

Optimizing for Universal Search: Part 1

Greg Jarboe of SEO-PR and
Amanda Watlington of Searching
for Profit, July 17, 2008

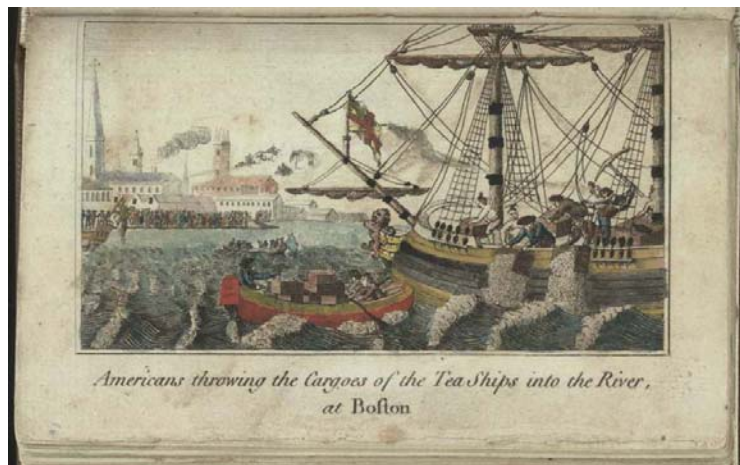
Would you believe we're teaching a universal search class in Seattle?



Source: Search Engine Watch Blog, July 3, 2008



We haven't dumped your tea in our harbor or faced you in the ALCS



- We have both been named to Who's Who in SEO Experts by Larry Chase's Search Engine for Marketers
- We are both Search Engine Watch Blog Correspondents
- We are both frequent speakers at Search Engine Strategies

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”

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

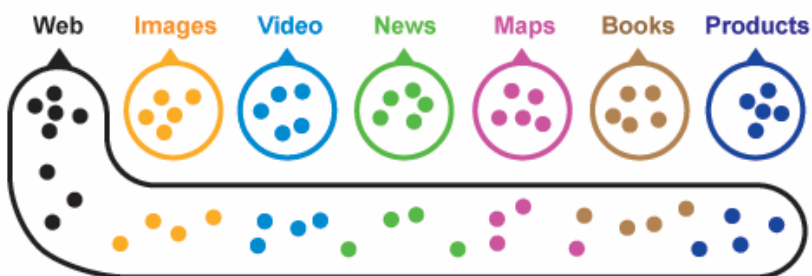
Old Google Model

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

This workshop is focused on optimizing for universal search



"Would you like to see the top on Google Earth?"

- Video search
 - Video sharing
- News search
 - Online media
- Image search
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- Local search
 - Maps
- Other verticals
 - Products, books, etc.

Has universal search changed searcher behavior dramatically?

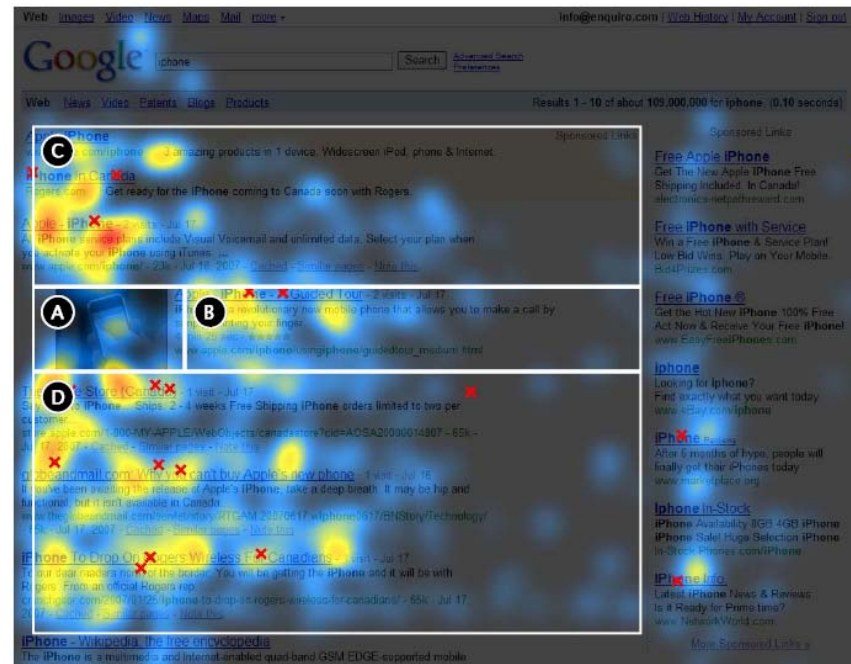
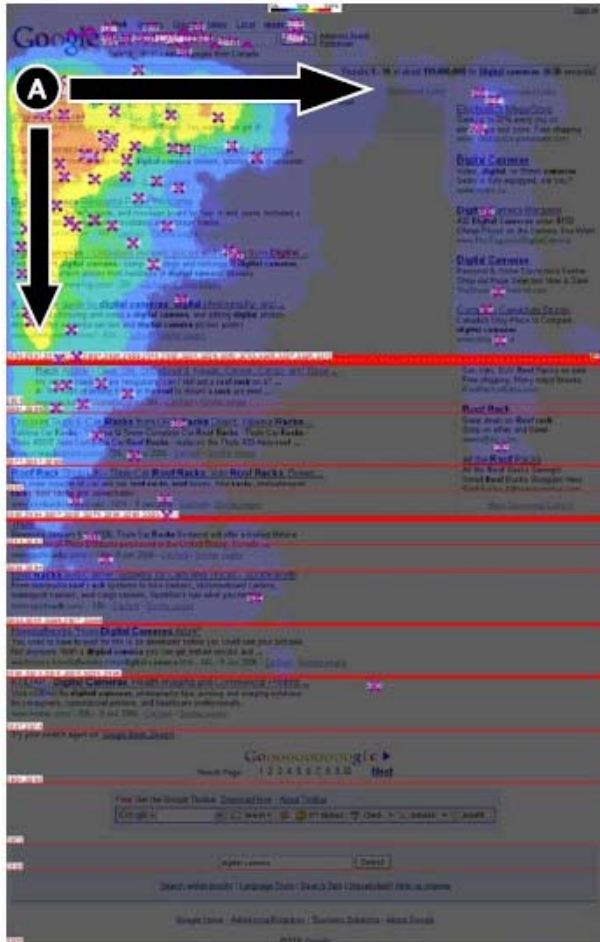
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- Images, news, video, and local information are now being delivered in one easy-to-use and sometimes personalized interface.
- Are searchers warming to the blended search concept?

