

Optimizing for Universal Search

Greg Jarboe of SEO-PR

And

Amanda Watlington of Searching for Profit

August 22, 2008

We were teaching this class before Google introduced universal search

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"I can't explain it—it's just a funny feeling that I'm being Googled."

- We taught “Getting found in all the right places” at SES New York on April 9, 2007
- Google announced its critical first steps toward a universal search model on May 16, 2007
- We have renamed our class “Optimizing for universal search”

Has universal search changed searcher behavior dramatically?

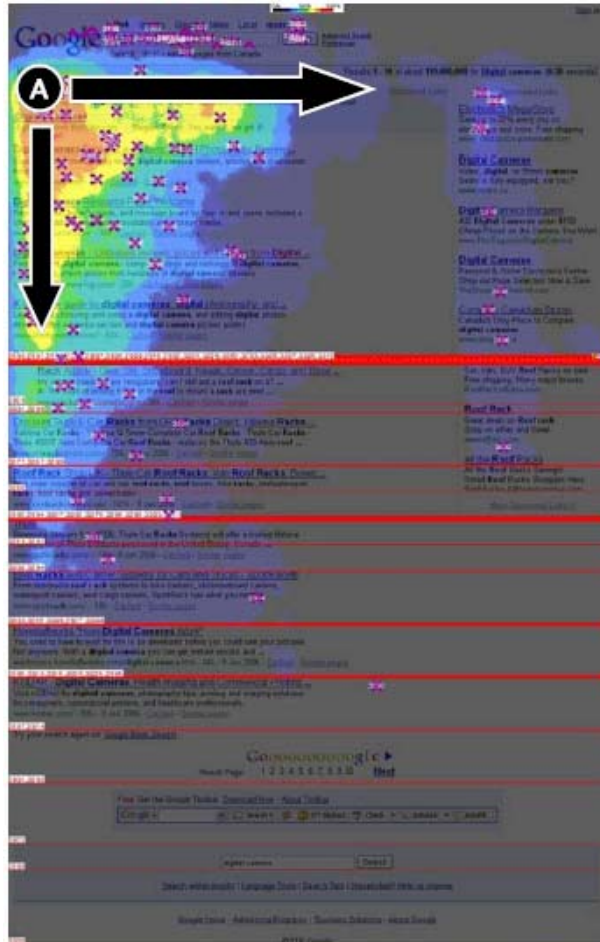
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- Images, news, video, and local information are now being delivered in one easy-to-use and sometimes personalized interface.
- Are searchers warming to the blended search concept?

Source: Kevin Ryan, Editor in Chief, *SES Magazine*, Dec. 2007

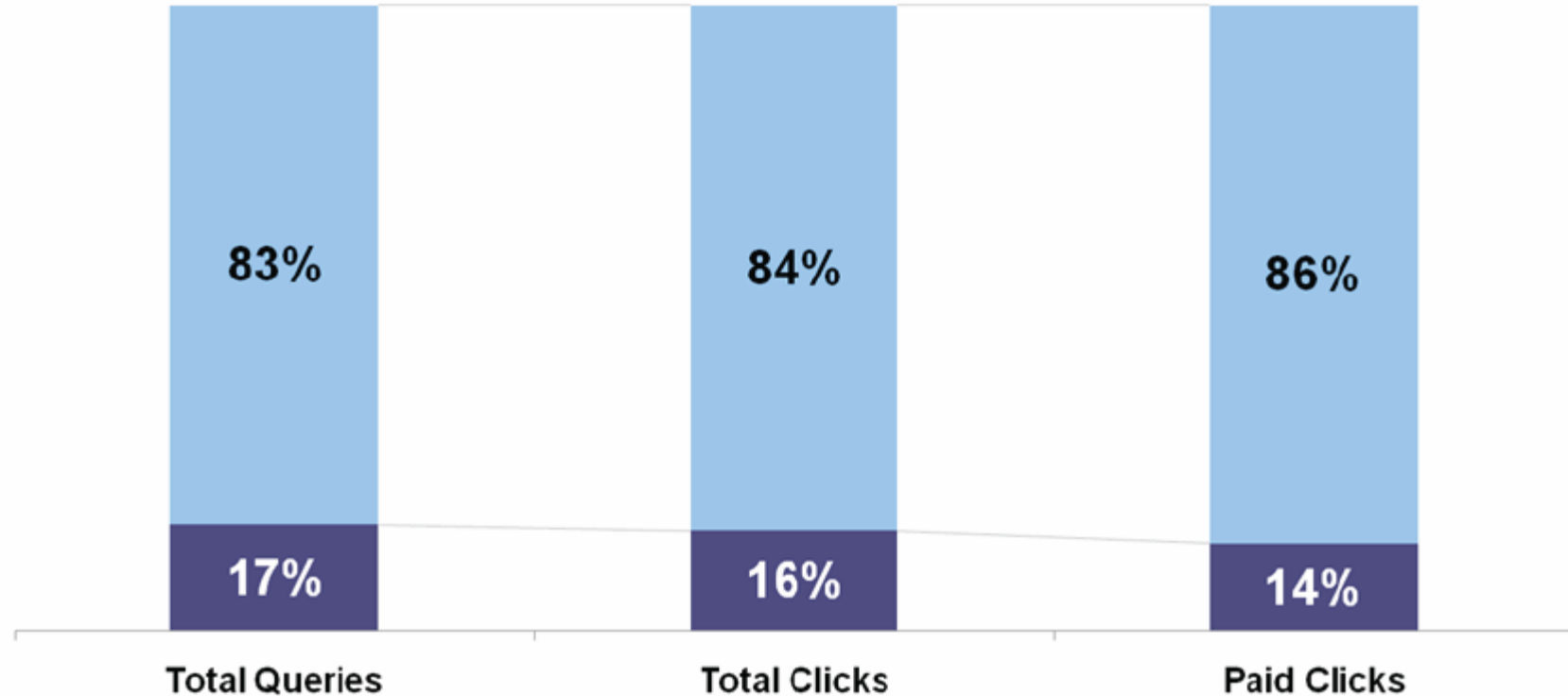
Images in universal search results change our eye scanning patterns



Source: Enquiro Research, Aug. 16, 2007

Of 1.2 billion queries, 220 million contained universal search result

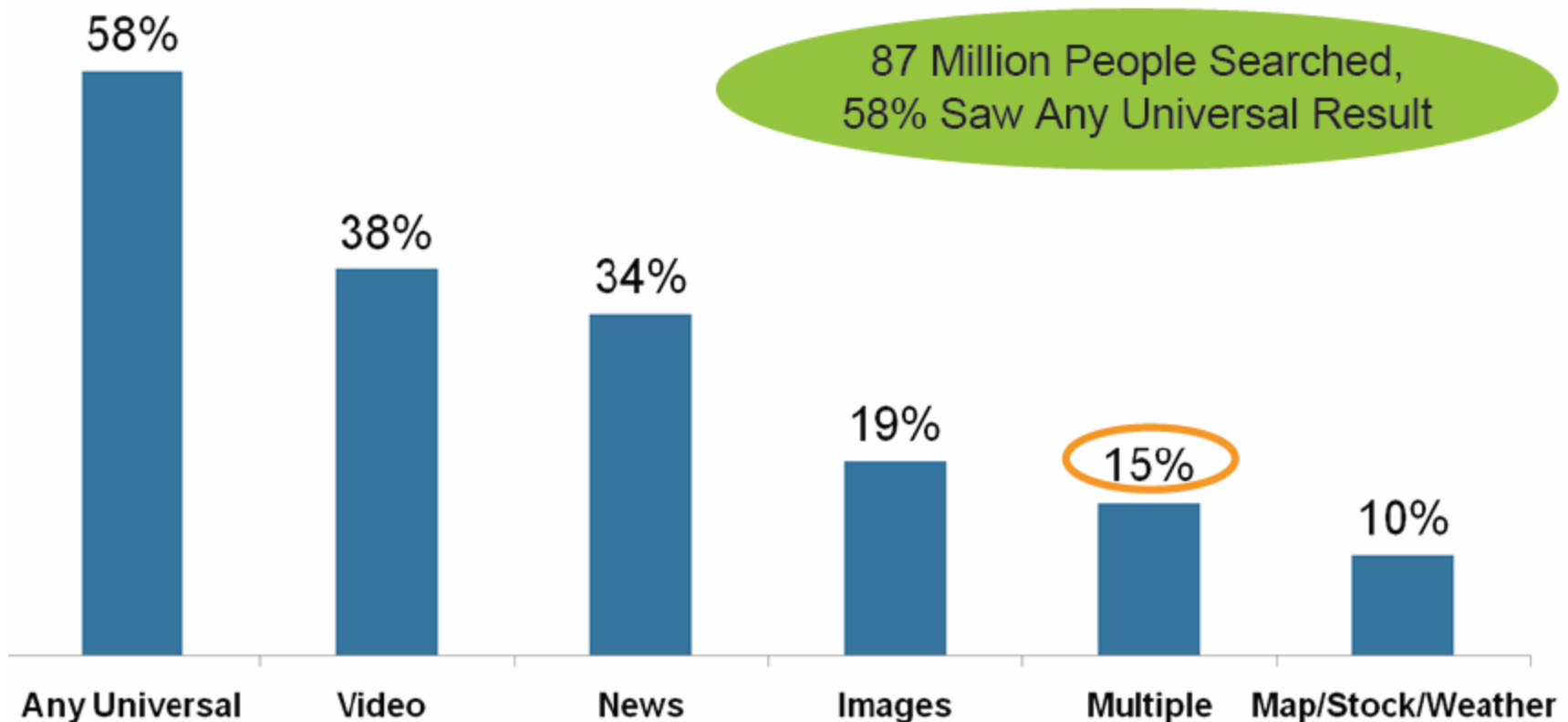
**Composition of Search Queries and Clicks:
Google Universal Vs. Non-Universal Results**



Source: James Lamberti, SVP Search and Media,
comScore, Search Engine Strategies, Mar. 18, 2008

Of 87 million people searching, 58% saw some universal result

Google Universal Search Penetration by Type



Source: James Lamberti, SVP Search and Media, comScore, Search Engine Strategies, Mar. 18, 2008

Search for *Steve Ballmer* in Google and videos rank #2, #3 and #5

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Web Video News

Results 1 - 10 of about 5,770,000 for Steve Ballmer. (0.20 seconds)

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[en.wikipedia.org/wiki/Steve_Ballmer](#) - 82k - [Cached](#) - [Similar pages](#)



[Steve Ballmer going crazy](#)

Steve Ballmer starting a presentation. ... Crazy Ballmer ...

1 min 12 sec - ★★★★★

[www.youtube.com/watch?v=wvsboPUjrGc](#)



[YouTube - Microsoft CEO Ballmer laughs at Apple iPhone](#)

Views: 687904. Steve Ballmer presents the Zune phone ... Steve ...

2 min 22 sec - ★★★★★

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[Steve Ballmer](#) - [Chief Executive Officer](#)

ALL BUSINESS AT STANFORD - Microsoft CEO Steve Ballmer (left) takes questions from business students at Stanford University. Right: Robert Joss, dean of the ...
[www.microsoft.com/Presspass/exec/steve/](#) - 112k - [Cached](#) - [Similar pages](#)



[Steve Ballmer "Dance Monkeyboy" video](#)

Steve Ballmer performing a curious dance on Microsoft 25th ...

1 min 14 sec - ★★★★★

[video.google.com/videoplay?docid=1274983729713522403](#)

[Steve Ballmer](#) - [The 2008 TIME 100](#) - TIME

Yes, he does some crazy stuff. But you really don't want to go up against Microsoft's chief executive.

[www.time.com/time/specials/2007/article/0,28804,1733748_1733758_1736191,00.html](#) - 34k - [Cached](#) - [Similar pages](#)

[Steve Ballmer](#) - [Uncyclopedia, the content-free encyclopedia](#)

As far as I can tell, the phrase "I Love This COMPANYYY! YEEEEAAAAAAAARRRRRARAGH!" has FIVE words, not four."

[uncyclopedia.org/wiki/Steve_Ballmer](#) - 107k - [Cached](#) - [Similar pages](#)

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How can Microsoft Dynamics CRM
Online transform your business?
[CRMChoice.com](#)

Source: Google, Aug. 9, 2008



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Steve Ballmer Options ▾ Customize ▾

1 - 10 of 16,600,000 for Steve Ballmer (About) - 0.22 s | SearchScan^{BETA} On

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Biography, speeches, and pictures of Steve Ballmer, Microsoft's CEO.
[www.microsoft.com/presspass/exec/steve/default.msp](#) - 114k - [Cached](#)

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[EETimes.com](#)

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Research Steve Ballmer in Portfolio's Executive Database.
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Entrepreneurs, Finally, No Selling . . . Simple System.

Source: Yahoo!, Aug. 9, 2008




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» [Top images of steve ballmer](#) Helpful? Yes | No



[Steve Ballmer](#) - Wikipedia, the free encyclopedia
Steve Anthony **Ballmer** (born March 24, 1956) is an American businessman and has been the chief executive officer of Microsoft Corporation since January 2000. **Ballmer** is the second person after Roberto Goizueta to become a billionaire in U.S. dollars based on stock options received as an employee of a corporation in which he was neither a founder nor a relative of a founder.
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[Steve Ballmer: Convergence 2007](#)
Transcript of remarks by Microsoft CEO **Steve Ballmer** and other Microsoft executives at Convergence 2007, Microsoft's annual conference for Microsoft Dynamics customers in San Diego ...
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Source: Live Search, Aug. 9, 2008



Search for *Steve Ballmer* in Ask and encyclopedia listing at top

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Encyclopedia: Steve Ballmer Source:Wikipedia
Steven Anthony Ballmer (born March 24 , 1956) is an American businessman and has been the chief executive officer of Microsoft Corporation since January 2000 . Ballmer is the second person after Roberto Goizueta to become a billionaire in U.S. dollars based on stock options received ... [More »](#)


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CES 2006 - Microsoft Chairman and Chief Software Architect Bill Gates (left) and CEO Steve Ballmer (right) play the Xbox 360 Fight Night, Round 3 video game with boxing announcer Al Bernstein (center).
[www.microsoft.com/presspass/exec/steve/default.aspx](#)


Steve Ballmer - Wikipedia, the free encyclopedia
Steven Anthony Ballmer (born March 24, 1956) is an American businessman and has been the chief executive officer of Microsoft Corporation since January 2000. Ballmer is the second person after Roberto Goizueta to become a billionaire in U.S. dollars based on stock options...
[en.wikipedia.org/wiki/Steve_Ballmer](#)

Steve Ballmer
biographies of computer pioneers in the history of computing...
[www.thocp.net/biographies/ballmer_steve.html](#) · [Cached](#)

Steve Ballmer
Steve Ballmer, 43, was appointed president and chief executive officer of Microsoft Corp.
[www.us-israel.org/jsource/biography/Ballmer.html](#) · [Cached](#)

That Funny Steve Ballmer Video Thing
Variations on the infamous dancing Microsoft CEO video. Steve Ballmer goes "Developers! Developers! Developers" (1,626,116 bytes)
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Source: Ask, Aug.9 , 2008

Search for *Yahoo targeted ads* in Google and news results rank #1

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News results for [Yahoo targeted ads](#)



[Yahoo to let users opt out of targeted ads](#) - 18 hours ago
By Alana Semuels, Los Angeles Times Staff Writer [Yahoo Inc.](#) said Friday that it would allow consumers to opt out of [targeted advertising](#) on [Yahoo.com](#) amid ...

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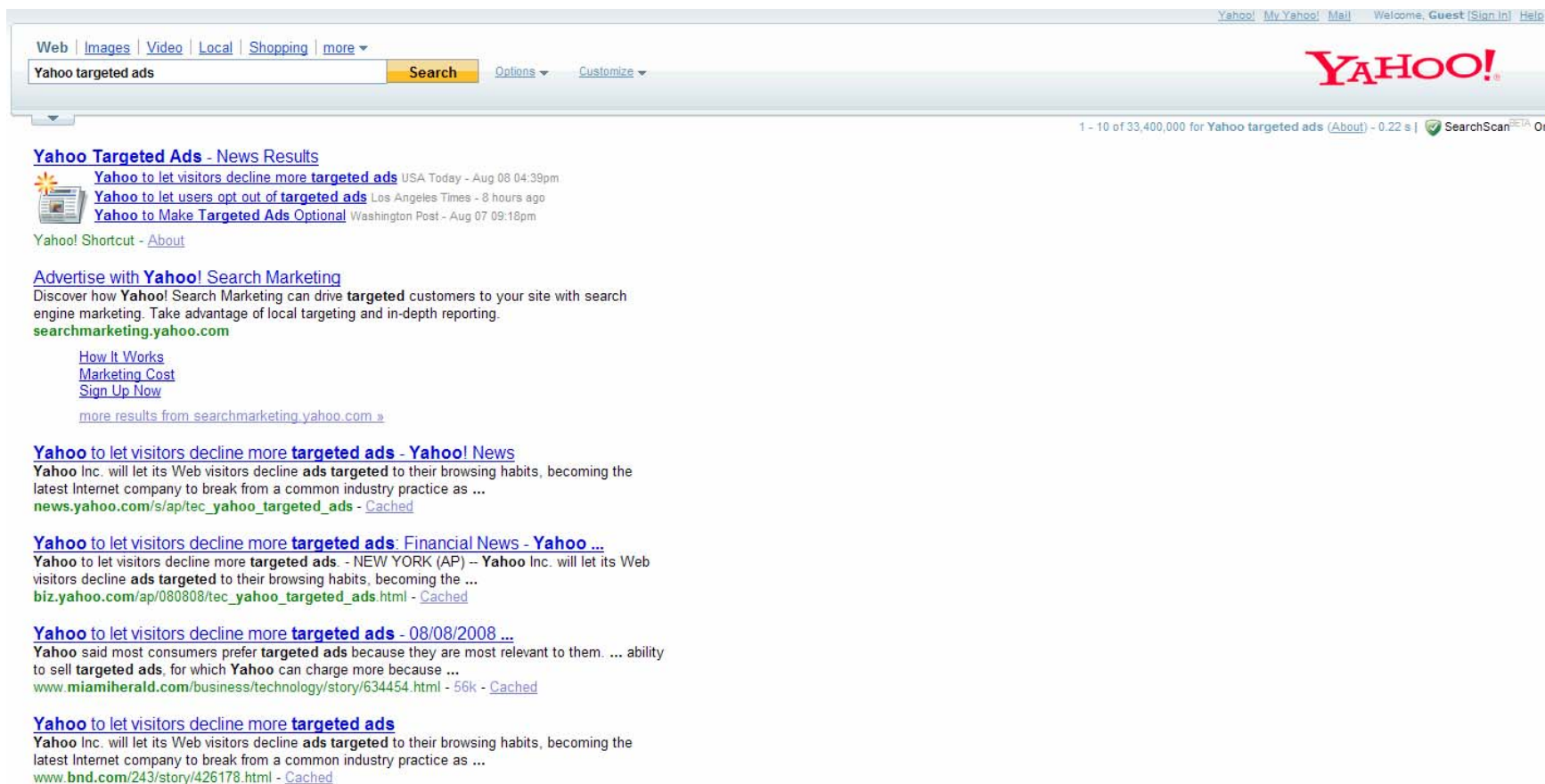
Aug 8, 2008 ... [Yahoo!](#) users cansoon tell the internet giant to stop creating profiles about them based on their searches and reading habits in order to ...

