davis has widely researched search engine technology and read extensively on the search engine business.

Get Found By Sending News Releases

The words you use in the headlines of your news releases lead search engines to your ExpertClick profile -- and then to your home page.

META TAGS

YOUR NEWS RELEASE on the Internet

-- 30 --

TEXT LINKS

MORE META TAGS

ExpertClick Profile Page

Yearbook of Experts

TEXT LINKS

YOUR META TAGS

YOUR WEB PAGE:

Meta tags are based on the words you have chosen for your headline and subhead and help search engines know what the page is about. AND . . .

Text links go out to your ExpertClick Profile Page, which is rich in words that describe your talents and interests.

Text links depart from your ExpertClick Profile Page, which is full of topic words, and continue along the cascade of "breadcrumbs," linking to your Web page.

Your **meta tags** and your text at your page describe you, link you back to the pages you use and connect your message to the world.