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

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1 of the best song of Rocks history thanx Pearl Jam and for ...

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Source: Google, July 14, 2008



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Source: Yahoo!, July 14, 2008

SearchEngineWatch.com




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If anyone attended the **Pearl Jam** concert 6/17/08 in Virginia Beach, check out my page, and watch the 2 **videos** i posted =D btw, this song is Epic!
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Hey thanks! .. Listened to it, can't say i like it very much... i prefer **Pearl Jam**. ...
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Ten years from now," Ament said, "I don't want people to remember our songs as **videos**."
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All Music Guide
 Pearl Jam
Pearl Jam rose from the ashes of Mother Love Bone to become the most popular American rock & roll band of the '90s. After vocalist Andrew Wood overdosed on heroin in 1990, guitarist Stone Gossard and bassist Jeff Ament assembled a new band, bringing in Mike McCready on...
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Source: Ask, July 14, 2008



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As far as I can tell, the phrase 'I. Love. This. COMPANYYY!
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Steve Ballmer performing a curious dance on Microsoft 25th ...

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[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.
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Search for *Steve Ballmer* in Yahoo! and video ranks #3, news ranks #4

The screenshot shows a Yahoo! search results page for the query "Steve Ballmer". The search bar at the top contains "Steve Ballmer" and a "Search" button. The page displays several search results, including a sponsored result for "View CRM Experts Webcast" and a list of organic results. The organic results include a Wikipedia entry, a blog post titled "The Secret Diary of Steve Ballmer", a YouTube video titled "Steve Ballmer going crazy", and news results from D6 and CNET. On the right side, there are additional sponsored results for "Steve Ballmer" from Portfolio.com, Amazon.com, ShopLocal.com, and Smarter.com. The page footer includes the SearchEngineWatch.com logo.

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Bio of the Chief Executive Officer.
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Steve Ballmer - Microsoft Chief Executive Officer
Biography, speeches, and pictures of Steve Ballmer, Microsoft's CEO.
[www.microsoft.com/presspass/exec/steve/default.aspx](#) - [Cached](#)

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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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Steven Anthony Ballmer (born March 24, 1956) is an American businessman and has been the chief executive officer of Microsoft Corporation since January 2000.
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Icahn, Ballmer pair up, talk Microhoo; Push to boot Yang and Yahoo's ...
Icahn says in a letter that he has been chatting up Microsoft CEO Steve Ballmer along with other key executives about how the two companies can do a transaction together.
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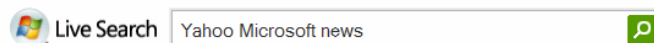
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Starbucks - [Wikipedia, the free encyclopedia](#)
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The Deadprogrammer's Cafe Blog did some expert sleuthing to show the evolution of the Starbucks logo from the old school brown Nordic-inspired woodcut to the slicker, more contemporary logo we know today. ...
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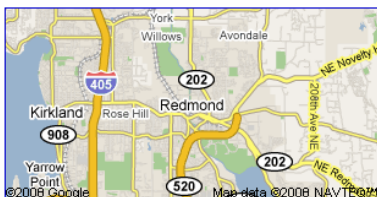
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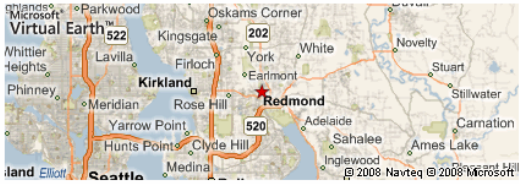
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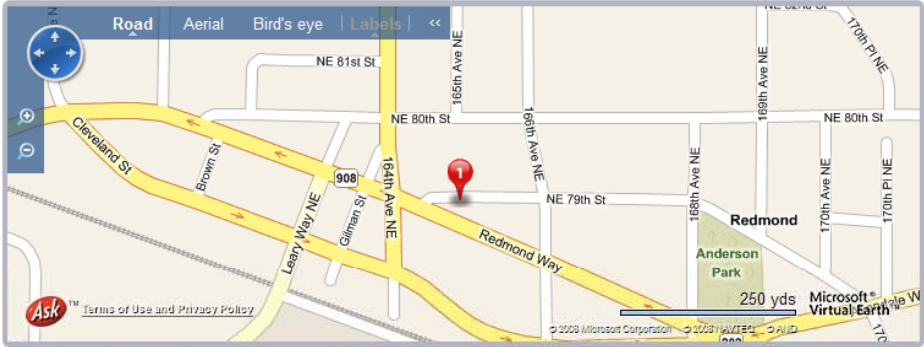
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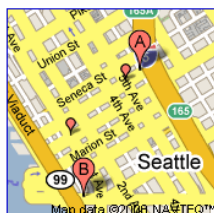
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Holiday Inn: **Seattle Hotel**