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Source: Google, Aug. 9, 2008



Search for *Yahoo targeted ads* in Yahoo! and news results at top



The screenshot shows a Yahoo! search results page for the query "Yahoo targeted ads". The search bar at the top contains the text "Yahoo targeted ads" and a "Search" button. The page displays several news results at the top, including:

- Yahoo Targeted Ads - News Results**
 - [Yahoo to let visitors decline more targeted ads](#) USA Today - Aug 08 04:39pm
 - [Yahoo to let users opt out of targeted ads](#) Los Angeles Times - 8 hours ago
 - [Yahoo to Make Targeted Ads Optional](#) Washington Post - Aug 07 09:18pm
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[biz.yahoo.com/ap/080808/tec_yahoo_targeted_ads.html](#) - [Cached](#)
- Yahoo to let visitors decline more targeted ads - 08/08/2008 ...**

Yahoo said most consumers prefer targeted ads because they are most relevant to them. ... ability to sell targeted ads, for which Yahoo can charge more because ...

[www.miamiherald.com/business/technology/story/634454.html](#) - 56k - [Cached](#)
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The page also includes a navigation bar with links for "Web", "Images", "Video", "Local", "Shopping", and "more". The Yahoo! logo is visible in the top right corner. The search results are numbered "1 - 10 of 33,400,000 for Yahoo targeted ads".

Source: Yahoo!, Aug. 9, 2008



Search for *Yahoo targeted ads* in Live Search and see 10 blue links

Live Search | MSN | Windows Live United States | Options | cashback | Greg (sign out)

Live Search

Web 1-10 of 2,980,000 results · [Advanced](#)
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Charter Communications on Wednesday abandoned plans to deploy NebuAd's user-tracking system after objections from Congress and privacy advocates. Its stock dropped slightly ...
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uk.media.yahoo.com · [Cached page](#)

[Yahoo! Privacy Policy](#)
... may assume that people who interact with, view, or click **targeted ads** meet the targeting criteria—for example, women ages 18-24 from a particular geographic area. Yahoo! does ...
info.yahoo.com/privacy/us/yahoo/details.html?ch=web&pub=groups&sec=bestOfGroups&t=bestofya... · [Cached page](#)

[Yahoo SmartAds: Super-Targeted Display Ads \[SearchEngineWatch\]](#)
Yahoo has launched a new SmartAds display ad unit that uses behavioral, demographic and geographic targeting capabilities to create **ads** from submitted elements based on the user ...
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[Yahoo! Advertising](#)
Yahoo! Smart Ads deliver tailored, branded marketing messages to users based on their ... Smart Ads enable very **targeted**, made-to-order marketing by combining user data and advertiser ...
advertising.yahoo.com/central/marketing/smartads.html · [Cached page](#)

[Smart Ads](#)
Yahoo! turns one ad into thousands by: Fully leveraging user demographics and ... Improved customer engagement and response; Simplify the execution of micro-**targeted** online ...
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Source: Live Search, Aug. 9, 2008



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News results for Yahoo targeted ads

 [Yahoo Expands Privacy Controls Across Portal As Regulatory Scrutiny ...](#)
Hoping to mollify Congress and state legislators, **Yahoo** (NSDQ: YHOO) is broadening 'opt-out' controls covering **targeted ads** across its portal. **Yahoo** ...
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The tie-up with Vodafone makes the marriage between **targeted ads** and discounted content official.
[www.moconews.net/entry/audio-interview-yahoos-geraldine...](#)

 **Charter Stops Tracking Internet Users for Targeted Ads - Yahoo! News**
Charter Communications on Wednesday abandoned plans to deploy NebuAd's user-tracking system after objections from Congress and privacy advocates. Its stock dropped slightly after the announcement.
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Source: Ask, Aug. 9, 2008



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[Ruth Kedar On Designing the Google Logo](#)

Jan 14, 2008 ... Ruth Kedar of [KedarDesigns.com](#) designed the [Google logo](#) in the version that became famous around the world (the original tries at designing ...
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Designer Ruth Kedar shows various incarnations that led to the now-famous look that marks an internet empire.
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Source: Google, Aug. 9, 2008



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1 - 10 of 216,000,000 for Google logo (About) - 0.27 s | SearchScan^{BETA} Or

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Source: Yahoo!, Aug. 9, 2008


Search for *Google logo* in Live Search and three top images at top

Live Search | MSN | Windows Live United States | Options | cashback | Greg (sign out)

Live Search 

Web 1-10 of 44,200,000 results · [Advanced](#)
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» [Top images of Google logo](#) Helpful? [Yes](#) | [No](#)



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Google Logos. Although we'd like to accommodate all the requests we receive from users who want to add a touch of **Google** to their sites, we are passionate about protecting the ...
www.google.com/stickers.html · [Cached page](#)
[Holiday](http://www.google.com/holidaylogos.html) · [Inside Google](http://www.google.com/plex/index.html) · [Fan-Created](http://www.google.com/customlogos.html) · [Google Permissions](http://www.google.com/permissions/index.html) · [Show more results from www.google.com](#)

[Google](#)
even more »
www.google.com/webhp?rls=ig · [Cached page](#)

[Google logo - Wikipedia, the free encyclopedia](#)
Google has had several logos since its renaming from "BackRub". The current official **Google** logo was designed by Ruth Kedar, and is a logotype based on the Catull typeface. The company also includes various modifications and/or humorous features, such as cartoon modifications, of their **logo** for use on holidays, birthdays of famous people, and major events, like the Olympics.
[History of the Google ...](#) · [History of the Google ...](#) · [Doodle4Google ...](#)
en.wikipedia.org/wiki/Google_logo · [Cached page](#)

[google logo on Flickr - Photo Sharing!](#)
This photo has notes. Move your mouse over the photo to see them.
www.flickr.com/photos/keso/108805307 · [Cached page](#)

Source: Live Search, Aug. 9, 2008



Search for *Google logo* in Ask and 8 images from image search at top

Web Images City News Video More ▾ AskEraser MyStuff ▾ Options ▾


Ask Google logo Search Advanced Search Showing 1-10 of 15,960,000

Narrow Your Search
[Google Logo Maker](#)
[Change Google Logo](#)
[Hi RES Google Logo](#)
[Make Your Own Google Logo](#)
[Google G Logo](#)

Expand Your Search
[Yahoo Logo](#)
[Ask Jeeves Logo](#)
[MSN Logo](#)
[Google Font](#)
[EBAY Logo](#)
[Dogpile Logo](#)
[Sony Logo](#)
[Nike Logo](#)
[McDonalds Logo](#)
[Microsoft Logo](#)

[More »](#)

Image Search: Google logo



[Copyright & Disclaimer](#)

More Google: Holiday Logos
If you would like to include a link to **Google** on your site, please use one of our official **logo** stickers.
www.google.com/holidaylogos.html - Cached

Google Analytics
Google Analytics makes it easy to improve your results online. Write better ads, strengthen your marketing initiatives, and create higher-converting websites. **Google Analytics** is free to all ...
www.google.com/analytics - Cached
[More Results from www.google.com](#)

Google
The local version of this pre-eminent search engine, offering UK-specific pages as well as world results.
www.google.co.uk/ - Cached

W Encyclopedia
Google logo
Google has had several logos since its renaming from "BackRub". The current official Google logo was designed by Ruth Kedar, and is a logotype based on the Catull typeface. The company also includes various modifications and/or humorous features, such as cartoon modifications ...
[More »](#)

News
[Google Debuts Rival for Wikipedia, Written by Experts](#)
[Wired News: Top Stories](#)
Jul. 23, 2008
[AVG Fakes User Agent, Floods the Internet](#)
[Slashdot](#)
Jul. 3, 2008
[More »](#)

Source: Ask, Aug. 9, 2008

You don't need to target hundreds of search terms, just the key ones

- Who: Company and executive names
- What: Brands, products, categories and industry
- When: Business and financial news
- Where: Places
- Why: Picture(s), photo(s), pic(s), image(s), diagram(s), cartoon(s), illustration(s), logo(s) and video(s)
- How: Training videos

©Cartoonbank.com



"Have you tried searching under 'fruitless'?"

We'll look at video sharing sites as well as video optimization steps

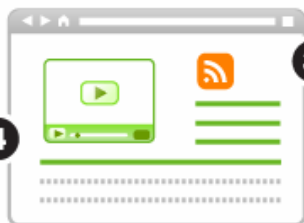
Simple Steps to Video Optimization

Use keywords in the file name. **1** **best-cooking-tips.mov**



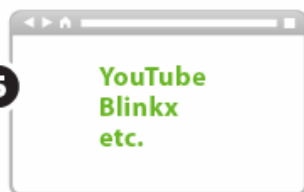
2 Add a brand watermark.

Place on a site and optimize the page. **4**



3 Add to RSS Feeds.

Submit to video sharing sites. **5**



- 82.2 million viewers watched 4.1 billion videos on YouTube in May 2008
 - 50.4 videos per viewer
- 54.8 million viewers watched 703 million videos on MySpace that month
 - 12.8 videos per viewer
- This makes YouTube the leader in online video by a

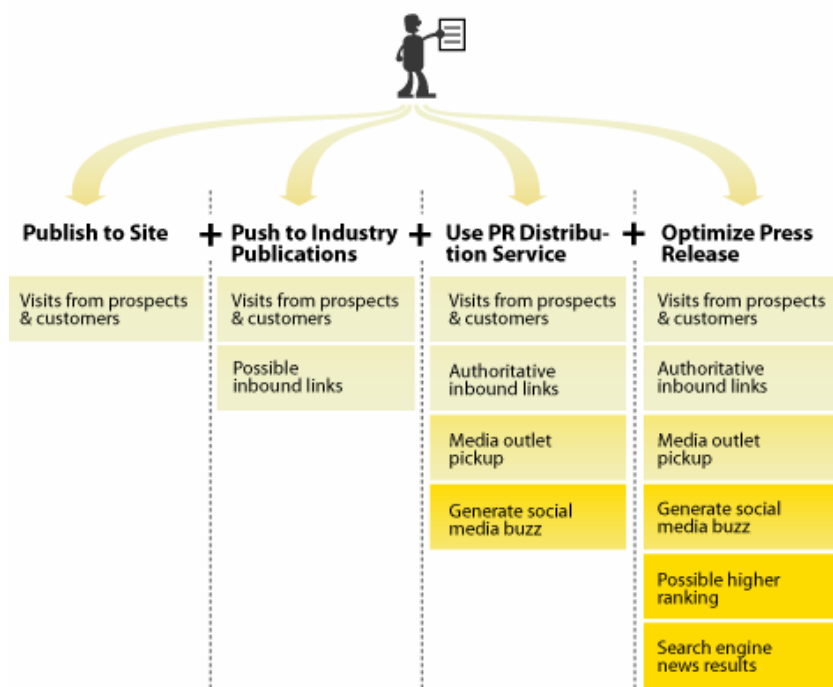
©2007 Elliance, Inc. | www.elliance.com

Sources: Search Engine Land, Nov. 20, 2007, and comScore Video Metrix, July 14, 2008

We'll look at media relations as well as press release optimization

How Optimized Press Releases Impact Visibility

Press releases can be an important part of search strategy. However, benefits vary with the tactic used.



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- Most companies are savvy enough today to put press releases on their web sites
- Sadly, few bother to optimize press releases for search engines, and that's too bad, because a well optimized press release can do more than just rank well in search results – it can also offer additional website visibility benefits, as well

Source: Search Engine Land, Aug. 21, 2007

We'll look at photo sharing sites as well as image optimization steps

Six Simple Steps to Image Optimization

Use keywords in the image file names.

1

```
<IMG SRC="XL-green-shirt.jpg" ALT="XL Green Shirt" >
```

Include keywords in the image alt tag.

2

Keep the image near supporting keyword rich content.

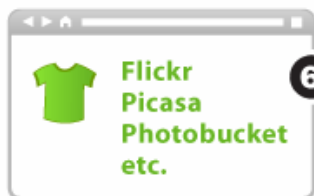


4

3 Optimize the pages containing images.

5

Limit the number of images per page.



6

Use photo sharing sites. Apply captions and tags.

- 19% of Google users have seen images in universal search results
- In addition, 616 million Google image searches are conducted a month in US
- Plus, more than 28.5 million people visited Flickr and almost 25 million people visited Photobucket in June 2008

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Sources: Search Engine Land, Aug. 28, 2007, comScore, Dec. 2007, and Compete, July 15, 2008



Ultimate goal of universal search is to break down silos of information

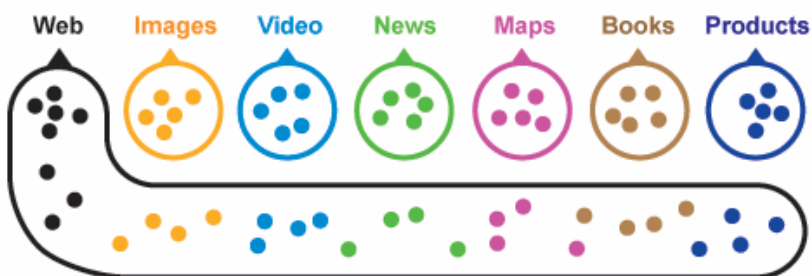
Old Google Model

Previously, a web search on Google would only return web pages and document contents. Items such as images and video were not included.



New Google Model: Universal Search

A web search on Google can now include multiple types of information such as images, video, news, maps, books, and products.



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“The ultimate goal of universal search is to break down the silos of information that exist on the web and provide the very best answer every time a user enters a query.”

Marissa Mayer, vice president of search products and user experience at Google

Sources: Google Press Center: May 16, 2007, and Search Engine Land, July 3, 2007

Ultimate goal of this workshop is to break down the silos in marketing

- Few companies have shifted search engine marketing resources or reorganized marketing department to tackle universal search
- So, this workshop will also tackle how to break down the silos in marketing
- Advent of blended search results requires whole new integrated marketing communications plan

Planning for Universal Search Optimization

Amanda Watlington
Searching for Profit
Part 2

Planning for Universal Search – Four Easy Steps

Inventory your digital assets

Evaluate your current optimization

Identify optimization gaps

Develop a plan to fill the gaps

Assess the Situation

Review all of the types of files that you have both on your site and available to you – images, pdfs, audio, video, etc.

Google (14 types – beyond html)

Yahoo! (8 types – beyond html)

Go to the Google and Yahoo! and use the “invisible” tabs for additional ideas – maps, products -- are examples we are including today

Assess the Situation

Review the status of your overall optimization.

If you are struggling with the basics of html optimization because of your CMS or other site challenges, consider optimizing for YouTube, Flickr, Maps, etc. that don't require spidering

If you have the basics down, revisit how you are handling images, pdfs, or other elements

Be ruthless in your evaluation, but be kind to yourself. For example, for your business in the past, there may have been no compelling reason to optimize images. Now there is.

Identify the Gaps

Look for the low-hanging fruit. These will yield the most bang for your effort. Maybe it is pdfs, maybe products, maybe maps.

Determine whether it makes sense for your business to fill the gaps for how you are handling universal search. You must decide: Is video appropriate? What about audio?

Plan to Move Ahead

Build the systems and plan for optimization of other elements. For example, how will you handle images going forward.

Develop a plan of action for moving forward based on your needs not just what the engines show.

Draw baseline data to ascertain your current performance. It is helpful for making the case for doing more. Then, monitor the change.

You Ought to Be in Moving Pictures

Amanda Watlington
Searching for Profit
Part 3

Online Video Statistics

Online Video Streaming by Country

	Reach of Video Streaming	% Total Time Online Spent Video Streaming	Video Streams per Streamer per Month
United Kingdom	80%	10%	80
United States	76%	6%	65
France	79%	13%	64
Germany	70%	9%	62

Total Online Population Age 15+ – Home and Work Locations*

Source: comScore Video Metrix, April 2007

Getting Your Video Found...

Methods Used by US Online Video Viewers to Discover Online Videos, July-August 2006 (% of respondents)

Come across videos as you browse the Web

69%

Hear about videos from friends

61%

Have a set list of Web sites that you visit regularly

58%

Use a search engine to specifically search for videos

37%

Hear about videos from TV or magazines

36%

Note: n=1,347 ages 18+ who have ever watched or downloaded an online video clip

Source: Associated Press (AP) and America Online (AOL) with Ipsos Public Affairs, September 2006

076594

www.eMarketer.com

Video Search Engines

Video Search Engines

All theWeb Video

AltaVista Video Search

AOL Video Search

Blinkx

Brightcove

Clop Roller

Pixsy

Pure Video

Scoop Vid

Search for Video

Search Video

Singing Fish

Tube Surf

Vdoogle

Yahoo! Video Search

Video Directories

The Internet Movie Archive

The Open Video Project

Video-Sharing Sites





2 Options Explored

- **On-Site**
- **Shared**

Video Presents Optimization Challenges

Many formats for video production and players still vying for prominence with users

Most users do not know where to look for video – there is a lot of niche market video

YouTube, Google Video, Yahoo! and Brightcove get most attention

Professionally done video competes for attention with consumer-generated video

As more video is optimized, users will be able to find video more easily

Monetization schemes are ill-defined

Video Formats

- QuickTime Movie (mov)
- AVI Video (avi)
- MPEG Video (mpg, mpeg)
- MPEG-4 Video (mp4, mpeg4)
- Mobile Video (3gpp, 3gp, 3g2)
- Matroska Format (mkv)
- Flash Player Video (flv)
- DVD Video (vob)
- Ogg Format (ogm)
- Real Audio (.ra., .rm, .rv, .rmvb, .rmj, .rms, .ram, .rmm, .rax, .rvx, .rprm, .rv)
- Windows Media Video (wma, .wmv, .wm, .asf, .asx, .wax, .wvx, .wmx)
- Nullsoft Video (nsv)

Optimizing Video Files

- Offer video in multiple formats – for high and low bandwidth.
- Optimize video files by encoding ID3 tags with full metadata.
- Be sure that you don't lose the ID3 tags as you save to multiple formats
- Use keyword rich filenames for videos.
- Create video thumbnails for maximum punch.
- Protect copyright with watermarks and visible cues
- Submit your video to the video search engines.
- Place video offering prominently on your site navigation

Optimizing Video Files

Create a video sitemap for Google.

