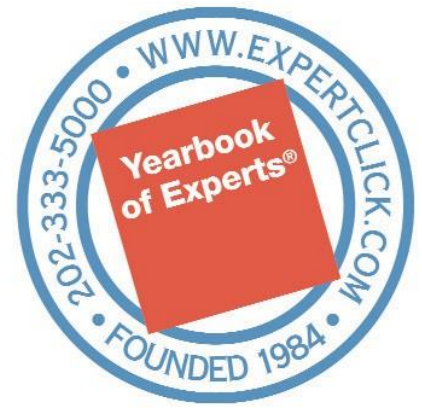


Your Advantages at ExpertClick®



Top 10 Ways ExpertClick® Members Succeed With Our Media-Smart Features

10 ♦ POST NEWSWORTHY NEWS RELEASES:

Debra Holtzman knows to create news releases on issues of the day. Holtzman has been booked on NBC's Today Show, based on her news releases about Brittany Spears and child care. Her news releases help all members because they get lots of pick-up at Google News, leading more visitors to the ExpertClick site.

9 ♦ INCREASE YOUR CONTENT DISTRIBUTION:

Alan Weiss includes his Balancing Act® newsletter to get the extra reach from our syndication to Google News and LexisNexis. Barbara Bryant told us that the *New York Times* called her from our indexing at Lexis. Members who include content attract more journalists to the system and benefit everyone: Our traffic has grown from a million hits per year to five million in the last year.

8 ♦ DISPLAY SEARCH-ENGINE SAVVY:

Get more visitors to your Web page by using the organic search tools in our system. Like Hansel and Gretel leaving breadcrumbs in the forest, you can use meta-tags, text and outbound links to cascade search engine traffic from your news releases to your Web page, then to your sub-pages ensuring that you get better free search engine ranking. See how at www.OrganicBreadcrumbs.com.

7 ♦ UPDATE WITH NEWS RELEASE WIDGETS:

Include your news releases on your own Web site with our always updated widget program. When you pick up the HTML code shown at the bottom of your Manage Releases page, you can include always updated info on your Web site. Now, each member has a personal RSS feed that features their news releases. Look for the orange RSS button on your profile and releases.

6 ♦ CONNECT TO TOPICS SO THAT JOURNALISTS FIND YOU:

Emulate the topics you see at ExpertClick to get better linking. Here are two ways to find topics:

- A) Cruise the ExpertClick.com site, see the topics others are using and then cross link to them.
- B) Watch the second video at www.WebHandBook.com to learn how to use Google.com/keywords. Google offers an easy-to-use system to analyze sites for keywords. Enter your URL or the URLs of others to get ideas.

5 ♦ REVIEW YOUR CAMPAIGNS:

You get nightly tracking reports on your news releases so that you can see how well they performed. In your administration area, you can see which news release headlines did better than others. We've seen some participants find certain news release ideas that are "evergreen" and use them again and again over the years with us.

Website: www.ExpertClick.com

Top 10 Ways ExpertClick® Members Succeed With Our Media-Smart Features

4 ♦ INCLUDE VIDEO IN YOUR NEWS RELEASES:

A few years ago, I gave Dale Irvin a Web camera. And if he figured it out, you can, too. He pushes his weekly "Friday Funnies." You'll get a laugh when you watch his videos at <http://www.daleirvin.com/friday.htm>.

A) Open a YouTube.com account.

B) Record a YouTube video.

C) Cut and paste that YouTube HTML into a news release.

So, you can also send video news releases. Watch how at www.WebHandBook.com.

You can buy a simple video camera like those seen at www.TheFlip.com to make this easy.

3 ♦ USE KEYWORD POWER:

Vicki Rackner and I visited KeywordSpy and looked at the keywords people were searching on. We chose "Doctor Caregiver" as part of her participant name so that visitors to ExpertClick would understand what she does better. This not only helps humans but helps search engines that search on keywords. Choose the best keywords, and you -- first -- can have a better chance of people understanding what you do and -- second -- have search engines remember to display you when people search on "your words." Check out the archive our our search engine newsletter at: www.SearchOptimizationNews.com.

2 ♦ MAKE MONEY WITH OUR AFFILIATE PROGRAM:

We have paid out more than \$20,000 in the last three years -- and with the residual income stream we've got members in the third year now, continuing to earn from referrals. You can include a simple link on your site, include us in your opt-in emails or simply use word of mouth. **Earn \$100 on every referral.** With our residual program you continue to earn. [*E-mail ExpertClick@Gmail.com for full details.*]

1 ♦ EXTEND AND STAY AHEAD:

Extend your membership for future special treatment. You get higher ranking by instantly applying future-year points to your account. You lock in current discounts for the term which you request. If you are going to renew anyway, you can be listed at www.ExpertClick.com above those who wait until the last minute to renew their listings. **You can choose to go to the head of the line.**

Sincerely,



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Updated: April, 2020

Website: www.ExpertClick.com