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www.edgewaterhotel.com/ - Cached

 **[Seattle Hotels - Downtown Seattle Hotels & Suites Guide - Seattle WA](#)**
Downtown Seattle Hotels - Seattle Washington ... Comprehensive Information and Reservations for many **Downtown Seattle Hotels & Suites ...** 'Your Comprehensive Guide to **Downtown Seattle Hotels**'
www.seattle-downtown.com/downtown-hotels/ - Cached

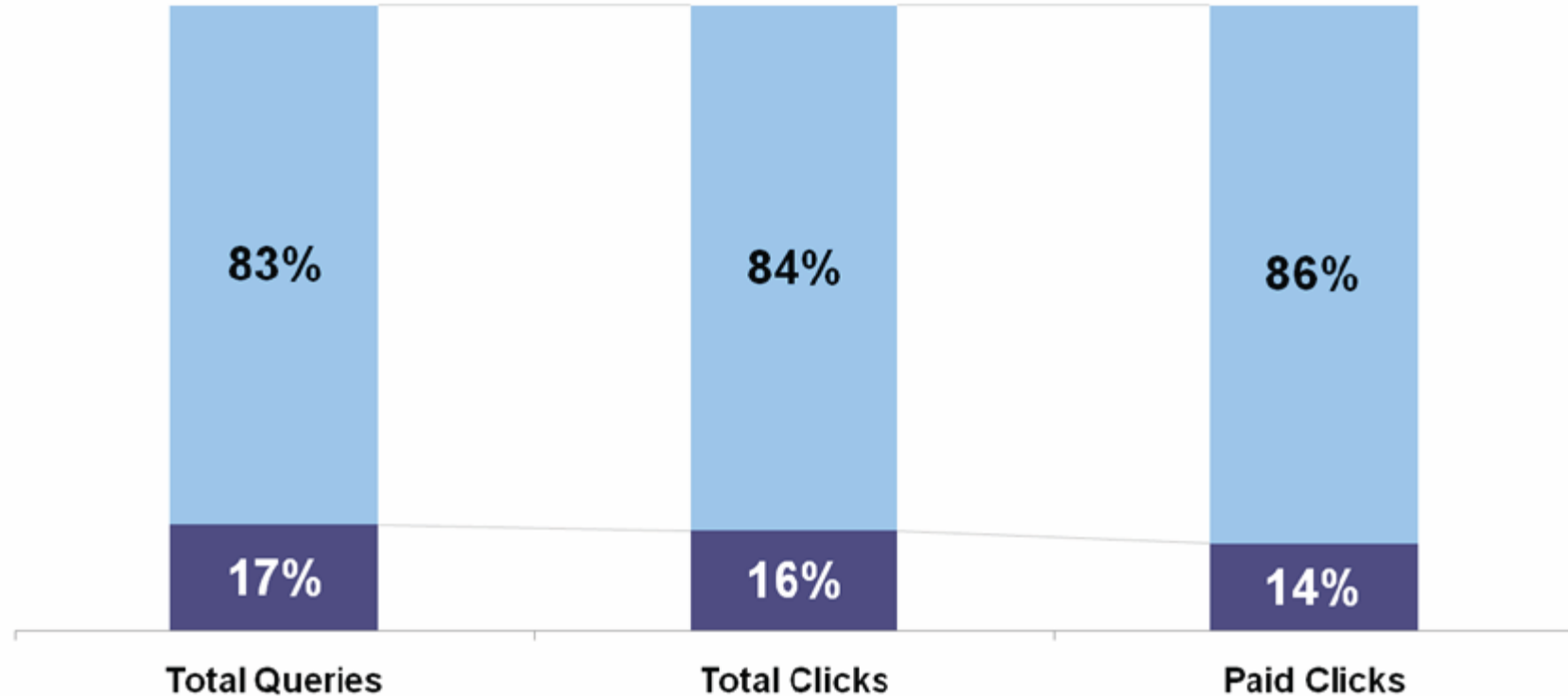
 **[Downtown Seattle WA Hotels, Best Western Seattle Pioneer Square...](#)**
The Best Western **Seattle Hotel** in Pioneer Square is located close to Safeco Field, Qwest Field, and all major **Seattle Attractions**.
www.pioneersquare.com/ - Cached