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:video="http://www.google.com/schemas/sitemap-video/1.0">
<url>
  <loc>http://www.site.com/videos/some_video_landing_page.html</loc>
  <video:video>
    <video:content_loc>http://www.site.com/video123.flv</video:content_loc>
    <video:player_loc
allow_embed="yes">http://www.site.com/videoplayer.swf?video=123</video:player_loc>
    <video:title>My funny video</video:title>
    <video:thumbnail_loc>http://www.site.com/thumbs/123.jpg</video:thumbnail_loc>
  </video:video>
</url>

<url>
  <loc>http://www.site.com/videos/some_other_video_landing_page.html</loc>
  <video:video>
    <video:content_loc>http://www.site.com/videos/video1.mpg</video:content_loc>
    <video:description>A really awesome video</video:description>
  </video:video>
</url>
</urlset>
```


More on Video Sitemaps

<loc>	Required	The <loc> tag specifies the landing page (aka play page, referrer page) for the video. When a user clicks on a video result on http://video.google.com , they will be sent to this landing page.
<video:video>	Required	
<video:content_loc>	Optional	The URL of the actual video content.
<video:player_loc>	Optional	A URL pointing to a player for the video. The most common case for this is with Flash video. The URL of the SWF file that plays your video should be specified in <video:player_loc> and the URL of the FLV (actual video file) would be specified in <video:content_loc>. The required attribute allow_embed specifies whether Google can embed the video in the search results on http://video.google.com . Allowed values are "Yes" or "No".
<video:thumbnail_loc>	Optional	A URL pointing to the URL for the video thumbnail image file. If you don't provide a thumbnail image, Google will automatically generate a set of representative thumbnail images from your actual video content. Using this allows you to suggest the thumbnail you want displayed in search results.
<video:title>	Optional	The title of the video. Limited to 100 characters.
<video:description>	Optional	The description of the video. Descriptions longer than 2048 characters will be truncated.
<video:family_friendly>	Optional	Whether the video is suitable for viewing by children. Allowed values are "Yes" or "No".
<video:duration>	Optional	The duration of the video in seconds. Value must be between 0 and 28800 (8 hours). Non-digit characters are disallowed.

<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=80472>

Understanding Video Sitemaps

Each Sitemap file that you provide must have no more than 50,000 video items and must be no larger than 10MB uncompressed.

Be mindful of video size. An individual video file or thumbnail (specified in the <video:content_loc> and <video:thumbnail_loc> tags, respectively) can be no larger than 30MB. If you have more than 50,000 videos, you can submit multiple Sitemaps and a Sitemap index file.

Google can crawl video files in: .mpg, .mpeg, .mp4, .mov, .wmv, .asf, .avi, .ra, .ram, .rm, .flv formats. All files must be accessible via standard HTTP requests. Metafiles that require a download of the source via streaming protocols are not supported.

Set robots.txt file appropriately.

On-Site Video Optimization


The screenshot shows a web page from webpronews.com. At the top left is the logo 'WN webpronews.com'. At the top right is the word 'VIDEOBLOG'. Below the logo is a blue banner for Pitney Bowes Small Office Series with a '90-day risk free trial - Click Here' link. Below that is a mailstation banner with a 'Special Offer: \$50 in free postage coupons*' and another '90-day risk free trial - Sign Up Now' link. A red circle highlights a set of social media icons: a red RSS icon, a blue YouTube icon, a blue 'VIDEO' icon, and a blue 'AUDIO' icon. Below the icons is the text 'Latest WebProNews Videos'. The main content area features a video player for 'Microsoft Refuse Police' with a thumbnail showing a person and the text 'Microsoft REFUSES DEMAND FROM POLICE Update'. The video player has a 'Click To Play' button. To the right of the video player is a search box with a 'Search' button and a 'Recent Videos' section with a camera icon. The 'Recent Videos' section lists several video titles, including 'Microsoft Refuse Police', 'Founders of dMarc Leave Google', 'Embracing SEO, Mobile ESPN Returns, Microsoft Patch Love', 'Bill Warns Internet Providers To Store Info', 'Duplicate Content on Various Sites', 'Yahoo Pipes, Digg Hates, Cuban Porn', 'Putting a Spanner in Search Engines', 'Tagging is Both a Search and Social Function', and 'Dumping Office for Google Apps'. Below the video player is a 'Technorati Tags' section with tags for 'xbox', 'microsoft', and 'arrest'. Below that is a 'Posted on' section with the date 'February 9th, 2007' and a link to 'WebProNews Update | No Comments'. At the bottom of the main content area is a section titled 'Founders of dMarc Leave Google' with a thumbnail of two men and a short paragraph of text.

Group Videos Together

On-Site Video Optimization


videos.webpronews.com

PubCon: Amanda Watlington Talks MMO Marketing



Massively multiplayer online role-playing games (MMORPGs) have thrived on the concept of providing a completely autonomous virtual world at a user's disposal. With the prospect of such a captive audience plugged in to a digital community, marketers are looking for new, more socially relevant ways to showcase their products. Amanda Watlington of Searchingforprofit.com talks with WebProNews about the fertile ground that awaits advertisers who choose to venture into virtual domains to market their products and services to consumers.

[Second Life](#) is emerging as one of the premier avenues that present the most potential for virtual world marketing. With an established system of commerce and infrastructure, Second Life offers a unique opportunity for companies to not only advertise their products to the online community, but also to interact with the consumers-at-large and boost the tangible and virtual economies in one fell swoop.

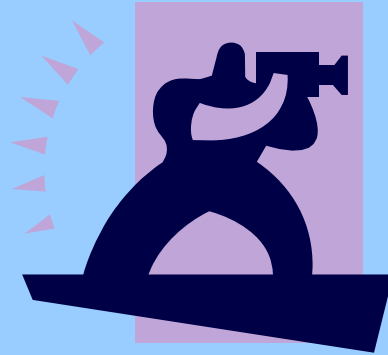
 [Digg](#)

Other Formats: [MP4](#) | [MP3](#)

[Add this video to your site.](#)

Posted on Monday, November 20th, 2006 at 6:30 pm. [Permalink](#)

1. Create video with branding in it
2. Create site map – video blog with RSS feed for distribution is easiest
3. Create tags to identify subject
4. Write clear Titles and descriptions
5. Create landing pages for each video
6. Be sure to offer a player on your site
7. Offer viral marketing opportunities for video distribution



Focus on YouTube

**How many viewers should
you expect for your videos?**

Setting Expectations for YouTube?

70% of videos get at least 20 views

50% of videos get at least 100 views

Fewer than 20% of videos get more than 500 views

Fewer than 10% of videos get more than 1,500 views

3% of videos get more than 25,000 views

Around 1% of videos get more than 500,000 views


Source: Rubber Media and Viral Manager Study Q3-Q4 2007

Strive to Become the Next Matt Harding

You Tube™ [Videos](#) | [Channels](#) | [Community](#) | [Upload](#) | [\(0\)](#) | [Account](#) | [QuickList](#) | [Help](#) | [Sign Out](#) | [Site](#)

[Videos](#) | [Favorites](#) | [Groups](#) | [Subscriptions](#)

mattharding2718 Channel



mattharding2718
Style: VLogging
Joined: **May 23, 2006**
Last Sign In: **5 hours ago**
Videos Watched: **5,302**
Subscribers: **20,345**
Channel Views: **594,361**

DIRECTOR

Name: **Matt**
Age: **31**
City: **Seattle, Washington**
Hometown: **Westport, Connecticut**
Country: **United States**







Website: <http://www.wherethehellismatt.com>

#97 - Most Subscribed (All Time) - Directors
#10 - Most Viewed (This Month)
#6 - Most Viewed (This Month) - Directors
[\(more\)](#)

[Report profile image violation](#)

Videos (20)

[Videos](#) | [Most Viewed](#) | [Most Discussed](#)

 <p>Where the Hell is Matt? (2008) Added: 3 weeks ago Views: 6,377,388 04:29 ★★★★★</p>	 <p>Where the Hell is Matt? Added: 2 years ago Views: 10,544,164 13:42 ★★★★★</p>	 <p>Where the Hell are Matt's Outtakes Added: 1 year ago Views: 2,474,934 04:27 ★★★★★</p>
 <p>Where the Hell WAS Matt? Added: 2 years ago Views: 1,004,090 02:44 ★★★★★</p>	 <p>Where in Google Earth is Matt? Added: 1 year ago Views: 759,035 03:12 ★★★★★</p>	 <p>Facing My Spider Phobia Added: 7 months ago Views: 205,196 01:47 ★★★★★</p>

Connect with mattharding2718

[Where the Hell is Matt?](#)

This Was Not an Amateur Effort

The screenshot shows a YouTube video player for the video "Where the Hell is Matt?". The video content is a man standing on a large sand dune under a blue sky with white clouds. A red circle highlights the "Stride" logo in the top right corner of the video frame. Below the video player, the rating is shown as five red stars and the view count is 10,544,164. The right sidebar contains the channel information for "mattharding2718", which was joined 2 years ago and has 20 videos. The video description includes the URL "www.STRIDEgum.com" highlighted with a red box. Below the description is an embed code for the video. A "More From" section lists three other videos from the same channel: "Where the Hell is Matt? (2008)", "Where the Hell are Matt's Outtakes", and "Where the Hell WAS Matt?".

You Tube
Broadcast Yourself™

Home Videos Channels Community

Search Videos Search advanced Upload

Where the Hell is Matt?

Stride

From: [mattharding2718](#)
Joined: 2 years ago
Videos: 20
[Subscribe](#)

Added: **June 20, 2006** ([More info](#))
I had a great time making this. Hope you enjoy it.
[www.wherethehellismatt.com](#)
[www.STRIDEgum.com](#)

Embed: [Customize](#)
<object width="425" height="344"><param name="movie" value="http://</object>

▼ **More From: mattharding2718**

- [Where the Hell is Matt? \(2008\)](#)
04:29 From: [mattharding2718](#)
Views: 6,377,388
- [Where the Hell are Matt's Outtakes](#)
04:27 From: [mattharding2718](#)
Views: 2,474,934
- [Where the Hell WAS Matt?](#)
02:44 From: [mattharding2718](#)
Views: 1,004,090

Rate: ★★★★★ Views: 10,544,164

The Real Paydirt

YouTube
Broadcast Yourself™

Hi, [awatlington!](#) | [\(0\)](#) | [Account](#) | [History](#) | [Help](#) | [Log Out](#) | [Site](#)

[Home](#) | [Videos](#) | [Channels](#) | [Community](#)

Videos [Search](#) [settings](#) [Upload](#)

Videos **All** - Most Viewed (Today)

[Featured](#) | [Most Active](#) | [Most Discussed](#) | [Most Recent](#) | [Most Responded](#) | **Most Viewed** | [Previously Popular](#) | [Top Favorites](#) | [Top Rated](#)

All
Autos & Vehicles
Comedy
Education
Entertainment
Film & Animation
Howto & Style
Music
News & Politics
People & Blogs
Pets & Animals
Science & Technology
Sports
Travel & Events

[RSS this page](#)

Spotlight: City Paradise
This stunning animation from director Gaelle Dennis is the first ever project to mix Live Action, CGI, 2D Animation, and claymation.
Watch [3rd Annual Now Film Festival - Wk...](#)

Added: 3 weeks ago
From: [now film festival](#)
Views: 8,094
★★★★★
05:59

[Today](#) | [This Week](#) | [This Month](#) | [All Time](#) Display:

[Simply Teaching Big Regg How To ...](#)
From: [stevenballba](#)

[Cat Striptease](#)
From: [33why](#)

[Shortcuts Supermarket](#)
From: [shortcutsAOL](#)

[Dirty Horrible Things As Always](#)
From: [sxnihil](#)

TOYOTA moving forward
Introducing the all-new Corolla.
Live the Dream for Less Coin.

← More views result

Production – The Devil Is in the Details

How Long? What Category?

What is the best length for a YouTube Video?

Most popular videos tend to be much shorter than 10 minutes

52.3% of videos in the all time most popular category were between 3-5 minutes long.

Median length of video clips in study was 2 minutes.

What category is best?

The one that fits your topic, but most popular are:

Entertainment

Sports

Music

Comedy

News and Politics

Is it wise to let viewers rate the video?

Yes! Most videos earn 4+ ratings, and viewers watch rated videos.

When to Upload Video?

Upload during the week

Plan to upload on Wednesday or Thursday

Submit your video between 12p.m. and 1 p.m. in time zone where you want it viewed

Be sure to allow time for YouTube to process the video – don't expect instant results

Why Is My Video Blurry?

Problem: The resolution is wrong

Solution: Go back to editing and re-render the video.

YouTube displays video at 425 (width) by 355 (height). For best results render as close as you can to this without creating massive files

Follow These Steps

Steps for YouTube Optimization

Create an optimized channel – branded visually

Socialize the channel – use the community

Optimize each video submitted

Seek subscribers – they are the key to views

Seek ratings – they are the key to prominence

Aim to be page 1 – “Featured, Most Viewed, Most Discussed, Top Favorites” – each requires a slightly different focus of activity

Think Categories

YouTube
Broadcast Yourself™

Hi, [awatlington!](#) | [\(0\)](#) | [Account](#) | [History](#) | [Help](#) | [Log Out](#) | [Site](#)

Home Videos Channels Community

Videos Videos Search settings Upload

Videos Entertainment - Most Viewed (Today)

Features Most Active Most Discussed Most Recent Most Responded **Most Viewed** Previously Popular Top Favorites Top Rated

All
Autos & Vehicles
Comedy
Education
Entertainment
Film & Animation
Howto & Style
Music
News & Politics
People & Blogs
Pets & Animals
Science & Technology
Sports
Travel & Events

RSS this page

Best in Jest

Spotlight: **Rock Band, Not Just For Cool Kids**
Robert Scoble and other notable tech-nerd luminaries get their rocks off in this tribute to the rocking-est game in town.
Watch [Revision3 Does Rock Band](#)
Added: 4 days ago
From: [revision3videos](#)
Views: 8,747
★★★★★
03:00

Today This Week This Month All Time Display: [List] [Grid]

Thumbnail	Title	From	Views	Duration	Rating
	Simply Teaching Big Regg How To ...	From: steveobalbag	Views: 576,648	05:32	★★★★★
	Dirty Horrible Things As Always	From: sxephil	Views: 283,084	04:02	★★★★★
	JabbaWockeez- Americas Best	From: JasmineRonaldo	Views: 226,306	05:39	★★★★★
	10,000 B.C The Story Trailer	From: Leqsarethebest	Views: 126,508	01:24	★★★★★
	My G4 TV Appearance	From: hotforwords	Views: 113,355		
	YOUTUBE HACK: How to watch ANY ...	From: smpfilms	Views: 105,561		
	Arby 'n' the Chief: Episode 6 - ...	From: machinima	Views: 88,614		
	おしりフリフリ・ ニーソックス	From: ikuruweek13	Views: 85,746		

Vote For Your Favorite Videos
In Each Category!

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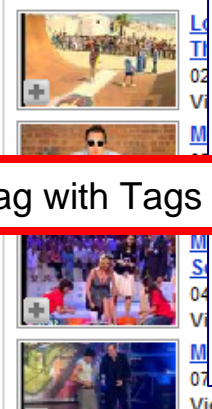
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Tags: [Guinness](#) [World](#) [Records](#) [Dominic](#) [Lacasse](#) [Canada](#) [human](#) [flag](#) [strength](#) [entertainment](#) [Germany](#) [Die](#) [Grossten](#) [Weltrekorde](#)

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Flag with Tags

Optimize Title, Description and Tags



[PubCon: Exclusive Interview With Matt Cutts](#)

09:43

Whether it's white hat, black hat, paid links or just straight up spam, Matt Cutts is the man with the answers when it comes to search engine optimization and marketing. WebProNews caught up with Matt at last week's PubCon in Las Vegas, and [\(more\)](#)

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to [ientry](#)

Whether it's white hat, black hat, paid links or just straight up spam, Matt Cutts is the man with the answers when it comes to search engine optimization and marketing. WebProNews caught up with Matt at last week's PubCon in Las Vegas, and he had some interesting things to say about the future of SEO/SEM and Google's move toward becoming a comprehensive social media portal and also offered further insight on his specific objectives when attending events such as PubCon.

Matt also reminisces about the evolution of SEM in recent years, noting that the emphasis has shifted from traditional marketing approaches and has gravitated toward a more social and contextual medium. As this trend continues, the less desirable techniques of affiliate spam and paid links are going by the wayside, while marketers with the best and most original ideas are seeing higher conversion rates as a result of their search engine marketing campaigns. [\(less\)](#)

Category [News & Blogs](#)

Tags [Google](#) [Matt Cutts](#) [Search](#) [\(more\)](#)

URL <http://www.youtube.com/watch?v=wp0ZyNW9E-w>

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Tips for Optimizing YouTube Tags

1. **Use Relevant Tags** -- Make sure your tags are relevant to your content.
2. **Use Tags Like Keywords** -- Spread tags across your clips. Using a variety of relevant tags on many clips can increase long tail searches.
3. **Use Adjectives** -- As with text search, they help users makes choices.
4. **Include YouTube Category Tags** -- This will help pin your video to a category.
5. **Match Tags in Title and Description** -- Use tags as you would primary keywords in a page optimization.
- 6 . **Omit Stop Words** -- Remember tags are not long sentence like phrases.


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Megascorcher.com



megascorchertv
Style: Reviews
Joined: **19 September 2007**
Last Login: **1 day ago**
Videos Watched: 220

Subscribers: **31**
Channel Views: **3,438**


This is where all the videos from the site our stored, here's what our weekly schedule looks like.

Mondays - Good Game Mondays
Tuesdays - Insidious (live on megascorcher.com)
Wednesdays - Bad Game Wednesdays
Thursdays - Hacking Thursdays
Fridays - TBD
Saturdays - TBD
Sundays - TBD

Age: 20
City: **Sudbury, Ontario**
Hometown: **Verner, Ontario**
Country: **Canada**
Website: <http://megascorcher.com>


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[#5 - Most Viewed \(This Week\) - Directors](#)
[#53 - Most Viewed \(This Month\) - Directors](#)

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From: [megascorchertv](#)
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We discuss the news of the week, do the occational review and much more every tuesday at 8pm EST.

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2 Playlists

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We discuss the news of the week, do the occasional review and much more every tuesday at 8pm EST.
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- Insidious 04.12.07 - In the Pipe 3 Videos**
We discuss the current happenings in gaming such as the Jeff Gerstmann firing and the Vivendi/Activision merger. Also we review Crysis!
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Me playing carious modes in Rock Band
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- Mobile Review: Th...
3 days ago
- Good Game Mondays...
4 days ago
- Richard Zednik Ne...
5 days ago

Use the Tools

1


From	Bulletin
xxxxsir 16 February 2008	 2 new videos sub and rate please :)
xxxxsir 16 February 2008	 2 new videos sub and rate please :)
xxxxsir 15 February 2008	 2 new videos sub and rate please :)
xxxxsir 14 February 2008	 Happy Valentinesday
xxxxsir 14 February 2008	 2 new videos sub and rate please :)

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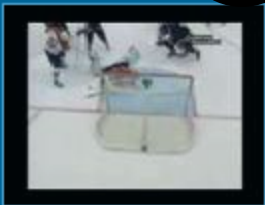
2

Favourites (15)


Subscribe To Favourites




[Insane Save / Worst Commentator Ever](#)
00:09
Added: 8 months ago
From: [benich](#)
Views: 13,916





[Best Hockey Save Ever Antero Niittymaki](#)
00:48
Added: 11 months ago
From: [bjork7917](#)
Views: 75,545



[Halo 3 EPIC Suicide](#)
00:59
Added: 1 month ago
From: [hdevonxz](#)
Views: 97,683







Seek Subscribers Allow and Monitor Comments



These folks will receive notice when you upload a new video

Tips for Socialization

Your Profile is ‘Your Channel’ treat it as if you are a tv channel that must build viewers for its shows. Your videos are the shows.

Build a friends network concurrent with posting of first video. These contacts can be anyone familiar or likely to view the videos on YouTube. Recency is important so line the connections up early.

Ask friends to subscribe to your videos and view them – drives most viewed, do it asap to drive featured

Subscribe to others’ video’s via their channels.

Rate other videos and ask your friends/subscribers to rate yours – to drive top favorites. The votes count in the relevancy algo.

Write comments and include notes and links that point to your video if relevant; otherwise it is spam

Join groups that are interested in the topics that are in the videos – there are lots of groups, once in a group use the group to expand the video’s friends and contacts lists.

Hot Tips and Tactics

Take advantage of the distribution opportunities of the major outlets such as YouTube

Use RSS feeds to distribute your video – create separate feed for video content only

Develop your tags as carefully as site keywords

Video is primarily searched based on user-given tags and descriptions

Create video site maps and landing pages for video content

Use viral marketing to gain additional exposure for your videos

Make video content search friendly by adding associated searchable text and tags.

Blog about content and link to video

Let's Get Busy

http://www.youtube.com/watch?v=4ZQYK_SIR0s

Write a list of optimization tactics that are: -- -----

already done

-- not done

-- you like or don't like

What additional tags would you add to this video

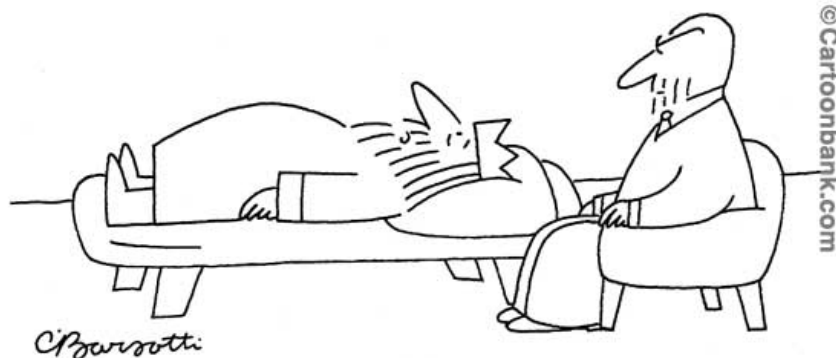
Optimizing press releases and media relations for news results

Greg Jarboe

SEO-PR

Part 4

If you buy the stuff the PR people put out, this plays to my strength



"Well, if you buy the stuff the public-relations people put out, I'm Edward the Great."

“One can’t help but notice that if Greg Jarboe had gone to Google and designed universal search himself he likely couldn’t have designed it (better) to play into his strength areas in news and PR related issues.”

Press releases aren't supposed to appear in universal search results

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Source: Google, Jan. 16, 2008



CNNMoney.com story was actually copy of PR Newswire press release



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SAP Americas Announces Small and Midsize (SME) Partner Award Winners at 2008 North American Partner Meeting

January 16, 2008: 08:00 AM EST



PR Newswire

LAS VEGAS, Nev., Jan. 16 /PRNewswire-FirstCall/ -- SAP America, Inc. and SAP Canada, Inc., subsidiaries of SAP AG, named the winners of its 2007 Small and Midsize Enterprise (SME) Business Partner Awards, recognizing the top-performing partners in the United States and Canada within the SAP(R) PartnerEdge(TM) program, an innovative global framework that recognizes and rewards partners for their commitment and success in serving small businesses and midsize companies.

(Logo: <http://www.newscom.com/cgi-bin/pmh/20050310/SFTH009LOGO-a>)

SAP presented the awards in Las Vegas, Nevada during its 2008 Field Kick Off Meeting (FKOM), an annual gathering of the company's field employees and partners to learn about SAP's sales methodology, best practices and new developments regarding its complete roster of business solutions for small businesses and midsize companies, including SAP(R) Business One, SAP(R) Business All-in-One and the recently announced SAP(R) Business ByDesign(TM). This year's FKOM hosted more than 600 partner attendees, a 10 percent increase over the previous year's attendance.

Selected from the company's wide-ranging North American partner base of SAP Business All-in-One providers and SAP Business One partners, nominations were evaluated on numerous criteria to determine winning partners in each product category. SAP Business ByDesign categories and awards will be incorporated into the company's 2008 SME Business Partner Awards activities. Below is a list of this year's

Top Stories

- Stocks turn mixed
- JPMorgan suffers earnings slide
- BEA gets the best of Oracle
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- The debate over how to juice the economy



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Source: CNNMoney.com, Jan. 16, 2008



I'll share at least six of the secrets of news search engine optimization



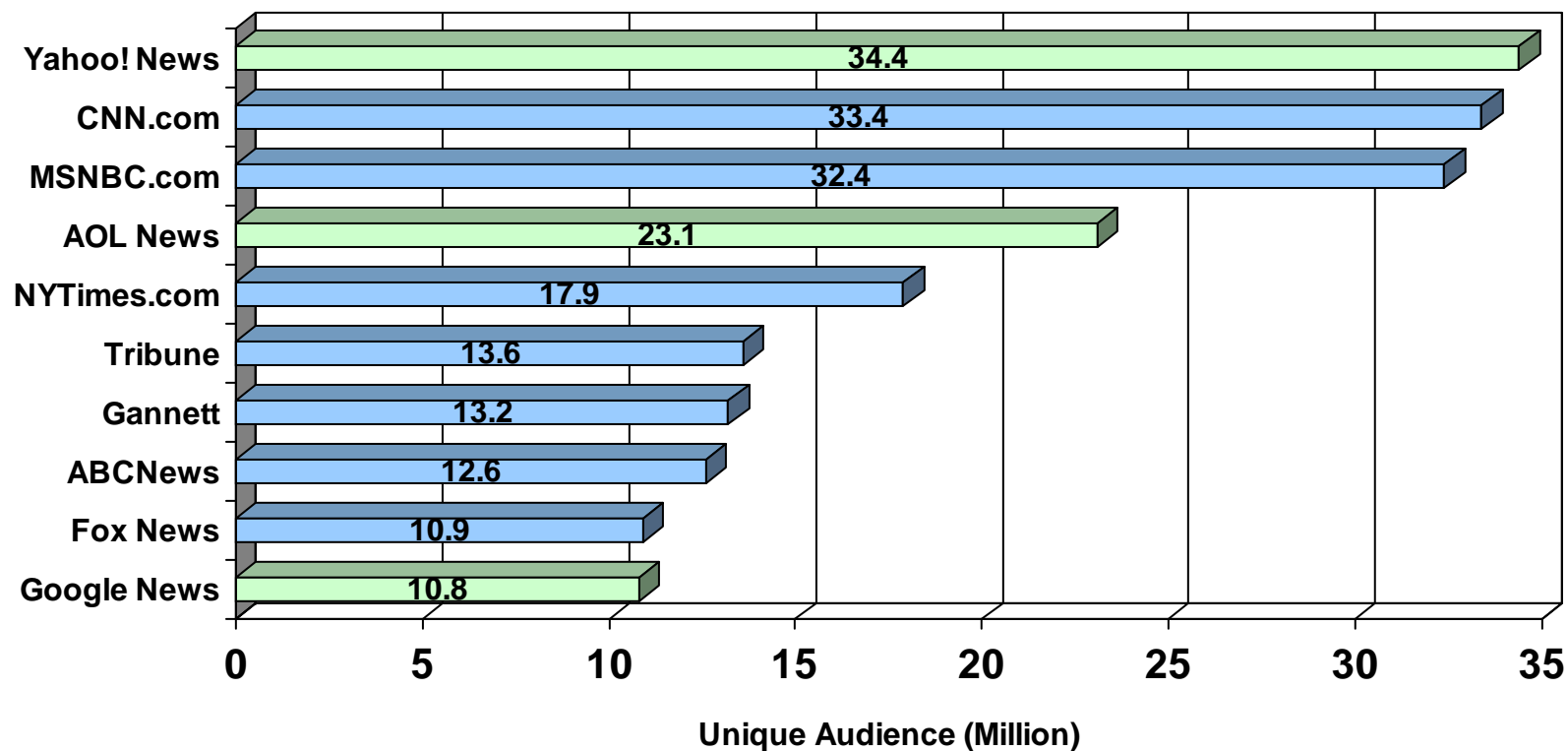
- “I keep six honest serving-men
- (They taught me all I knew);
- Their names are What and Why and When
- And How and Where and Who.”

Source: Epigraph to “The Elephant's Child” by Rudyard Kipling

Optimizing press releases for news search engines tackles 6 questions

- Who uses Yahoo! News, AOL News and Google News?
- What search terms are people likely to use?
- Where do you incorporate these terms in your press releases?
- When do you add links?
- Why must you use press release distribution services?
- How do you measure the results of your campaign?

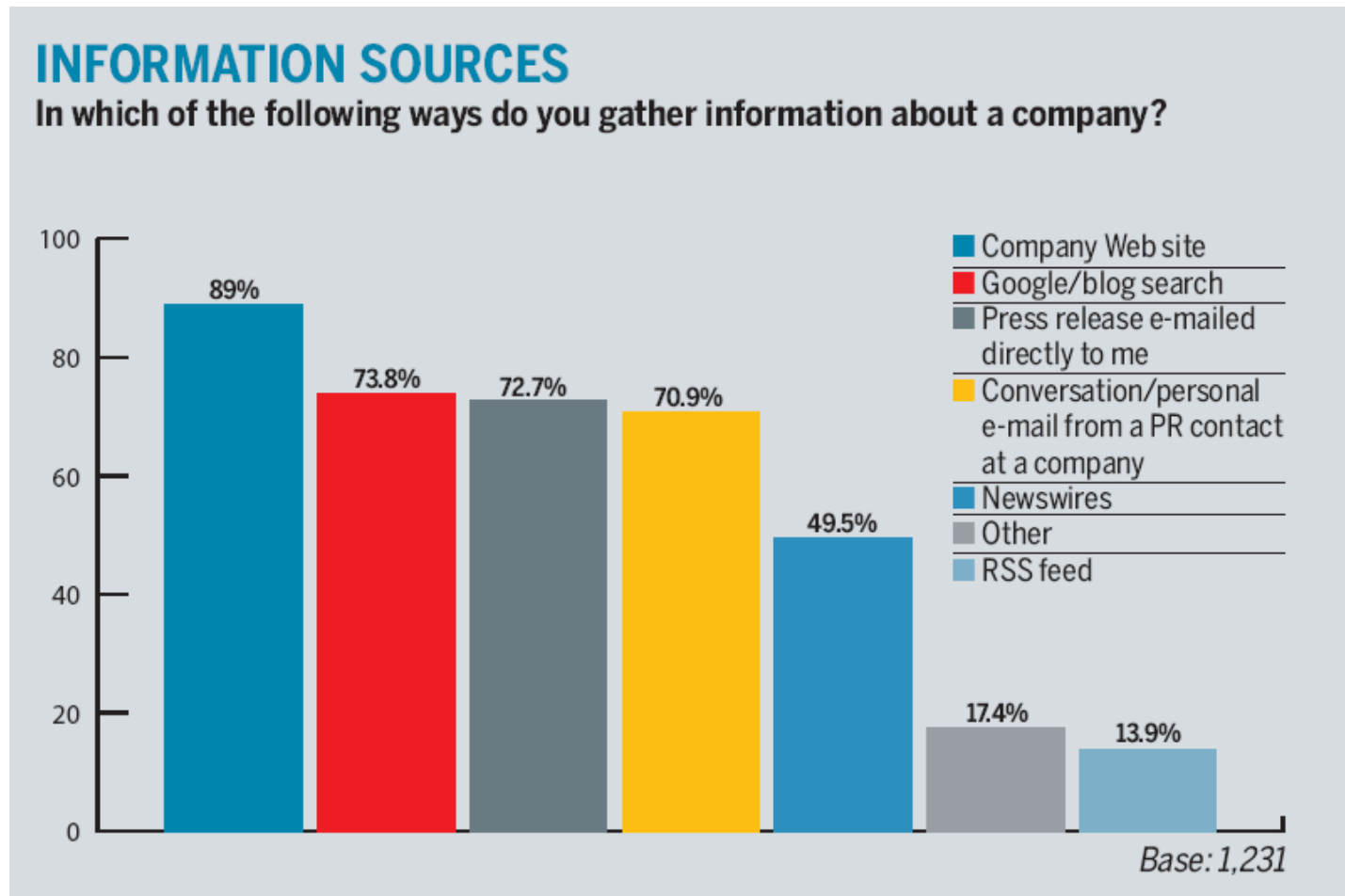
Millions of Americans use Yahoo! News, AOL News or Google News



Source: Nielsen Online, April 2008

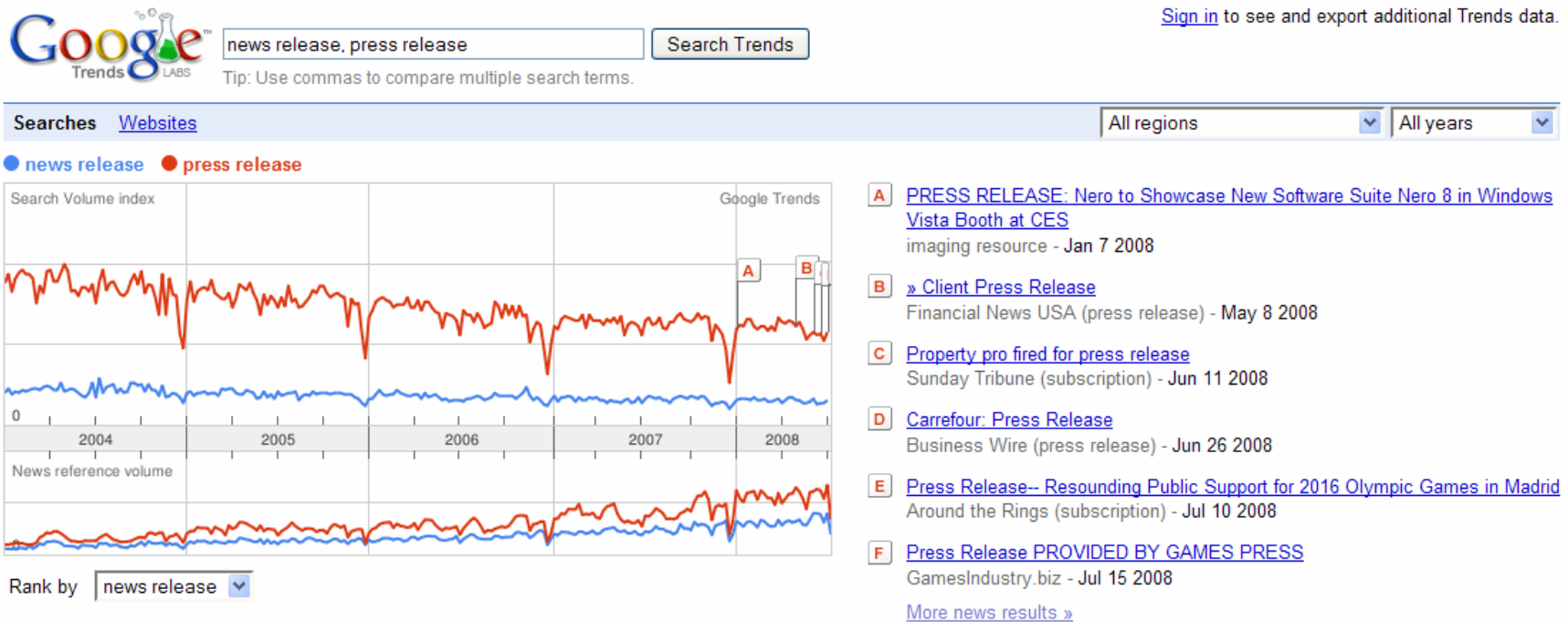


73.8% of journalists use Google to gather information about company



Source: *PRWeek/PR Newswire Media Survey*, Mar. 31, 2008

Google Trends shows what search terms people are likely to use



Source: Google Trends, July 16, 2008

Hot Trends reflects what people are searching for on Google today



Hot Trends (USA)

Jul 16, 2008 - [change date](#)
Updated 21 minutes ago

- 61. [www.wunderground.com](#)
- 62. [waukesha county fair](#)
- 63. [charles manson](#)
- 64. [dv 981hd](#)
- 65. [gran finale yacht](#)
- 66. [v foundation](#)
- 67. [star trek voyager](#)
- 68. [rampage jackson arre...](#)
- 69. [british open odds](#)
- 70. [george steinbrenner ...](#)
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- 75. [clayton news daily](#)
- 76. [research associates ...](#)
- 77. [heart of dixie state](#)
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wells fargo investor relations

Hotness: **Mild**

Related searches:

wells fargo, wells fargo news, wellsfargobank, wf, well fargo

Peak:

3 hours ago

Location:

37% - New York, NY

News articles

[Wells Fargo Increases Dividend 10 Percent](#)

Trading Markets (press release), USA - 3 hours ago
In February, Institutional Investor magazine named **Wells Fargo** the most Shareholder Friendly Company in America among banks. **Wells Fargo** is among ten ...

[Wells Fargo Funding Authorizes Wave Systems' eDisclosure Solution...](#)

Centre Daily Times, USA - Jun 20, 2008
Wells Fargo's correspondents that have received approval to deliver electronic disclosures may elect to use the SmartSigning Room and SmartSignature ...

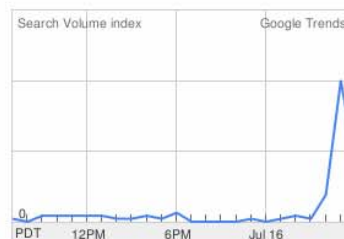
[Workstream Schedules Fourth Quarter and Fiscal 2008 Year-End Results](#)

FOXBusiness - Jul 10, 2008
With offices across North America, Workstream services customers including Chevron, Kaiser Permanente and **Wells Fargo**. ...

[The New Murderers Row](#)

HoweStreet.com, Canada - Jul 12, 2008
They include PepsiCo, Tyson Foods, Canon, BP, Exxon Mobil, GE Healthcare, **Wells Fargo** financial services, Visa, MasterCard and Cadbury Schweppes. ...

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Source: Google Hot Trends, July 16, 2008





Incorporate these terms in your headline and first few sentences

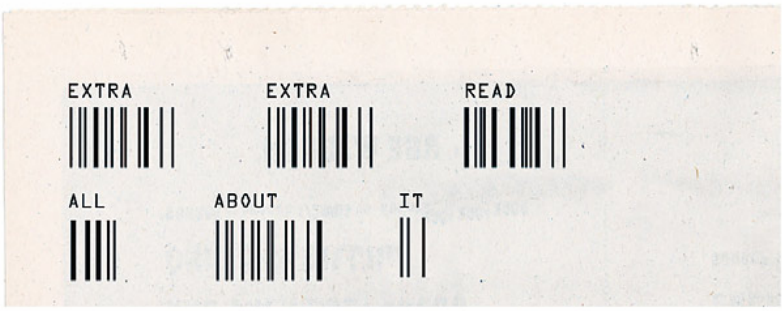
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WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

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IDEAS & TRENDS
This Boring Headline Is Written for Google



By STEVE LOHR
Published: April 9, 2006

JOURNALISTS over the years have assumed they were writing their headlines and articles for two audiences — fickle readers and nitpicking editors. Today, there is a third important arbiter of their work: the software programs that scour the Web, analyzing and ranking online news articles on behalf of Internet search engines like Google, Yahoo and MSN.

SIGN IN TO E-MAIL THIS
PRINT
SINGLE PAGE
REPRINTS
SAVE

- News search engines scan title, headline and at least the first 100 words of news articles
- So, make sure your press release actually includes two or three terms that relate to your subject — particularly in the headline, subhead and first few sentences

Source: *The New York Times*, April 9, 2006

Herb Kelleher went nuts when he saw “cheap” in his press release

SOUTHWEST AIRLINES EXTENDS ITS DISCOUNT AIR FARES

Cheap Air Fares Systemwide are Extended

DALLAS—Jan. 30, 2004—Customers of Southwest Airlines can still take advantage of [discount air fares](#). The airline is extending its [cheap air fares](#) systemwide. Customers now can purchase cheap airline tickets through February 26, 2004, for travel beginning February 13, 2004, through the end of the published schedule (currently June 11, 2004).

“Our customers have overwhelmingly responded to the [discount air fares](#),” said Joyce Rogge, senior vice president marketing for Southwest Airlines. “With this extension of our [cheap air fares](#), Customers will be able to keep enjoying travel for as little as \$39 each way.”

As shown in the breakdown below, there are three different [discount air fares](#) available:

Add links intended to help people find interesting, related content

Southwest Airlines offers its biggest discounts with its advance purchase tickets. For example, Philly fliers can take off to Boston (via Providence, R.I.) for only \$29 one-way with Southwest's 14-day advance purchase fare. The advance purchase airfare to Orlando is only \$79 one-way. (For a complete list of fares, see http://www.southwest.com/about_swa/press/040212_phl_nonstop2.html.)



- The unique tracking link in this Southwest Airlines press release offered a complete list of fares
- It took people to a unique landing page, enabling Southwest to track over \$80,000 in ticket sales back to this optimized release

Source: *The Measurement Standard*, April 6, 2004

Head of Google's Webspam team says main benefit is links in articles



- “I’m not against doing press releases; press releases can be a useful part of getting traffic and building a brand. For ranking in Google, however, the main benefit of a press release is not direct links or PageRank from the press release directly; it’s primarily the people who decide to write an article and link because of that.”

News search engines crawl the top press release distribution services



New York Times and Associated Press top sources in Google News

No. 1 sources

Google News usually lists seven news sites per major news item on their home page and thirty on each sub-page, all "sorted by relevance". We award each site points per appearance on a sliding scale (with occasional tweaking) to get the ranked positions.

The second column is the number of appearances we recorded as the first source for a news item. The full lists of 43 and 97 sites are in the Newsknife Members' Area.

June only:

1	25	New York Times
2	20	The Associated Press
3	16	Reuters
4	14	Voice of America
5	13	FOX News
6	11	ABC News

Year to July :

1	172	New York Times
2	125	The Associated Press
3	107	Reuters
4	84	Voice of America
5	71	Washington Post
6	59	CNN

- Newsknife regularly monitors the main Google News site
- It notes the relevance position of each news site listing on the home page and up to 10 sub-pages deep
- It awards points on a sliding scale to give a very good picture of how each news site is doing over time

Measure results of your campaign in outcomes as well as outputs

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“Hold everything! The P.R. department just sent over this chart.”

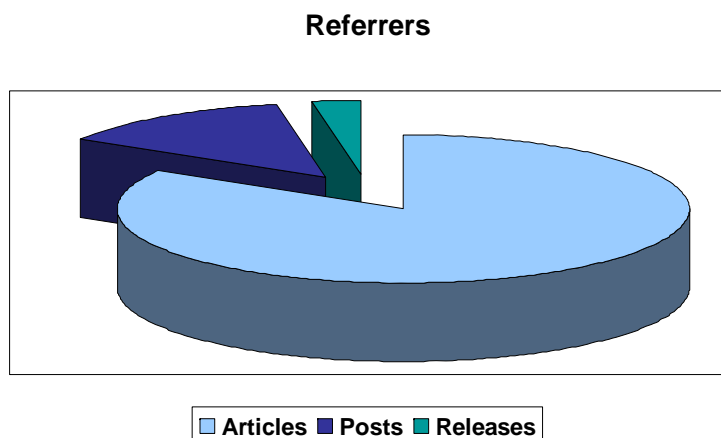
- Ranking of press release
- Headline impressions
- Reads of press release
- Click-throughs on links
- Press mentions
- Blog mentions
- Links to landing page
- Ranking of landing page
- Traffic to website
- Conversions from traffic

Articles and posts referred 34.4 times more visitors than releases

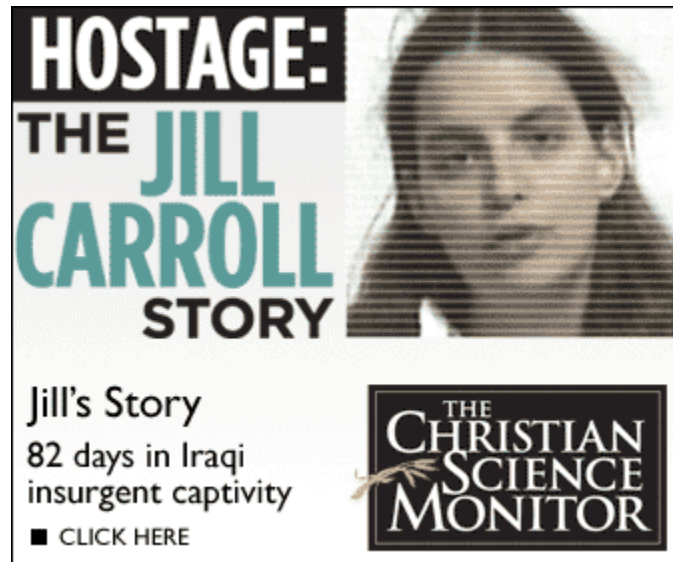
- PR generated a total of 166,984 referrers in September 2007

- 83.7% from articles
- 13.5% from posts
- 2.8% from releases

- At \$2.15 per click, that's equivalent of \$359,000 in PPC advertising

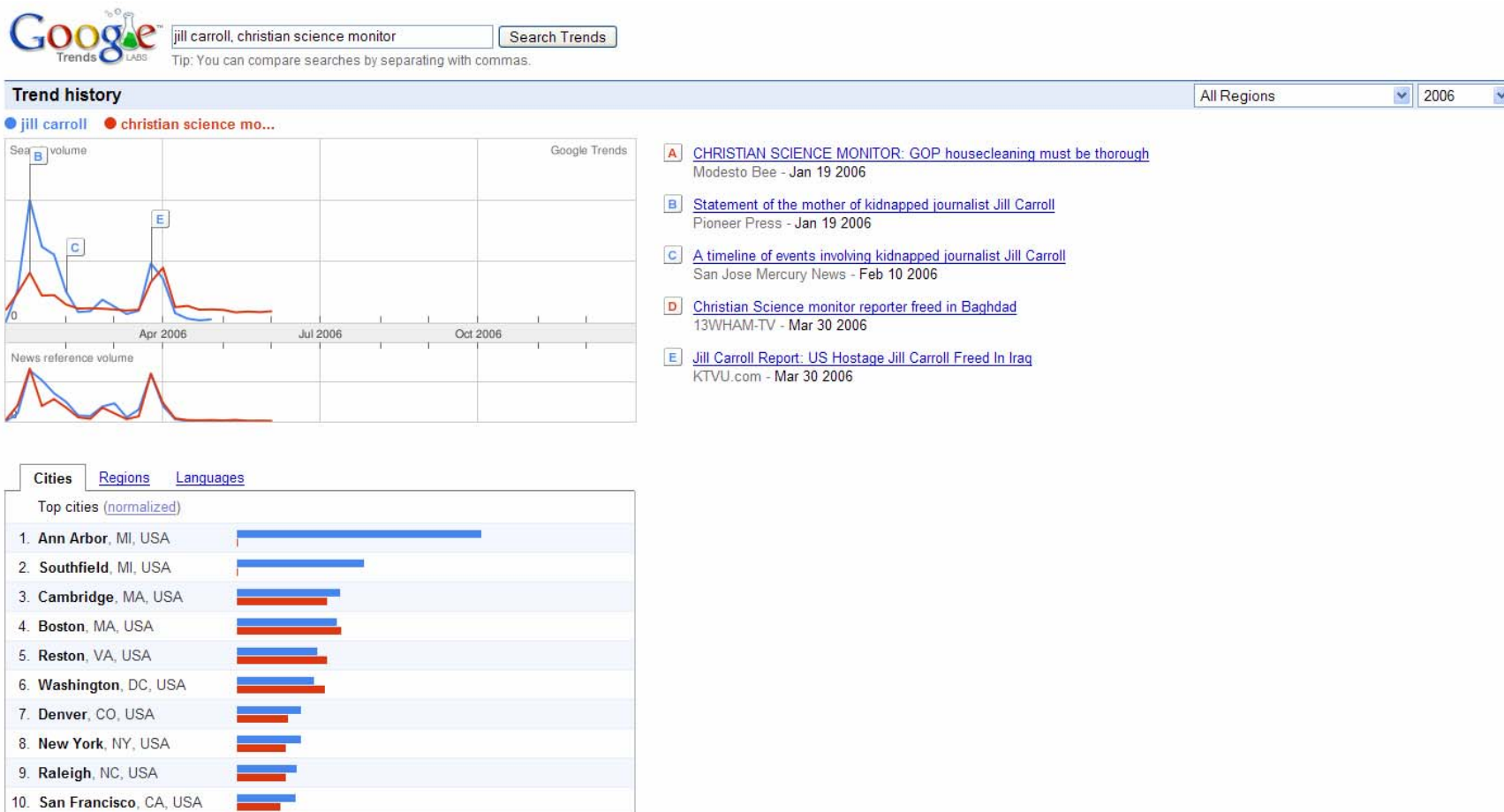


SEO-PR asked to provide some “SEO guidance” on Aug. 7, 2006



- With a compelling story and a broadcast deal with ABC News, the editors at The Christian Science Monitor knew their online multimedia package, “Hostage: The Jill Carroll Story,” would generate a lot of visitor traffic