Source: Ask, July 14, 2008



Of 1.2 billion queries, 220 million contained universal search result

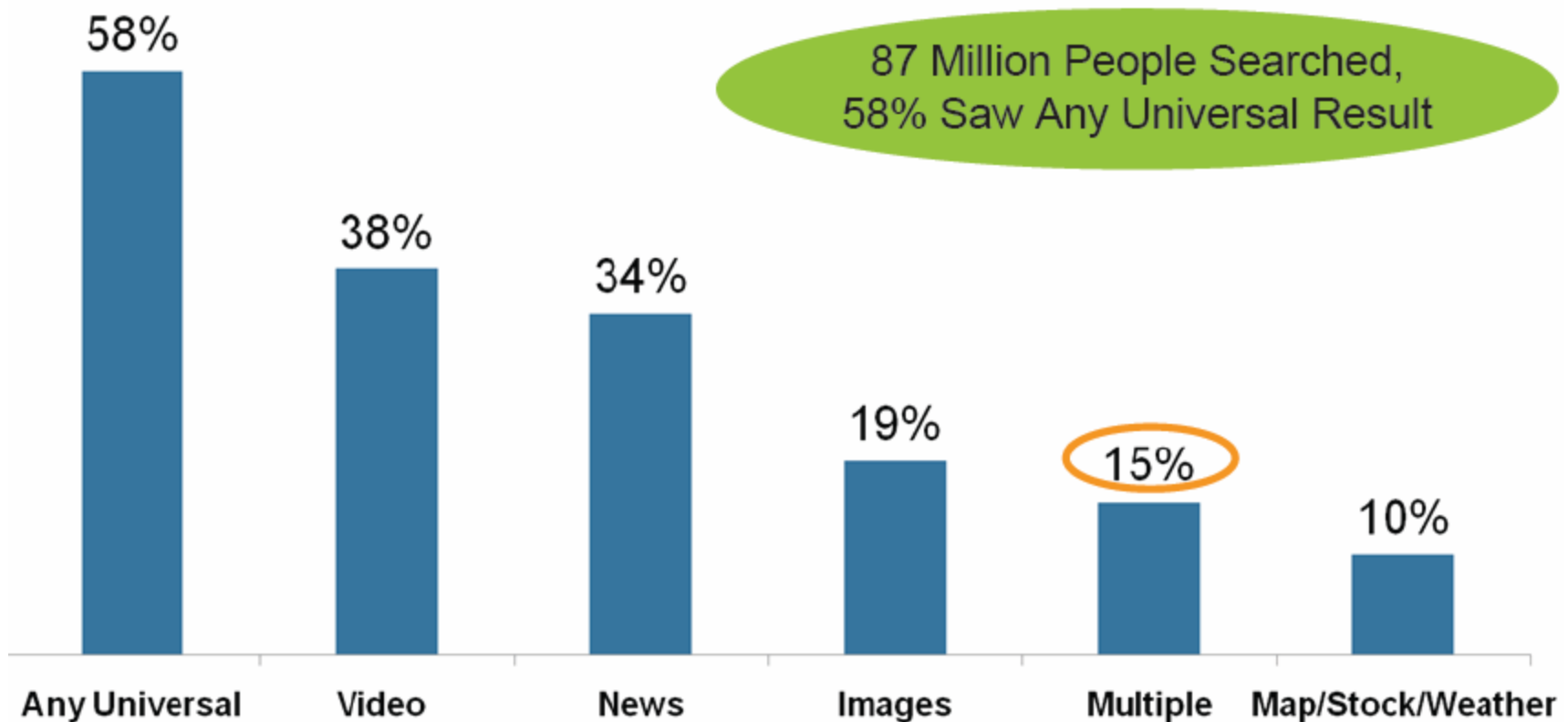
**Composition of Search Queries and Clicks:
Google Universal Vs. Non-Universal Results**



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

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

©Cartoonbank.com



"Have you tried searching under 'fruitless'?"

- 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

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

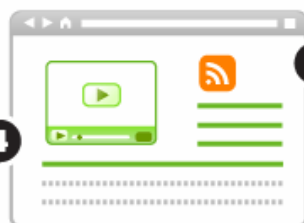
Simple Steps to Video Optimization

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



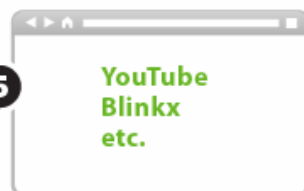
2 Add a brand watermark.

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



3 Add to RSS Feeds.

Submit to video sharing sites. **5**

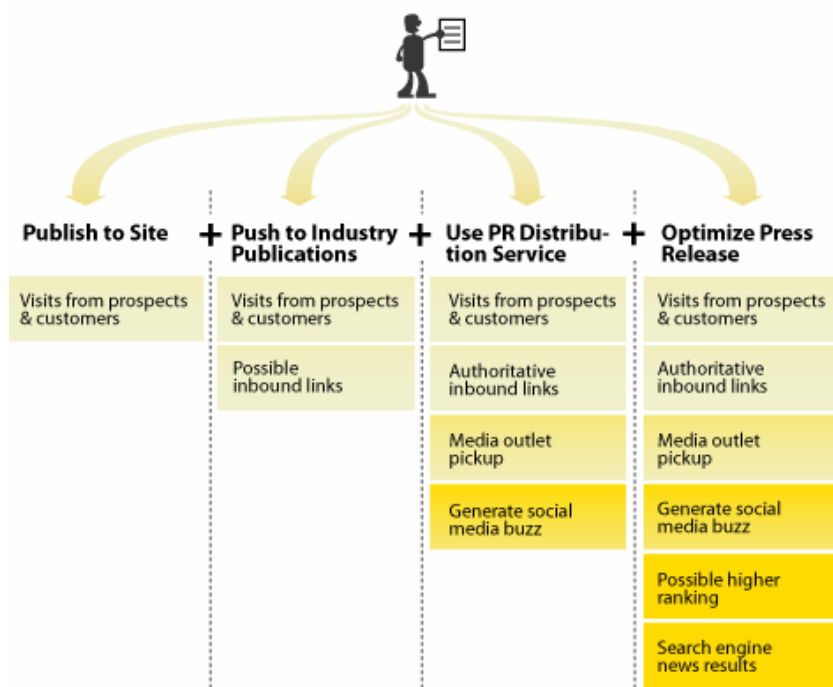


- 82.2 million viewers watched 4.1 billion videos on YouTube in May 2008
 - 50.4 videos per viewer
- 54.8 million viewers watched 703 million videos on MySpace that month
 - 12.8 videos per viewer
- This makes YouTube the leader in online video by a

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.