- But, even they were surprised by exactly how much and from whom

In early August, Jill Carroll hadn't been search term for three months



Source: Google Trends, Sept. 7, 2006

Optimizing press release required violating Associated Press style

Jill Carroll to tell story of her experience as hostage in Christian Science Monitor exclusive

Boston, MA – Reporter Jill Carroll will tell the story of her 82 days as a hostage in Iraq in an 11-part series beginning on Monday, Aug. 14, 2006, in The Christian Science Monitor. Part One of “Hostage: The Jill Carroll Story” will appear on the Monitor’s website, www.csmonitor.com, on Sunday, Aug. 13, at 6:00 p.m.

Writing about her experience for the first time since her release in Baghdad on March 30, Jill Carroll will share detailed information about her time as a hostage, the daily activities of her captors, and how she struggled to stay alive.

- Moved more than a dozen times, Carroll had closer contact with Sunni insurgents – including those associated with Abu Musab al-Zarqawi – than any American who has lived to tell the tale.
- Though threatened with death, Carroll talked to her captors and learned she had not been their only hostage. Her captors allowed her to take notes and she learned details about the mujahideen worldview and the shadowy activities of the Iraqi insurgency.
- Carroll describes the motives of her captors, whose primary enemy, the US, was replaced by an even greater hatred for Shiites. The US military in Iraq announced on Aug. 9 that four of the men believed responsible for Carroll’s kidnapping had been arrested.

Christian Science Monitor reporter Peter Grier will write about efforts made by her family, the Monitor and others around the world to gain her release. And in accompanying news stories, readers will learn more about whether a ransom was paid, and about individuals kidnapped by Jill Carroll’s captors.

Deleted: FOR IMMEDIATE
RELEASE → → → → → Aug. 10, 2006
Contact: Jay Jostyn → → → → → 617-450-2316; jostynj@csmonitor.com
Ellen Tuttle → → → → → 617-450-2649; tuttle@csmonitor.com
David Cook → → → → → 202-481-6680; cookd@csmonitor.com
†

We posted video to YouTube and added multimedia to news release

The YouTube interface shows the video player for "The Jill Carroll story". The video is paused at 00:06 / 00:43. The video content shows a woman wearing a black hijab and glasses, smiling. The video player includes standard controls like play/pause, stop, and volume. Below the player, there are options to rate the video (5 stars), save to favorites, add to groups, share video, post video, and flag as inappropriate. The video has 2,575 views, 3 comments, and has been favorited 6 times.

The NewsTrak article snippet is titled "Jill Carroll to Tell Story of Her Experience as Hostage in Christian Science Monitor Exclusive". It is dated August 11, 2006, 01:17 PM US Pacific Timezone. The article is from the Christian Science Monitor. The snippet includes a "Smart Multimedia Gallery" with a small image of Jill Carroll. The text of the article snippet describes her 82-day captivity and her upcoming story in the Monitor. It mentions that she will describe her motives of her captors, whose primary enemy, the US, was replaced by a group that have been involved in her kidnapping. It also mentions that Christian Science Monitor reporter Peter Grier will write about efforts made by her family, the Monitor's efforts to help her, and about other individuals kidnapped by Jill Carroll's captors. More information about Jill Carroll's story of survival will be available online at The Christian Science Monitor. The snippet also lists several video clips and interviews related to her experience.

Sources: YouTube and Business Wire, Friday, Aug. 11, 2006



Optimized press release still top ranked two days after it went out

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- [Upcoming Jill Carroll Series Tops 'CSM' Syndicated Sales](#) 
Editor and Publisher via Yahoo! News - Aug 10 3:11 PM
NEW YORK The upcoming 11-part series by Christian Science Monitor reporter **Jill Carroll**, which will recount her 82-day ordeal at the hands of Iraqi kidnappers, has already become the best-selling syndicated story for the paper's news service since it was brought in-house four years ago. The project is being heavily promoted on the newspaper's Web site, promising photo galleries, a video
[Save to My Web](#)
- [Jill Carroll to Tell Story of Her Experience as Hostage in Christian Science Monitor Exclusive](#) 
[Press Release] CNW Group via Yahoo! Finance - Aug 11 1:17 PM
Reporter **Jill Carroll** will tell the story of her 82 days as a hostage in Iraq in an 11-part series beginning on Monday, Aug. 14, 2006, in The Christian Science Monitor. Part One of "Hostage: The **Jill Carroll** Story" will appear on the Monitor's website, <http://www.csmonitor.com>, on Sunday, Aug. 13, at 6:00 p.m.
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[Press Release] Business Wire via Yahoo! Finance - Aug 11 1:17 PM
BOSTON---Aug. 11, 2006--Reporter **Jill Carroll** will tell the story of her 82 days as a hostage in Iraq in an 11-part series beginning on Monday, Aug. 14, 2006, in The Christian Science Monitor.
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- [Upcoming Jill Carroll Series Tops 'CSM' Syndicated Sales](#) 
Editor & Publisher - Aug 10 2:16 PM
NEW YORK The upcoming 11-part series by Christian Science Monitor reporter **Jill Carroll**, which will recount her 82-day ordeal at the hands of Iraqi kidnappers, has already become the best-selling syndicated story for the paper's news service since it was brought in-house four years ago.
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Reporter **Jill Carroll** will tell the story of her 82 days as a hostage in Iraq in an 11-part series beginning on Monday, Aug. 14, 2006, in The Christian Science Monitor. Part One of "Hostage: The **Jill Carroll** Story" will appear on the Monitor's website, <http://www.csmonitor.com>, on Sunday, Aug. 13, at 6:00 p.m.
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BOSTON---Aug. 11, 2006--Reporter **Jill Carroll** will tell the story of her 82 days as a hostage in Iraq in an 11-part series beginning on Monday, Aug. 14, 2006, in The Christian Science Monitor.
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4. [Upcoming Jill Carroll Series Tops 'CSM' Syndicated Sales](#) 
Editor & Publisher - Aug 10 2:16 PM
NEW YORK The upcoming 11-part series by Christian Science Monitor reporter **Jill Carroll**, which will recount her 82-day ordeal at the hands of Iraqi kidnappers, has already become the best-selling syndicated story for the paper's news service since it was brought in-house four years ago.
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Source: Yahoo News, Aug. 13, 2006



News results for Jill Carroll also appeared in Google OneBox

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[Jill Carroll Series Tops 'CS Monitor' Syndicated Sales](#) - Editor & Publisher - Aug 10, 2006
[Justice for Jill Carroll?](#) - TIME - Aug 10, 2006

[Jill Carroll | The Christian Science Monitor | csmonitor.com](#)

Jill Carroll, Christian Science Monitor, reporter, **Jill** Carrol, cs monitor, csmonitor, sunni, baghdad, kidnapping, hostage, journalist, Islam, Allan Enwiyah ...

www.csmonitor.com/specials/carroll/carroll_update.html - 141k - [Cached](#) - [Similar pages](#)

[Jill Carroll: finally free | csmonitor.com](#)

She was released unharmed after an almost unprecedented outpouring of global support.

www.csmonitor.com/2006/0331/p01s01-woiq.html - 51k - [Cached](#) - [Similar pages](#)

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[Jill Carroll - Wikipedia, the free encyclopedia](#)

Jill Carroll appeared in a video released by the terrorist group Brigades ... Kidnappers of American journalist **Jill Carroll** release videotape with demands ...

en.wikipedia.org/wiki/Jill_Carroll - 43k - Aug 11, 2006 - [Cached](#) - [Similar pages](#)

[TIME.com: The Abduction of Jill Carroll -- Page 1](#)

Two days after she was kidnapped in Baghdad, the media breaks the news of the plight of one of its own.

www.time.com/time/world/article/0,8599,1147652,00.html - [Similar pages](#)

[Journalist Jill Carroll Freed By Her Captors in Baghdad](#)

BAGHDAD, March 30 -- American journalist **Jill Carroll**, abducted at gunpoint in January, was released Thursday after nearly three months of intensive efforts ...

www.washingtonpost.com/wp-dyn/content/article/2006/03/30/AR2006033000225.html -

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To the Point with Warren Olney
Discussing National Issues Live
www.KCRW.com

Source: Google, Aug. 13, 2006



We pitched The Huffington Post, Boing Boing and other bloggers


THE HUFFINGTON POST August 13, 2006
DELIVERING NEWS AND OPINION SINCE MAY 9, 2005

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JILL CARROLL TELLS HER STORY: ASKED CAPTORS TO "USE THIS GUN TO KILL ME BY YOUR OWN HAND. I DON'T WANT THAT KNIFE"...

CS Monitor | Jill Carroll | Posted August 13, 2006 08:42 PM

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From [csmmonitor.com](#)

My chief captor had an idea about how to prod the US government into action: another video.

He said this one would be different, and left.

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Sunday, August 13, 2006

Jill Carroll's story

The *Christian Science Monitor* today released the first portion of Jill Carroll's story about her 82 days of captivity in Iraq. The 11-part series will be published chapter by chapter in the coming weeks. Snip:



We drove to the second house, which appeared to be the home of one of the kidnapers.

They took me upstairs to the master bedroom. Within a few minutes an interpreter arrived, and an interrogation began.

They wanted to know my name, the name of my newspaper, my religion, how much my computer was worth, did it have a device to signal the government or military, if I or anyone in my family drank alcohol, how many American reporters were in Baghdad, did I know reporters from other countries, and myriad other questions.

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[PokerStars.com](http://www.PokerStars.com)

Sources: The Huffington Post and Boing Boing, Sunday, Aug. 13, 2006



We pitched the human editors of both Yahoo! News and AOL News

The screenshot shows the Yahoo! News homepage. At the top, there's a search bar and navigation links like 'Home', 'U.S.', 'Business', etc. The main headline is 'Rockets hit Lebanon despite cease-fire' with a video player showing a reporter. Below the headline are 'MORE STORIES' and 'KEVIN SITES IN THE HOT ZONE' featuring a photo of a man and a woman.

Rockets hit Lebanon despite cease-fire

AP - 6 minutes ago

BEIRUT, Lebanon - Tens of thousands of Lebanese jammed bomb-cratered roads Monday as they returned to still-smoldering scenes of destruction after a tenuous cease-fire ended 34 days of vicious combat between Israel and Hezbollah.

WATCH VIDEO

Fox News journalists kidnapped in Gaza

Associated Press All Video

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- Bush says Israel defeated Hezbollah AP
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VIDEO: Displaced Lebanese return home AP

FULL COVERAGE: Mideast Conflict

MORE STORIES

- Misconduct by military recruiters cited AP - 48 minutes ago
- Cuban TV airs video of ailing Castro AP - 4 minutes ago
- Report: X-rays don't detect explosives AP - 25 minutes ago
- FBI: No terror groups in cell phone case AP - 28 minutes ago
- Dell to recall 4.1M laptop batteries AP - 3 minutes ago

KEVIN SITES IN THE HOT ZONE

An unfinished life
Hours before a cease-fire, an Israeli soldier is laid to rest.
> Watch video

IRAQ
In her own words
Reporter Jill Carroll describes her fear in the first public account of her kidnapping.
> Watch video

PHOTO HIGHLIGHT

Photo Highlight Slideshow

The screenshot shows the AOL News homepage. It features a search bar, navigation links, and a main headline 'I Don't Want That Knife'. There are also sections for 'Headlines', 'AOL Directory', and 'Find Videos Now'.

AOL is changing ... Come see what's new.

Web Video Local Images Music Shopping

AOL

SIGN UP NOW

Make This My Home Page Get Free AOL Mail

Good Evening Aug. 14, 2006

News Entertainment Lifestyle Marketplace Shopping

'I Don't Want That Knife'

Reporter Asked for Quick Death
Read Her Chilling Hostage Story

Dell Announces Huge Recall
Millions of Users Will Be Affected

On-Demand News Videos

- Boy George Cleans Up New York
- Car Nose-Dives Into Sinkhole

Headlines

as of 10:21 PM EDT

- With Truce, Lebanese Trek Home
- Woman Gives Birth in Crashed Car
- Cuba Airls Video of Ailing Leader

AOL Directory

Can't Find It? AOL A to Z

New AOL	Games	Mobile	Real Estate
Autos	Health	Money & Finance	Research
Black Voices	Horoscopes	Movies	Shopping
Celebrity News	Jobs	Music	Sports
CityGuide	Love@AOL	News	Television: In2TV
Diet & Fitness	Mail	People	Travel
Food & Home	MapQuest	Pictures	Yellow Pages

Active Security Monitor: Check Your PC For Free
AOL Video: The Best Place for Video on the Web

Find Videos Now

Search videos: [input] Search

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- Carmen Electra
- Justin Timberlake
- Heather Mills

Top News Searches

- Global Warming
- President Bush
- Terrorism
- NFL

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Weather

Sources: Yahoo News and AOL News, Monday, Aug. 14, 2006



In the first 24 hours, we generated 247 news stories about Jill Carroll

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"Jill Carroll"

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08/13/2006 - 08/14/2006

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[Jill Carroll tells her story](#)

Salon - Aug 14, 2006

Journalist **Jill Carroll** has begun sharing the details of her kidnapping in Iraq earlier this year; the Christian Science Monitor is featuring the first of ...

[Carroll Recalls Pleading for Quick Death](#) - Washington Post

[What Jill Carroll's ordeal revealed](#) - Christian Science Monitor

[Boston Herald](#) - [Newsday](#) - [All 33 related](#) - [Related web pages](#)

[American Reporter Jill Carroll Describes Ordeal as Hostage in Iraq](#)

FOX News - Aug 13, 2006

BOSTON — At one of the most desperate moments of her captivity in Iraq, fearing she was about to be beheaded, Reporter **Jill Carroll** pleaded with one of her ...

[ABC News: Send Questions/Comments About Jill...](#) - ABC News

[Rhode Island news | Rhode Island news | projo.com...](#) - Providence Journal - Providence Journal...

[Denver Post](#) - [ABC News Transcripts](#) - [All 22 related](#) - [Related web pages](#)

[Jill Carroll Speaks Out; Lebanese Refugees Head Home; Securing...](#)

Pay-Per-View - CNN - LexisNexis - Aug 14, 2006

Eighty-two days as a hostage in Iraq -- now journalist **Jill Carroll** is ... **Jill Carroll**, journalist: And then, as I was bending down And kind of being ...

[All 2 related](#) - [Related web pages](#)

[The Jill Carroll Story • Introduction](#)

Christian Science Monitor - Aug 14, 2006

Jill Carroll, a freelance reporter for The Christian Science Monitor, was held hostage in Iraq for 82 days. This is her Story. **Jill Carroll**, a freelance ...

[Journalist Jill Carroll recounts Iraq kidnap...](#) - Agence France Presse - ... - LexisNexis (Pay-Per-View)

[Part 1 • The Kidnapping](#) - Christian Science Monitor

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[The Jill Carroll Story - Introduction: Jill Carroll, a freelance...](#)

Subscription - Christian Science Monitor - HighBeam Research - Aug 14, 2006

Jill Carroll, a freelance reporter for The Christian Science Monitor, was kidnapped by Sunni Muslim insurgents in Baghdad on Jan. 7, 2006. ...

[Related web pages](#)

Source: Google News Archives, Aug. 13-14, 2006



In first 24 hours, we generated 1,014 blog posts about Jill Carroll

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→8/13/2006 - 8/14/2006
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[Jill Carroll: Behind the Abduction](#)