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

- 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.

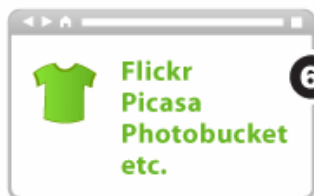


4

3 Optimize the pages containing images.

5

Limit the number of images per page.



6

Use photo sharing sites. Apply captions and tags.

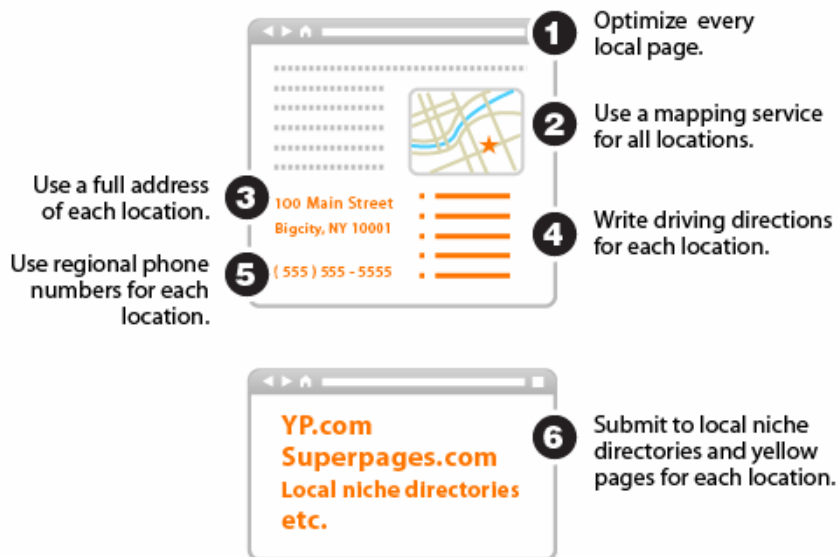
©2007 Elliance, Inc. | www.elliance.com

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

- 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

We'll look at creating maps as well as local optimization steps

Six Simple Steps for Local Optimization



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- Google universal search is sending 45.2 million downstream referrals a month to Google Maps
- In addition, there are 143 million searches a month on Google Maps from within the U.S.
- There are several simple steps that you can take to really give your local content a better chance at ranking well in local search results

Sources: Search Engine Land, Sept. 18, 2007,
and comScore qSearch, Dec. 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)
Windows Media Video (wmv)
AVI Video (avi)
MPEG Video (mpg, mpeg)
Windows Media Video (asf)
MPEG-4 Video (mp4, mpeg4)
Mobile Video (3gpp, 3gp, 3g2)
Matroska Format (mkv)
Flash Player Video (flv)
DVD Video (vob)
Ogg Format (ogm)
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	<p>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>.</p> <p>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".</p>
<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


webpronews.com VIDEOBLOG

Pitney Bowes SmallOfficeSeries™ 90-day risk free trial - [Click Here](#)

mailstation™ Special Offer: \$50 in free postage coupons* 90-day risk free trial - [Sign Up Now](#)

Latest WebProNews Videos   VIDEO  AUDIO

Microsoft Refuse Police



Microsoft refused police demands for information on a burglary. New Zealand Police obtained a court order to make up Microsoft's mind on the matter. A report from Stuff-dot-co-dot-n-z shows the story began when a man accused of receiving a stolen X-box 360 contacted Microsoft to register the stolen machine and ask for a replacement power cord. Microsoft had the man's name, address and phone number, but declined to provide the information to police until they acquired a court order.


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

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

Technorati Tags: [xbox](#), [microsoft](#), [arrest](#)

Posted on February 9th, 2007 | in [WebProNews Update](#) | [No Comments](#) »

Founders of dMarc Leave Google



d-Marc founders Chad and Ryan Steelberg left Google after many disagreements. A Google spokesperson confirmed the brothers left the company. The tension came from different methods of radio ad sales. Google focuses more on automation and the removal of "human touch," while the dMarc founders insist a product needs human involvement to succeed.

Search

Recent Videos


- [Microsoft Refuse Police](#)
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- [Yahoo Pipes, Digg Hates, Cuban Porn](#)
- [Putting a Spanner in Search Engines](#)
- [Tagging is Both a Search and Social Function](#)
- [Dumping Office for Google Apps](#)
- [Google Links, Social Networks and more](#)

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.

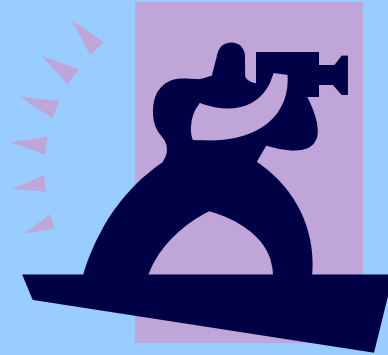
 [Digg](#)

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](#)
[\(more\)](#)

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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 features a man standing on a large sand dune under a blue sky with white clouds. A "Stride" logo is overlaid on the video, circled in red. The video player includes a progress bar showing 1:17 / 3:42, a volume icon, and a play button. Below the video player, the rating is shown as five red stars and the view count is 10,544,164.

YouTube
Broadcast Yourself™

Home Videos Channels Community

Search Videos Search advanced Upload

Where the Hell is Matt?