14 Aug 2006 by boston_jon
The Christian Science Monitor released part 1 of their ten part series on Jill Carroll's abduction and subsequent captivity in Iraq. Carroll, a UMass – Amherst graduate had been working for the paper for only a few months as an Iraq ...
[Bostonist](#) - <http://www.bostonist.com/>

[Hostage: The Jill Carroll Story](#)
14 Aug 2006 by Jennifer Fox
Jill Carroll endured 82 days of uncertainty while being held hostage in Iraq. Her ordeal is chronicled in the 11-part series Hostage: The Jill Carroll Story.
[AlterNet.org: Multimedia](#) - <http://www.alternet.org/>

[Lisa Goldstein: How Jill Carroll Saved My Journalistic Soul](#)
14 Aug 2006
Her name was Jill Carroll. Yes, that Jill Carroll. Cheerful. Sweet. Devoted to becoming a great journalist. When I stepped into the office in the morning, she was already there, sorting newspaper clippings to distribute to the reporters ...
[Editor's Pick on The Huffington Post](#) - <http://www.huffingtonpost.com/news/editors-pick>
[[More results from Editor's Pick on The Huffington Post](#)]

[The Jill Carroll Story](#)
14 Aug 2006 by Jonathan Dube
Excellent package from The Christian Science Monitor detailing Jill Carroll's 82 days in captivity, including video interviews with Carroll and her family; Carroll answer reader questions on video; a podcast...
[CyberJournalist.net](#) - <http://www.cyberjournalist.net/>

[The Jill Carroll Story Part I](#)
13 Aug 2006 by mypetjawa@gmail.com
Jill Carroll Via Christian Science Monitor: We drove to the second house, which appeared to be the home of one of the kidnappers. They took me upstairs to the master bedroom. Within a few minutes an interpreter arrived, ...
[The Jawa Report](#) - <http://mypetjawa.mu.nu/>

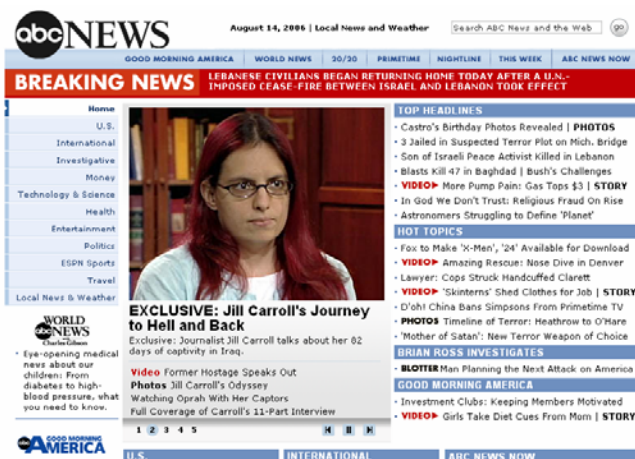
Source: Google Blog Search Archives, Aug. 13-14, 2006



We helped generate record traffic to Christian Science Monitor site

- More than 450,000 unique visitors flooded the site on Monday, Aug. 14
 - During first 2 days of series, the number of new visitors to site rose to more than 7 times daily average in July
 - Nearly 90% of visitors came from US, with Canadians and the British also showing strong interest
- Page views broke through the 1 million mark on Monday, Aug. 14
 - Soared to nearly 1.6 million page views on Tuesday, Aug. 15
 - This represented massive increase from site's July average of 121,247 page views per day

42.8 times more traffic came from search and blogs than ABC News



1. CNN.com
2. Bookmarks or directly referred URLs
3. Yahoo
4. Google
5. AOL
6. Huffington Post
7. Boing Boing
8. MSN
9. ABC News

Source: WebSideStory, Aug. 13-28, 2006



Will press release optimization ever replace the art of the schmooze?



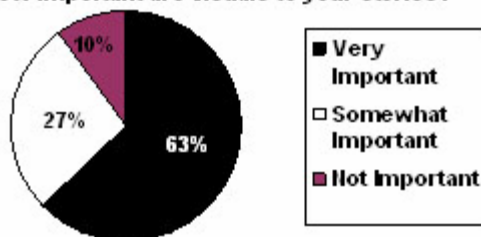
"Trust me Mort—no electronic-communications superhighway, no matter how vast and sophisticated, will ever replace the art of the schmooze."

- Number of newspaper reporters in Philadelphia has fallen from 500 in 1990 to 220 in 2005
- With the exception of Fox, local TV stations have cut back on traditional news coverage
- The 5 AM radio stations that used to cover news have been reduced to 2

63% of journalists say that visuals are very important to their stories

- Another 27% say visuals are somewhat important
- 41% of the journalists surveyed said that visuals could dictate their content
- “A release e-mailed with a jpg or tif file has a much better chance of making it into our newspaper,” said one editor

How important are visuals to your stories?



In many industries, influential blogs have become the new trade press

The screenshot shows the Search Engine Watch website interface. At the top, there is a navigation bar with links for 'ClickZ', 'Interactive Marketing Events', 'Search Engine Watch', 'Search Marketing Events', and 'Webcasts'. Below this is a secondary navigation bar with 'SEW Home', 'Subscribe to Newsletters', 'Subscribe to RSS Feeds', 'Find/Post Jobs', 'Advertise', and 'Members Area'. A search bar is located in the top right corner. The main content area features a promotional banner for '30 SEO Strategies For Corporate Web Sites' by Chris Bennett, with a 'DOWNLOAD NOW' button. Below the banner, a breadcrumb trail reads 'You are here: SEW Home > SearchDay > Blogs Are the New Trade Press'. On the left, a sidebar menu lists various site sections. The main article, 'Blogs Are the New Trade Press' by Greg Jarboe, is displayed with its introduction and a sidebar advertisement for 'The Enterprise-Class Search Management Application'.

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Blogs Are the New Trade Press

By Greg Jarboe, Search Engine Watch, Dec 18, 2007
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The world of public relations has changed dramatically over the past five to 10 years – or, at least it should have.

One of the biggest changes to hit PR has been the advent of news search engines, which aggregate headlines from thousands of news sources – including the major press release distribution services. But, you've probably already written a memo to your public relations department or PR agency about this phenomenon.

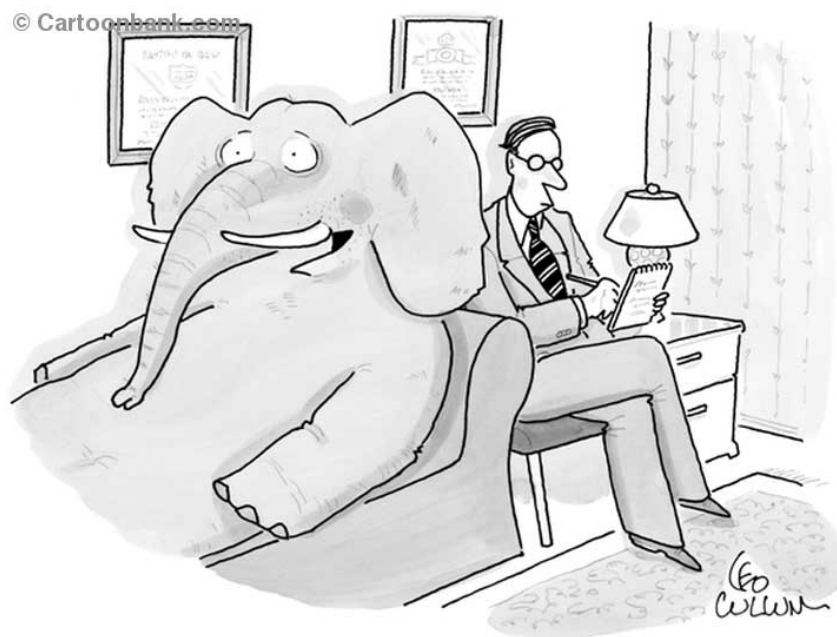
These days, a large part of PR has to do with news search optimization, along with more traditional avenues like media outreach. But which media should you reach out to, and which media are most likely to help you rank in news searches?

The Enterprise-Class Search Management Application

Source: Search Engine Watch, Dec. 18, 2007



Buzzing blogger community can be an excellent place to generate links




"I'm right there in the room, and no one even acknowledges me."

“It is not only the number of links you have pointing to your site that matters, but also the quality and relevance of those links. Creating good content pays off: Links are usually editorial votes given by choice, and the buzzing blogger community can be an excellent place to generate interest.”

Blog post generated 197 times more B2B leads than news article

B2B Lead Generation Blog

Brian Carroll's Blog focused on B2B lead generation, sales leads, and marketing for the complex sale



[How Podcasts Impact B2B Purchase Decisions](#) | [Main](#)

MarketingSherpa Data On The Best & Worst Lead Generation Offers For 2006

I've been quiet here for over a week, but not because I don't have a ton of things to write about. Actually, I'm focused on getting a special project ready that I'll be releasing to tomorrow. Stay tuned.


In the meantime, I do want to quickly share some interesting research from MarketingSherpa. They conducted their [third annual study of business technology marketing](#).


Their results show that thought-leading content that's educational in nature performed best as a call to action. In addition to webinars, this data shows that blogs and podcasts are evolving into key elements of the B2B marketer's lead generation toolkit.

You'll find a link below to the complete study, but they made this interesting chart available immediately:
<http://www.marketingsherpa.com/images/leadgenoffers.gif>

[MarketingSherpa: Best & Worst Lead Generation Offers for 2006](#)

If you're interested, I also highlight how thought leading content influences the lead generation process [here](#) and [here](#).

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[InTouch Lead Generation](#)

Lead Generation for the Complex Sale

NEW BOOK

[Brian Carroll: Lead Generation for the Complex Sale - Boost the Quality and Quantity of Leads to Increase Your ROI](#)

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Best & Worst Lead Generation Offers For 2006



Brian Carroll
Expert Author
Published: 2006-07-31

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I've been quiet here for over a week, but not because I don't have a ton of things to write about. Actually, I'm focused on getting a special project ready that I'll be releasing to the world via this blog on August 1st. Stay tuned.

In the meantime, I do want to quickly share some interesting research from MarketingSherpa. They conducted their third annual study of business technology marketing - what works in the real world.


Their results show that thought-leading content that's educational in nature performed best as a call to action. You'll find a link below to the complete study, but they made this interesting chart available immediately: <http://www.marketingsherpa.com/images/leadgenoffers.gif>

[MarketingSherpa: Best & Worst Lead Generation Offers for 2006](#)

If you're interested, I also highlight how thought leading content influences the lead generation process [here](#) and [here](#).

Add to [Delicio.us](#) | [Digg](#) | [Yahoo! My Web](#) | [Furl](#)

[View All Articles by Brian Carroll](#)



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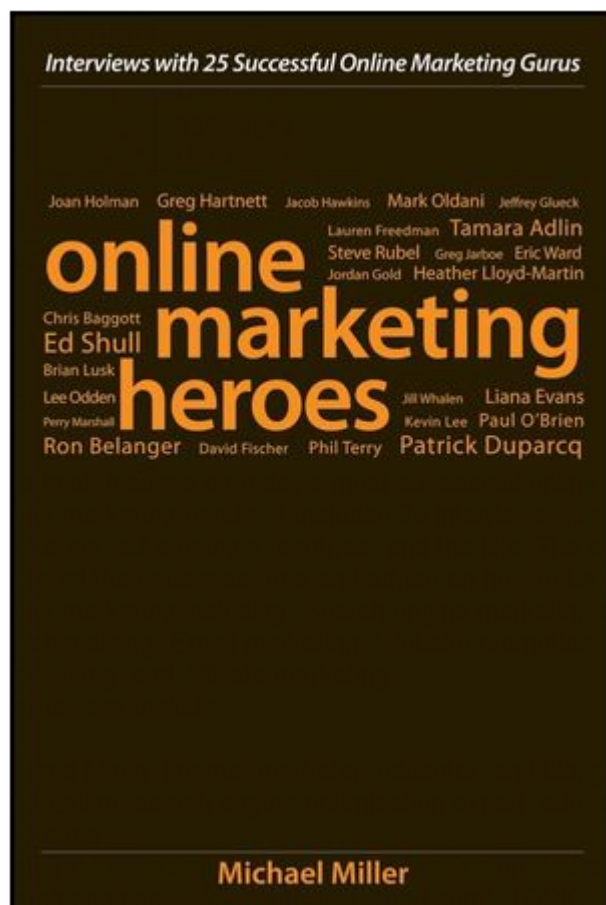
TOP NEWS [RSS](#)

- [Drive targeted traffic to your site: \\$50 in Free Clicks](#)
- [AOL, ESPN, SI, And The Video Game](#)
- [SixApart Forgets Censorship Is Bad](#)
- [The Logic of Online Gambling Laws](#)

Source: MarketingSherpa, Aug. 11, 2006



You've got to get the PR people interacting with the search people



- For a good part of the 20th century, every part of the marketing mix was in a different silo
- To the extent that you can get the PR people interacting with the search people, they will discover that there are lots of things they can do together

Source: Michael Miller interview with Greg Jarboe, SEO-PR

You Ought to Be in Pictures

Amanda Watlington
Searching for Profit
Part 5

Optimizing Images

For your site

For photo-sharing sites


Universal Search -- Google

Web Images Maps News Shopping Gmail more ▾

Google Search [Advanced Search](#) [Preferences](#)

Web Images

Image results for **fractals**



Fractal - Wikipedia, the free encyclopedia
Free encyclopedia article covering historical aspects and mathematical two and three dimensional illustration sets.
en.wikipedia.org/wiki/Fractal - 69k - [Cached](#) - [Similar pages](#)

[Cynthia Lanius' Lessons: A Fractals Lesson - Introduction](#)
Mathematics lessons for elementary school, middle school fractals.
math.rice.edu/~lanius/frac/ - 8k - [Cached](#) - [Similar pages](#)

[Sprott's Fractal Gallery](#)
Daily updated gallery of automatically created fractals. [Fractal sprott.physics.wisc.edu/fractals.htm](http://fractal.sprott.physics.wisc.edu/fractals.htm) - 35k - [Cached](#) - [Similar pages](#)

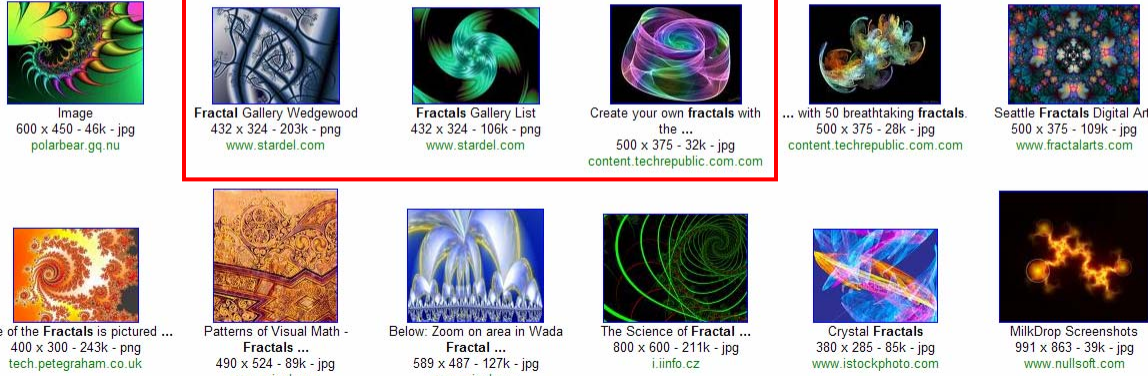
Not quite the same results in the Web search and Image search










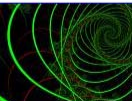


Google Search Images Search the Web [Advanced Image Search](#) [Preferences](#)

Moderate SafeSearch is on

Images Showing: All image sizes ▾ Results 1 - 21 of about 94,100 for fractals

[View all web results for fractals](#)




 Image 600 x 450 - 46k - jpg polarbear.gq.nu	 Fractal Gallery Wedgewood 432 x 324 - 203k - png www.stardel.com	 Fractals Gallery List 432 x 324 - 106k - png www.stardel.com	 Create your own fractals with the ... 500 x 375 - 32k - jpg content.techrepublic.com	 ... with 50 breathtaking fractals. 500 x 375 - 28k - jpg content.techrepublic.com	 Seattle Fractals Digital Art: 500 x 375 - 109k - jpg www.fractalarts.com
 One of the Fractals is pictured ... 400 x 300 - 243k - png tech.petegraham.co.uk	 Patterns of Visual Math - Fractals ... 490 x 524 - 89k - jpg www.migel.com	 Below: Zoom on area in Wada Fractal ... 589 x 487 - 127k - jpg www.migel.com	 The Science of Fractal ... 800 x 600 - 211k - jpg i.info.cz	 Crystal Fractals 380 x 285 - 85k - jpg www.istockphoto.com	 MilkDrop Screenshots 991 x 863 - 39k - jpg www.nullsoft.com

Blended Search – Yahoo!

YAHOO! SEARCH Web | Images | Video | Local | Shopping | more

Search Results 1 - 10 of about 1,820,000 for **fractal picture** - 0.5

Fractal - Image Results

 [More fractal images](#)





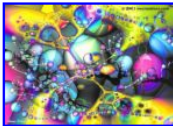


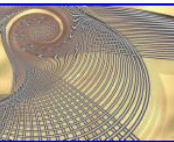
Yahoo! Shortcut - [About](#)

- Fractal Pictures**
Ahh, the beauty of non-interger self-si...
each thumbnail will open the full sized...
www.jracademy.com/~jtucek/math/pic
- Fractal Domains Gallery**
Fractal images generated with FracP...
www.fractaldomains.com/html/gallery
- Sprott's Fractal Gallery**
Gallery of **fractal** art, mostly produce...
through large classes of equations for...
sprott.physics.wisc.edu/fractals.htm
- temporary sanity designs**
JuliaSaver. Cool Stuff. Fractals. More...
ramblings of mine pertaining to the **pictures** in this gallery. ...
www.jed.com/ted/fractals 7k Cached More from this site

YAHOO! SEARCH Web | Images | Video | Local | Shopping | more

Image Results 1 - 20 of about 224,911 for **fractal picture** - 0.11 sec.

Show: All | [Wallpaper](#) - [Large](#) - [Medium](#) - [Small](#) | [Color](#) - [Black & White](#)















 dactylfractal107.jpg 1024 x 768 pixels - 74.9kB zapatopi.net/themes	 Royal Fractal Wallpaper.jpg 800 x 600 pixels - 133.3kB themes.myqth.com/Wallpaper?S=A	 fractal-shell_glow.jpg 1024 x 768 pixels - 389.3kB mfp2art.blogspot.com/	 Fractal - Roili...on.jpg 1024 x 768 pixels - 157.1kB www.bergoiata.org/fe/divers47/10.htm
 FractalFantasy13.JPG 500 x 257 pixels - 43.6kB	 fractal-tartan.jpg 512 x 284 pixels - 55.3kB	 fractal.jpg 480 x 480 pixels - 50.0kB	 Fractal - Dream...ed.jpg 800 x 600 pixels - 145.1kB

Why We Must Optimize for Photo-Sharing Sites

YAHOO! SEARCH [Web](#) | [Images](#) | [Video](#) | [Local](#) | [Shopping](#) | [more »](#)
kiwifruit [Advanced Search](#)
[Preferences](#)
SafeSearch is on ([turn off](#))

Image Results 1 - 21 of about 12,334 for kiwifruit - 0.08 sec.

[Show: All](#) | [Wallpaper](#) - [Large](#) - [Medium](#) - [Small](#) | [Color](#) - [Black & White](#)

 <p>9Kiwifruit.jpg 180 x 180 17.6kB www.nzherald.co.nz</p>	 <p>kiwifruit.jpg 800 x 600 51.6kB www.visitmytown.com</p>	 <p>kiwifruit for breakfast . used By meurer on Flickr www.flickr.com</p>	 <p>...of a kiwifruit slice By JaneenWassink on Flickr www.flickr.com</p>	 <p>golden kiwifruit to me By Joanne Honey ... on Flickr www.flickr.com</p>	 <p>golden kiwifruit to me By Joanne Honey ... on Flickr www.flickr.com</p>	 <p>fresh kiwifruit By * Yumi * on Flickr www.flickr.com</p>
 <p>kiwifruit By ADEL ALKANDER ... on Flickr www.flickr.com</p>	 <p>kiwifruit By Mothlike on Flickr www.flickr.com</p>	 <p>kiwifruit By ADEL ALKANDER ... on Flickr www.flickr.com</p>	 <p>kiwifruit By Mothlike on Flickr www.flickr.com</p>	 <p>fresh kiwifruit By * Yumi * on Flickr www.flickr.com</p>	 <p>kiwifruit By Somerslea on Flickr www.flickr.com</p>	 <p>golden kiwifruit cupcake By Megan Young on Flickr www.flickr.com</p>

Images – How Google Wants Images Identified

Images: Use the alt attribute to provide descriptive text. In addition, we recommend using a human-readable caption and descriptive text around the image.

<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=66353>

First, Optimize Your Site's Images

Give images meaningful names – pineapple.jpg *not* 0156a.jpg

YAHOO! SEARCH









Web | Images | Video | Local | Shopping | more

SafeSearch is ON | [Advanced Search](#) | [Preferences](#)

Image Results 1 - 20 of about 176,350 for **pineapple** - 0.13 sec.

Also try: [spongebob squarepants pineapple house](#), [pineapple tree](#) [More...](#)

Show: All | [Wallpaper](#) - [Large](#) - [Medium](#) - [Small](#) | [Color](#) - [Black & White](#)

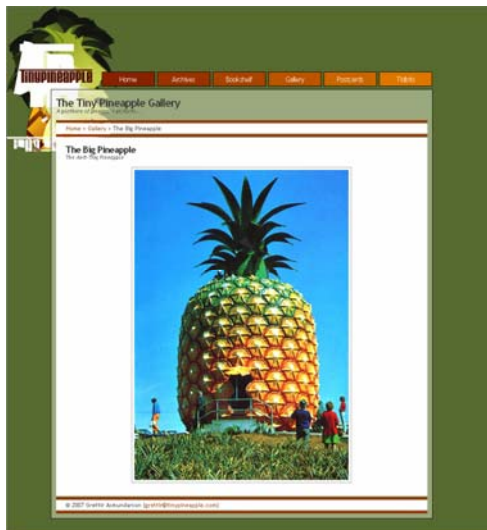
 enb07470x_pineapple.jpg 322 x 595 pixels - 28.6kB www.pineapplenook.com/	 istockphoto_634...le.jpg 380 x 371 pixels - 54.2kB www.istockphoto.com/imageindex/63/4/63453	 pineapple.jpg 225 x 504 pixels - 44.3kB www.astro.ufl.edu/~bruno/Hawaii?D=A	 FL_pineapple_03s.jpg 575 x 355 pixels - 81.6kB www.bfcollection.net/cities/usa/fl?D=A
 514461370AUAWiP_fs.jpg 1800 x 2400 pixels - 568.1kB	 pineapple.jpg 1200 x 1207 pixels - 90.0kB	 pineapplefunny.gif 681 x 909 pixels - 25.3kB	 pineapple.jpg 504 x 400 pixels - 69.0kB

An Example of Optimized File Name Combined with ALT Text

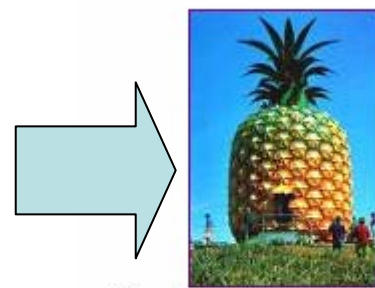
Use ALT text and add keywords in Photoshop during creation

```

```

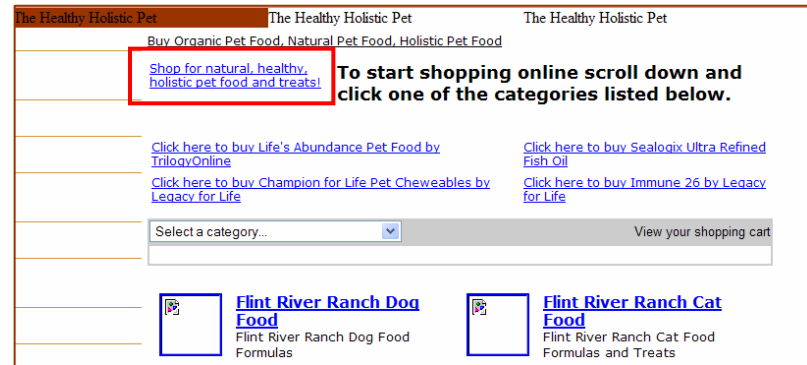


Page 1 – Result
Google



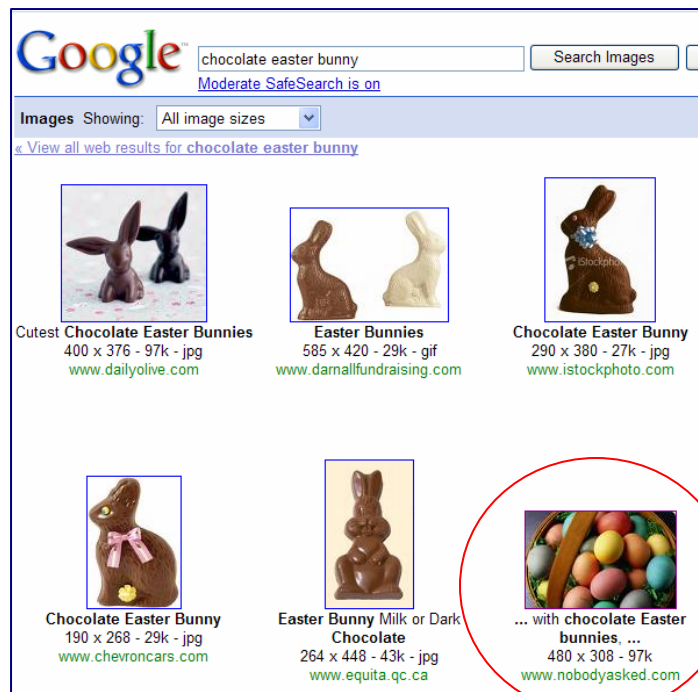
The Tiny **Pineapple** Gallery
440 x 640 - 113k - jpg
www.tinypineapple.com

Use ALT Tag to Convey Message



- No ALTs on decorative elements
- Instead of “dog pushing cart,” there is the call to action conveyed by the dog pushing the cart

Use Captions to Avoid This



The screenshot shows a Google Images search interface. The search bar contains the text "chocolate easter bunny". Below the search bar, there are several image thumbnails. One thumbnail, showing a basket of colorful Easter eggs, is circled in red. A red arrow points from this circled thumbnail to the article snippet on the right.

Google Search Images
Moderate SafeSearch is on

Images Showing: All image sizes

« View all web results for chocolate easter bunny

Cutest Chocolate Easter Bunnies
400 x 376 - 97k - jpg
www.dailyolive.com

Easter Bunnies
585 x 420 - 29k - gif
www.darnallfundraising.com

Chocolate Easter Bunny
290 x 380 - 27k - jpg
www.istockphoto.com

Chocolate Easter Bunny
190 x 268 - 29k - jpg
www.chevroncars.com

Easter Bunny Milk or Dark Chocolate
264 x 448 - 43k - jpg
www.equita.qc.ca

... with chocolate Easter bunnies. ...
480 x 308 - 97k
www.nobodyasked.com

Biting the Heads Off Chocolate Cuckoos...

April 08th, 2007 | Category: **Whatever**


For the ever increasing flood of *I didn't know that stuff...*

Little tykes in the US take for granted the Easter Bunny delivering and hiding colored hard-boiled eggs, which they eagerly search out, shriek with joy on a find, and place in their little baskets with that weird pastel colored plastic *straw*. We get the traditional Easter basket with **chocolate Easter bunnies**, chocolate eggs, etc. that compete with Halloween Trick or Treating for the obesity and diabetes trigger award.



With those things being such a part of the American landscape, what I just read and confirmed in several places has put me into a mild state of shock. Brace yourself for what follows...


Help Improve Image Search on Google

[Help](#) | [Sign In](#)

Google Image Labeler

Welcome to **Google Image Labeler**, a new feature of Google Image Search that **allows you to label random images to help improve the quality of Google's image search results.**

[Begin as a guest](#)



How does it work?

You'll be randomly paired with a partner who's online and using the feature. Over a 90-second period, you and your partner will be shown the same set of images and asked to provide as many labels as possible to describe each image you see. **When your label matches your partner's label, you'll earn some points and move on to the next image until time runs out.** After time expires, you can explore the images you've seen and the websites where those images were found. And we'll show you the points you've earned throughout the session.

For example, this image can be described by the labels: **bird, sky, soaring, or frigate bird.**

What is required to participate?

Just an interest in helping Google improve the relevance of image search results for users like yourself. Although you do not have to log in to your Google account to help, logging in will allow you to keep track of your points. You can also choose to provide a nickname, or you can remain anonymous.

Today's Top Pairs

1. FairlandOK - guest	1700
2. deiterg - guest	1700
3. MarcG - guest	1600
4. squirrel hill - guest	1500
5. O H I O - guest	1500

All-time Top Contributors

1. FairlandOK	9009500
2. ZIPPY	6113100
3. MC from Be	5117000
4. FrankD	5071100
5. MightyWord	5037700

Images – How Google Treats Them

Google analyzes the text on the page adjacent to the image, the image caption and **dozens of other factors to determine the image content.**

Google also uses sophisticated algorithms to remove duplicates and ensure that the highest quality images are presented first in your results.

http://www.google.com/help/faq_images.html

The Other Factors -- Google and Yahoo! Use

EXIF - Exchangeable image file format

IPTC - International Press

Telecommunications Council photo
metadata

EXIF

Date and time information -- Your digital camera typically records the date and time of the shot and imbeds in the image's metadata.

Camera settings -- Camera model and make, and variable information such as orientation, aperture, shutter speed, focal length, metering mode, and ISO speed information.

A thumbnail -- Useful for previewing the picture on the camera's LCD screen, in file managers, or in photo manipulation software.

Descriptions and copyright information.

EXIF in Action

Camera dump 60807 214 Prop... ? X

General Summary

Property	Value
Width	1632 pixels
Height	1224 pixels
Horizontal Resolution	72 dpi
Vertical Resolution	72 dpi
Bit Depth	24
Frame Count	1
Equipment Make	SONY
Camera Model	DSC-W50
Color Representation	sRGB
Flash Mode	
Focal Length	6 mm
F-Number	F/2.8
Exposure Time	1/40 sec.
ISO Speed	ISO-100
Metering Mode	Pattern
Light Source	Unknown
Exposure Program	Normal
Exposure Compensation	0 step
Date Picture Taken	6/8/2007 7:51 PM

<< Simple

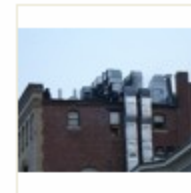
OK Cancel Apply



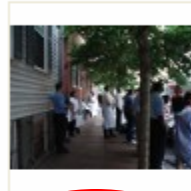
Camera dump 60807 202



Camera dump 60807 203



Camera dump 60807 204



Camera dump 60807 208



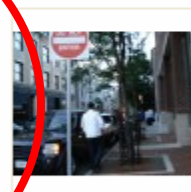
Camera dump 60807 209



Camera dump 60807 210



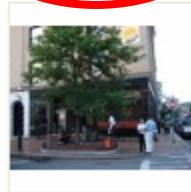
Camera dump 60807 214



Camera dump 60807 215



Camera dump 60807 216



Camera dump 60807 220



Camera dump 60807 221



Camera dump 60807 222

IPTC Tags

Name Tag	Description
Byline	The name of the creator of the image, e.g. artist, photographer, etc.
BylineTitle	The byline title (e.g. staff photographer, correspondent, etc).
Caption	The textual description of the image.
Category	The image category.
City	The city of the image origin.
CopyrightNotice	The copyright notice.
Country	The country of the image origin.
Credit	The provider of the image.
DateCreated	The date the image (as an intellectual content, rather than physical file) created.
Headline	The brief overview for the image.
Keyword	The keywords used for search.
ObjectName	The short reference for the object.
OriginalTransmissionReference	The location of the original transmission.
Source	The original owner of the intellectual content of this image.
SpecialInstructions	Some custom editorial instructions.
State	The state/province of the image origin.
SupplementaryCategory	The supplementary category for the image.
Urgency	The editorial urgency of the content.
Writer	The name of editor or other person involved in the writing.

Let's Get Busy

Flickr – keeps and uses EXIF stats. Now, you can retrieve them.

Using the “camera finder” in Flickr. Identify

- Top 5 cameras by # of users

- Top 5 models of Sonys and Nikons by # of users

- How many iPhone pictures have been uploaded to Flickr

Lots of Pix and Cameras Too

Most Popular Brands



Canon

EOS Digital Rebel XT, EOS Digital Rebel XTi, EOS 20D, more...



D50, D70, D70s, more...



Sony

Cyber-shot DSC-P200, Cyber-shot DSC-W50, Cyber-shot DSC-W30, more...



Olympus

EVOLT E-500, Stylus 300, C350 Zoom, more...



Kodak

EasyShare Z740 Zoom, EasyShare DX6490 Zoom, EasyShare CX7300, more...

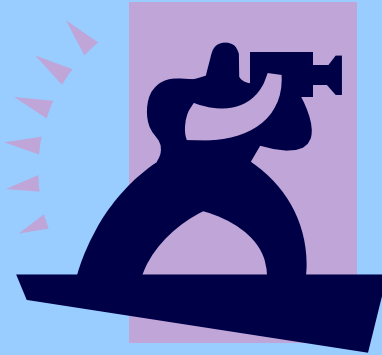


Fujifilm

FinePix F30, FinePix S5600, FinePix S5000, more...

[Cyber-shot DSC-W5](#)

942,248



Focus on Flickr

Photosharing

23

AOL Pictures

Care2 Connect

dotPhoto

Faces

Flickr – owned by Yahoo!

Fotki

KodakEasyShareGallery

MyPhotoAlbum

Picassa – owned by
Google

PBase.com

Photobucket.com

PhotoSite

PictureTrail

Pixagogo

Ringo

SmugMug

Webshots

Zoto

Flickr Nomenclature

Photostream – Your photos, as you upload them you add to your stream

Photo Sets – Used by you to organize your photostream into meaningful units, a photo can be in several sets and shared in several groups

Collections – groups of photo sets on a theme

Photo Groups – Used to describe a community of shared interest, multiple photographers can be members

"The world is a book...



...and those who do not travel read only a page."

~St. Augustine



Uploaded on July 1, 2006
by [tollerSCREAM](#)

**tollerSCREAM's
photostream**

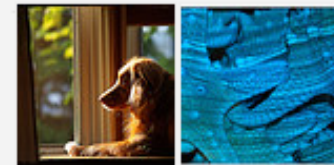


720
photos
[View as
slideshow](#)

← more | browse | more →

This photo also belongs to:

[on being interesting] (Set)



150
photos
[View as
slideshow](#)

← more | browse | more →

Part of: [Changing Perspective](#)

Quintessential New England
(Set)



86
photos
[View as
slideshow](#)

← more | browse | more →

Part of: [New England](#)

Notes & Quotes (Set)



...and those who do not travel read only a page."

~St. Augustine

Comments



s&y says:

great one.

Posted 9 months ago. ([permalink](#))



Earl pro says:

incredible beauty! the boat, the angle, the blue sky- just everything pulls you into the scene.

Posted 9 months ago. ([permalink](#))



KillerSheep pro says:

The title describes the picture very well, when I first looked at it adventure books came into my mind. It pulls you in and the imagination takes over :)

Posted 9 months ago. ([permalink](#))



Patrick Ciebilski pro says:

Wonderful colors !

Posted 9 months ago. ([permalink](#))



Tales of an LA Addict pro says:

A large black circle highlights a section of the page, encompassing the right side of the comments and the top part of the photo gallery. It also overlaps the bottom part of the comments section.

86 photos
View as slideshow
Part of: [New England](#)

Notes & Quotes (Set)

85 photos
View as slideshow
Part of: [Changing Perspective](#)

Maine (Set)

37 photos
View as slideshow
Part of: [New England](#)

- + New England (Pool)
- + Utata (Pool)
- + Views: 700 (Pool)
- + Favorites: 45 (Pool)
- + Nubble Light (Pool)

From just the thumbnail, the image looked like it was some kind of painting, but now looking at the enlarged version, I'm just amazed at the colors of this picture perfect scene.

Posted 9 months ago. ([permalink](#))



***Dragonfly* pro** says:

beautiful! love it. looks like a postcard!

Posted 9 months ago. ([permalink](#))



Mr. Mikey Mike pro says:

Awesome awesome colours! Perfectly composed. I love it!

Posted 9 months ago. ([permalink](#))



jaysee5 pro says:

were you in your canoe when you took this?

Posted 9 months ago. ([permalink](#))



roselover pro says:

Wow, postcard perfect...

Posted 9 months ago. ([permalink](#))



StarrGazi pro says:

Excellent capture of the world's most photographed lighthouse! I'm linking mine to yours,, hoping to make a chain of these photos, little by little... :)



Tags