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™

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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

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: [List](#) [Grid](#)

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

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

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

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

[RSS this page](#)

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
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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: hotforwards	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!

Watch the nominees

2007
YouTube VIDEO AWARDS
WINNERS ANNOUNCED

Select the best thumbnail for each video

Longest duration to maintain a human flag



[Share](#) [Favourite](#) [Add to Playlists](#) [Flag](#)

Rate: ★★★★★
134 ratings

Views: 36,590

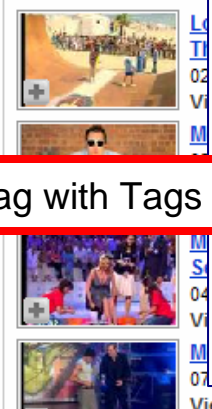
Comments: [128](#) Favoured: 96 times Honours: [0](#) Links: [5](#)

From: [GuinnessWorldRecords](#)
Joined: 1 year ago
Videos: 50 [Subscribe](#)

▶ **About This Video**
The longest duration to maintain a human flag is 39 seconds, set by Dominic Lacasse (Canada) on the set of Guinness World Records - Die Grossten Weltrekorde in Cologne, Germany, on 23 November 2007. ([more](#))
Added: 11 February 2008

Embed
`<object width="425" height="355" value="http://uk.youtube.com/watch?v=jUrtrX1vaEo">`

▼ **More From: GuinnessWorldRecords**



From: [GuinnessWorldRecords](#)
Joined: 1 year ago
Videos: 50 [Subscribe](#)

▼ **About This Video**
The longest duration to maintain a human flag is 39 seconds, set by Dominic Lacasse (Canada) on the set of Guinness World Records - Die Grossten Weltrekorde in Cologne, Germany, on 23 November 2007. ([less](#))
Added: 11 February 2008
Category: [Entertainment](#)
Tags: [Guinness](#) [World](#) [Records](#) [Dominic](#) [Lacasse](#) [Canada](#) [human](#) [flag](#) [strength](#) [entertainment](#) [Germany](#) [Die](#) [Grossten](#) [Weltrekorde](#)

URL

Embed [Customise](#)
`<object width="425" height="355"><param name="movie" value="http://uk.youtube.com/watch?v=jUrtrX1vaEo">`

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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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>

Embed `<object width="425" height="350"><param name`

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

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Wednesdays - Bad Game Wednesdays
Thursdays - Hacking Thursdays
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Saturdays - TBD
Sundays - TBD

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- Richard Zednik Ne... 5 days ago



Use the Tools

1

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

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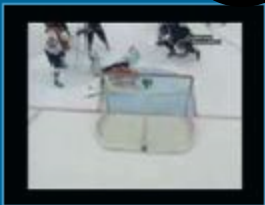
2

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



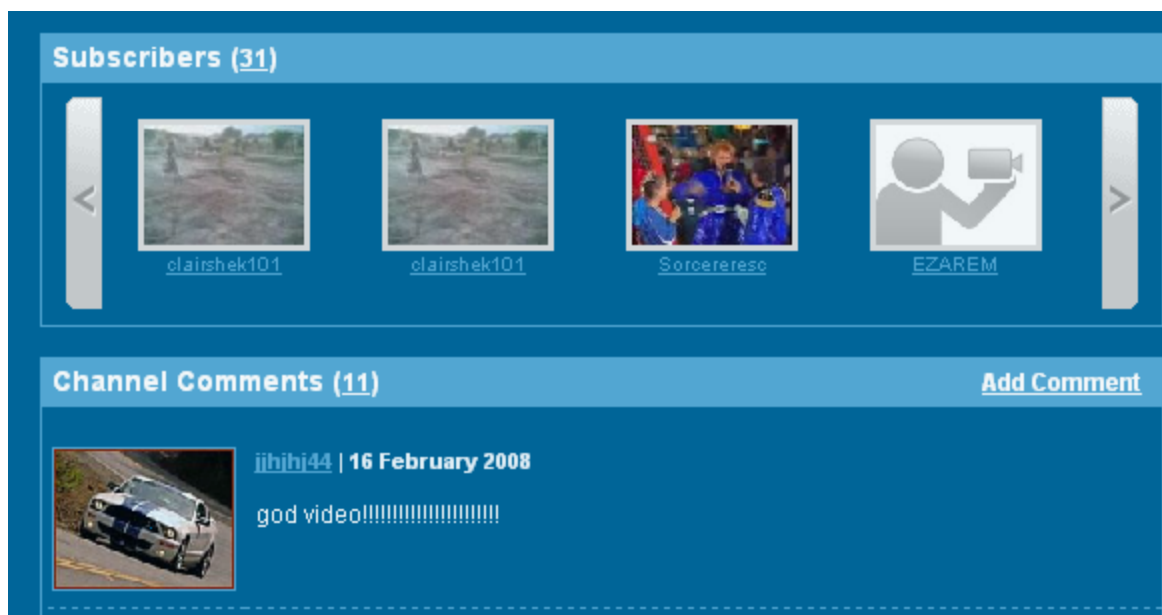
[Halo 3 EPIC Suicide](#)
00:59
Added: 1 month ago
From: [hdevonxz](#)
Views: 97,683