- 📍 Maine
- 📍 summer
- 📍 ocean
- 📍 lighthouse
- 📍 fisherman
- 📍 lobster
- 📍 sea
- 📍 Cape Neddick
- 📍 Nubble Light
- 📍 York

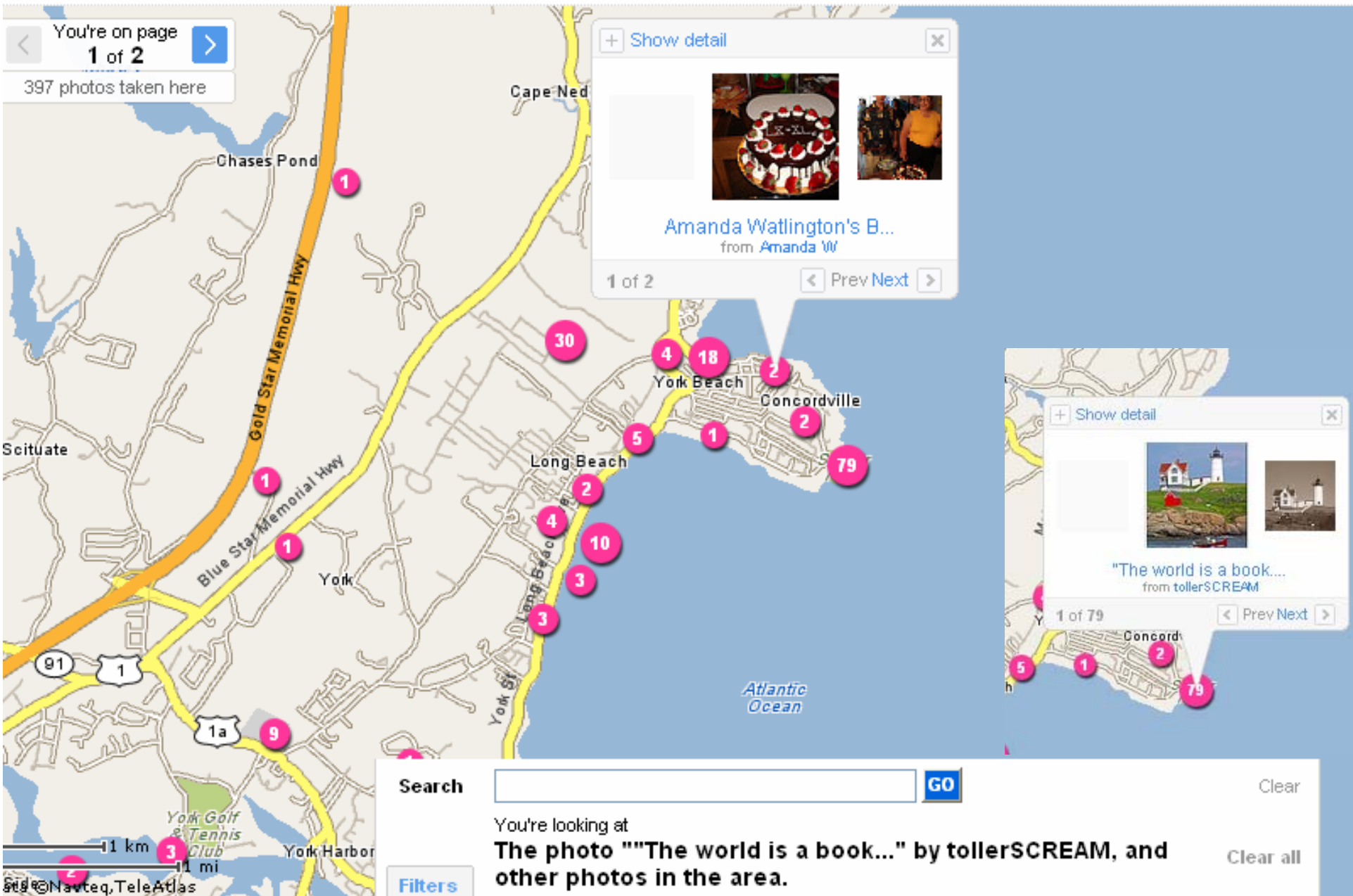
Additional Information

© All rights reserved


- Taken in **Cape Neddick, Maine** ([map](#))
- Taken on **July 1, 2006**
- **46 people** call this photo a **favorite**
- Viewed **771** times

This photo is **public**

You're on page 1 of 2
397 photos taken here



+ Show detail




Amanda Watlington's B...
from Amanda W

1 of 2

Prev Next

+ Show detail



"The world is a book..."
from tollerSCREAM

1 of 79

Prev Next

Search GO

Clear

You're looking at
The photo "The world is a book..." by tollerSCREAM, and other photos in the area.

Clear all

Filters



About tollerSCREAM pro

[← Photos](#)

Manage Your Profile

BIGHUGELABS.COM

photos **720** explore **60** contacts **260** sets **33**

tollerSCREAM

Testimonials

Dan65 says:

"I was just saying to my wife, who walked into the workroom briefly now, that she should pause for a moment with me and enjoy the wonderful photostream I was looking at. It was tollerSCREAM's. "Toll" means "Excellent" in German, and "Excellent" is just the word I would use for the work you find here. Always technically brilliant, always artistic and bold. tollerSCREAM is one of my favourite photographers on Flickr."



I love quotes, lyrics, poetry and I have a thing about Bob Dylan.

The first photo I can remember taking was of my feet, when I was 9 years old, but I know that wasn't the first.

I believe that music taught me to listen and photography taught me to see. Should I ever be lucky enough to show my work there would need to be a soundtrack involved.



tollerSCREAM's contacts (271)



[1st FCR](#)



[photo_fiddler](#)



[Pistol Pete](#)



[MINERYA8](#)



[tanulewicz](#)



[Joana S.](#)



[Pioneer Woman](#)



[bethbets](#)



[Equestrienne76](#)

[More...](#)

tollerSCREAM's public groups

- [FLOWERS](#)
- [Animal Feelings](#)
- [.:Utterly Surreal.:](#)
- [New England](#)
- [beach lovers...](#)
- [Olympus](#)
- [Glimpse](#)
- [Dog days](#)
- [Colors of the World](#)
- [Window seat please](#)
- [FlickrCentral](#)
- [Dogs! Dogs! Dogs!](#)
- [Who let the Dogs Out?](#)
- [dylanpool](#)
- [The Pink Project](#)
- [Super Colored](#)
- [100 views + 10 favourites \(unlimited\)](#)
- [Sea, Oceans, River and sun](#)
- [My Story](#)
- [Pink Think](#)
- [Four Seasons - Help create a new group icon!](#)
- [League of the Empty Chair](#)
- [Musical References \(don't forget to tag!\)](#)
- [GUTEN TAG!\(Classy Photos by invite only\)](#)

Manage Your Tags



tollerSCREAM's photos pro

[Collections](#) | [Sets](#) | [Tags](#) | [Archives](#) | [Favorites](#) | [Profile](#)

- [1993](#) [1997](#) [1998](#)
- [2002](#) [2004worldseries](#)
- [45s](#) [4th](#)
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Make Friends



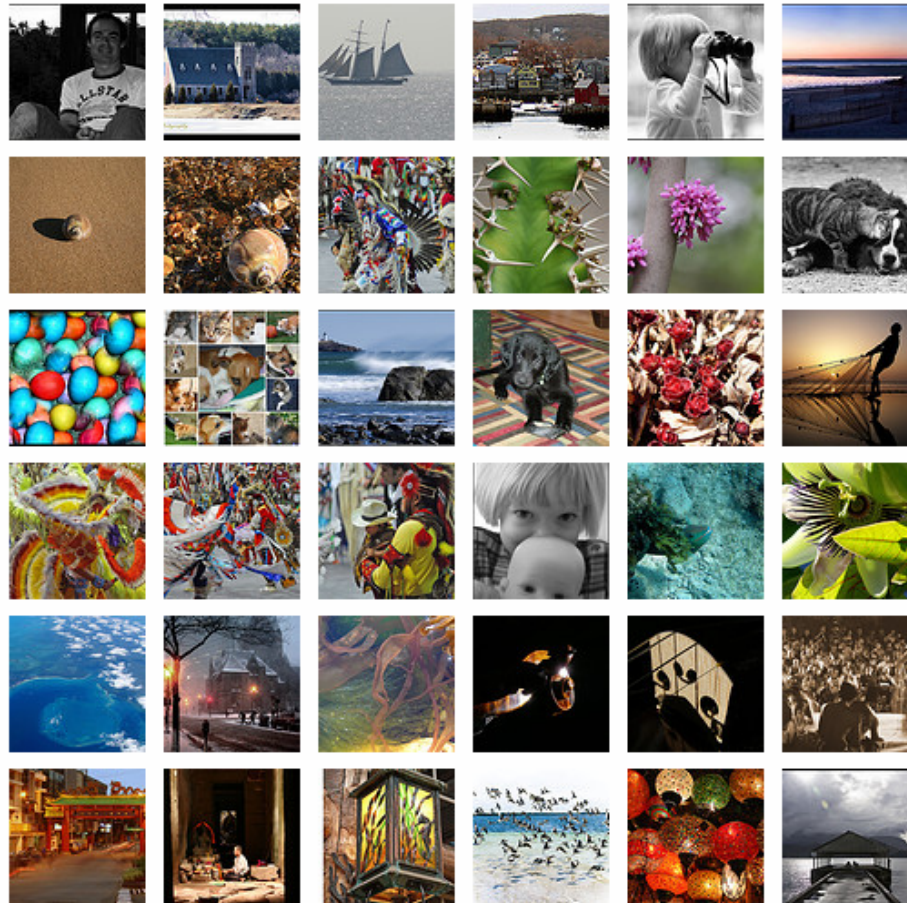
tollerSCREAM's photos pro

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Here are some of tollerSCREAM's favorite photos from other Flickr members.



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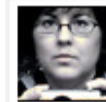
"The world is a book..."



ADD TO
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ed on July 2, 2006

erSCREAM

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Nubble Light

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Discuss

Title	Author	Replies	Latest Post
New Here	photo_qirl_2006	1	2 months ago
Nubble Light's Holiday Lights.	LebronPhoto	5	4 months ago
Hi all	Vincent's Images	4	5 months ago
Spotting the Light	StarrGazr	1	5 months ago

4 of 4 posts

About Nubble Light

Please post your photos of [Nubble Light](#) on Cape Neddick at York, Maine. It is supposedly the most photographed lighthouse in the world. Let's show our photos of it here!

Photos can be of the lighthouse itself or any other photos taken from the Cape Neddick Park point of view.

More information on the [Cape Neddick \("Nubble"\) Light](#).

Search discussions

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This is a **public** group.

Nubble Light / Discuss

Current Discussion

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Latest: 4 months ago

[Hi all](#)

Latest: 5 months ago

[Spotting the Light](#)

Latest: 5 months ago

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Hi all



[Vincent's Images](#) pro says:

Flickr is amazing - I post a Nubble Light shot and 'lo and behold' there's a Nubble group out there inviting me in - so here I am - I live in central NJ but have been going up to Maine for ages in the summer - the first stop after crossing the river is the light house to see how the light is and walk around the rocks , shoot a few shots and grab some lunch - chowder at Fox's Chowder House. One of these years I'd like to go up there in the coooold winter and check it out ... but I think I'll stick to FL in the winter for now. lol

Posted at 6:30am, 6 November 2006 EST ([permalink](#))



[LebronPhoto](#) pro says:

Welcome aboard. My experience was the same as yours. I took some photos just this Saturday and posted them on Flickr. Then I received an invitation to post all of my Nubble shots here.

You should consider coming here in the Winter. They string lights around the oputline of the lighthouse and residence. It's a beautiful scene.

Posted 5 months ago. ([permalink](#))



[StarrGazi](#) pro says:

welcome both of you! I did a major dig for Nubble Light photos last night. Glad you both joined! You both have some wonderful photos of the lighthouse. It is a wonderful place. If you keep your eyes open, you will

Nubble Light / Discuss

Current Discussion

[New Here](#)

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[Nubble Light's Holiday Lights.](#)

Latest: 4 months ago

[Hi all](#)

Latest: 5 months ago

[Spotting the Light](#)

Latest: 5 months ago

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Spotting the Light



★ [StarrGazr](#) pro says:

Have you seen the Nubble Light in any advertising or other media? Being the most photographed lighthouse has led it to be used in various ad campaigns, greeting cards, calendars, etc. If you spot it somewhere, post it here.

Posted at 12:32pm, 7 November 2006 EST ([permalink](#))



★ [StarrGazr](#) pro says:

Just today, I saw an ad on the inside back cover for Van Kampen Investments (<http://www.vankampen.com>) that uses the Nubble Light from a great angle. Unfortunately, it is [not one of the ads](#) listed on their website.

Posted 5 months ago. ([permalink](#))

Would you like to comment?

Only members of a group can post to group discussions, so you'll need to [join Nubble Light](#).

 [Feed](#) – Subscribe to Nubble Light discussion threads



Optimize Your Images

NYC: Hilton Times Square - "Time and Money"

ALL SIZES



Kansas-born New York City-based artist Tom Otterness has created a cast of playful bronze characters that can be found all over the city as well as throughout the country and in Europe. In 2004, he installed "Life Underground" in the 14th St. subway and his sculptural group "[The Real World](#)" attracts the fancy of children in Battery Park City.

In 2000, Otterness was commissioned to add some little men to the Hilton Times Square's north and [south entrances](#) in a sculptural group called "Time and Money." Creatures in funny hats dangle over clocks, Buddha-like being sits and meditates, two large policemen hold up the metal beam, and figures handle oversized monetary pieces. Meanwhile, on the 41st Street entrance, "[Male Tourist](#)" and "[Female Tourist](#)" look up at one of the clocks from below, the man holding tight to their luggage, the woman taking a picture with her giant camera.

Optimization

Title – Keyword-rich

Caption -- Meaningful

Tags – Use like keywords

Links

- To other photos

- To other sources

Anchor text – Use it to help define

Keywords in Caption and Title should be reflected in the tags

<http://www.flickr.com/photos/wallyg/418328172/>

Look for How Others are Using Flickr

North Pole sign

ALL SIZES



The North Pole is a busy place each spring, with dozens of scientists, tourists and adventurers visiting to test their limits or probe the atmosphere, ice, and sea below for clues to climate change. Here Nicolas Mingasson, a Frenchman who has helped run a base camp near the pole for 10 years, hikes near a sign and pole erected about 30 miles from the real thing by oceanographers from the University of Washington. The past tense is used because the sea ice is shifting several miles a day.

You can learn more in my new book on the once and future Arctic, which is written for the whole family and follows my 3 recent Arctic reporting trips, including one to the North Pole. The first chapter of the book, The North Pole Was Here can be read online:

www.nytimes.com/learning/globalwarming.

Uploaded on September 3, 2006
by [Andy Revkin](#)

Andy Revkin's photostream



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This photo also belongs to:

Arctic Reporting (Set)



browse | more →

- + Ice is nice! (Pool)
- + north of 60 (Pool)
- + Global Climate Change (Pool)

Tags

- north pole
- arctic
- global warming
- science

Commercial Opportunities Abound

harpseal... Yet again.... the 2007 hunt will begin soon

ADD TO FAVES BLOG THIS ALL SIZES



Photograph by Chuck Whitney.

OH I WISH THE SEAL HUNT WOULD STOP AND THIS LITTLE GUY COULD SINK TO HIS RIGHTFUL PLACE IN MY PHOTOSTREAM....

Last year I posted this photo taken here in Maine by a friend of mine, with links to protest the 2005 seal hunt. Last year there was a quota of 300,000 and it was allowed to continue through May. This year it is scheduled to begin at the end of February or early March of 2006 AND YET AGAIN THIS 2007.

Maybe if we start early this year it could help. Here is a list of 11 things people can do in hopes of preventing the hunt. This list comes from the [Humane Society](#)

[Here is the text from the above link, provided by Gini]

To help end the Canadian seal hunt, the largest commercial slaughter of marine mammals in the world, we need your immediate help. Please consider doing one or more of the following actions:

Now it is your turn to develop some ideas for how you might use photo-sharing to get your message out.

<http://www.flickr.com/photos/yeimaya/89347342/>

Let's Visit

<http://www.flickr.com/photos/melcir-selfportraits-2006/2274158494/>

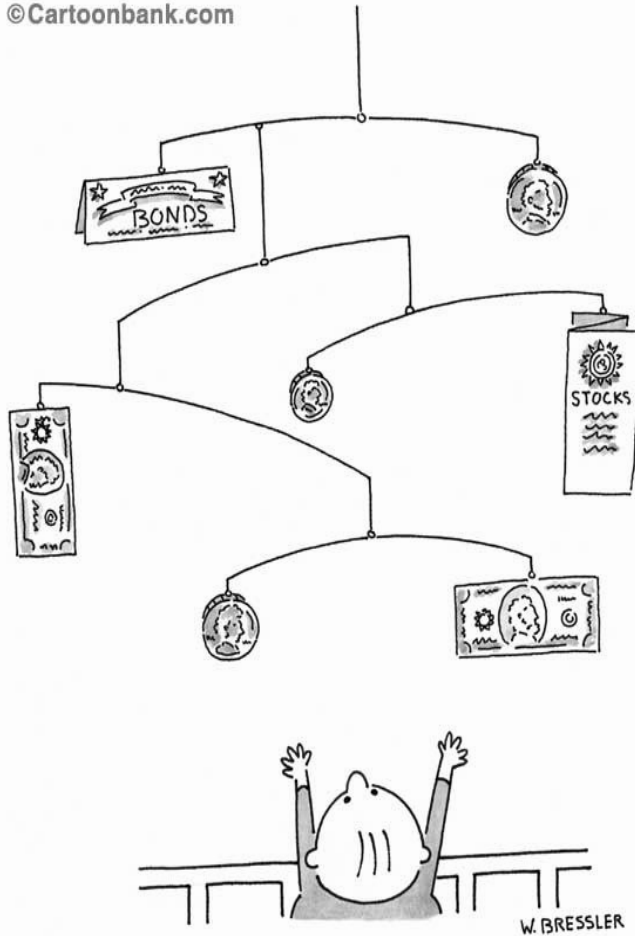
<http://www.flickr.com/photos/naporama/434189205/>

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<http://www.searchingforprofit.com/SES-SJ08.pdf>