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

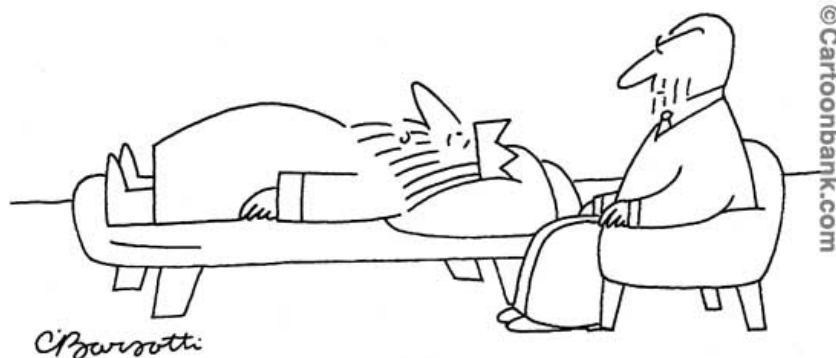
Optimizing press releases and media relations for news results

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



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

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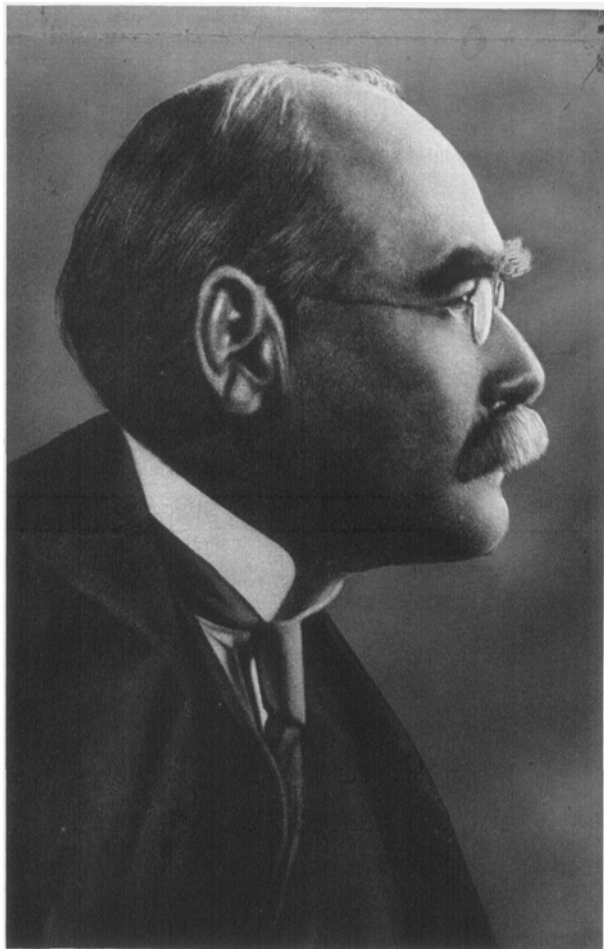
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Source: CNNMoney.com, Jan. 16, 2008



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



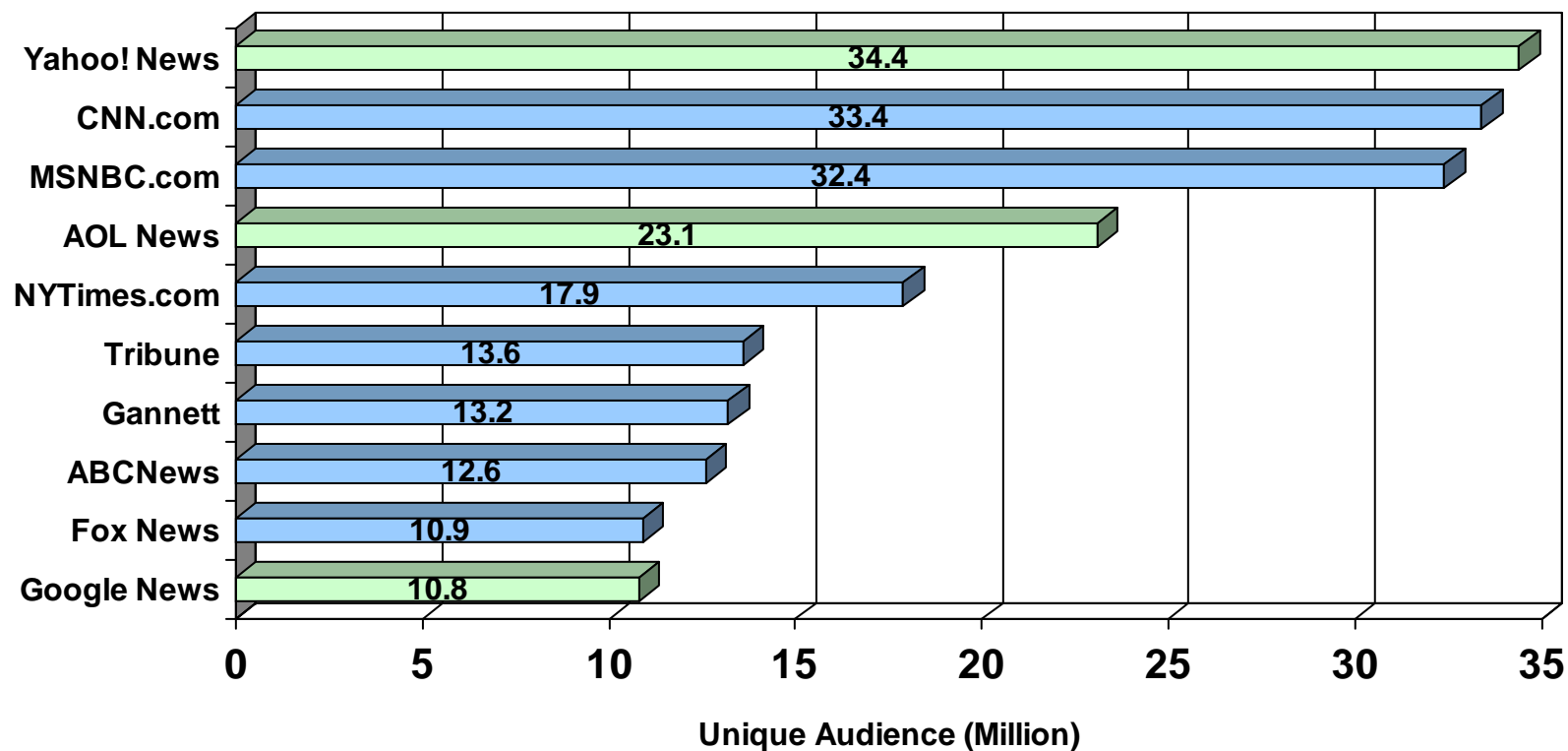
- “I keep six honest serving-men
- (They taught me all I knew);
- Their names are What and Why and When
- And How and Where and Who.”

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?

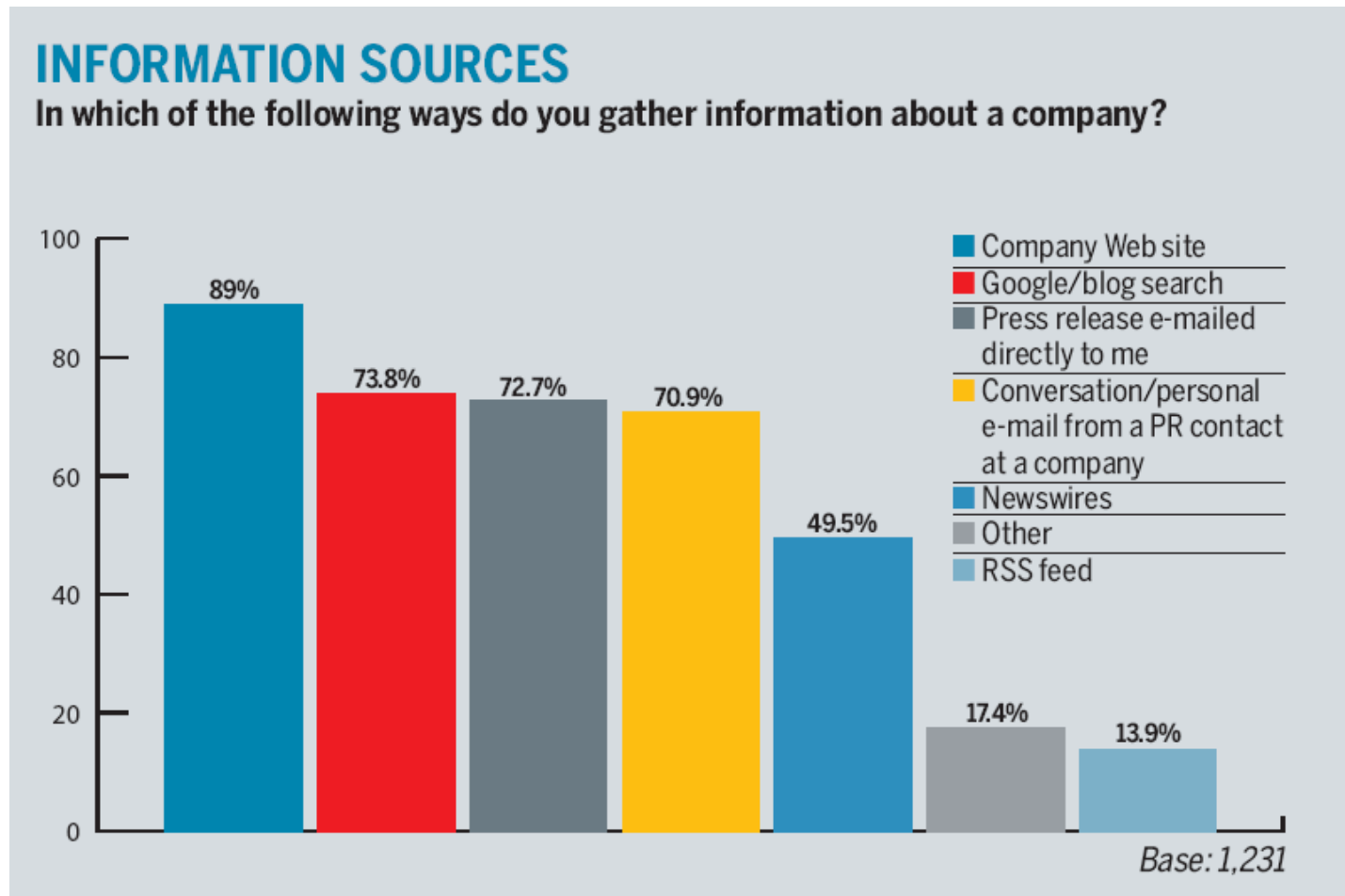
Millions of Americans use Yahoo! News, AOL News or Google News



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 ...](#)
- 71. [questhelper](#)
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- 73. [time for some campai...](#)
- 74. **wells fargo investor...**
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- 76. [research associates ...](#)
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wells fargo investor relations

Hotness: **Mild**

Related searches:

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Peak:

3 hours ago

Location:

37% - New York, NY

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In February, Institutional Investor magazine named **Wells Fargo** the most Shareholder Friendly Company in America among banks. **Wells Fargo** is among ten ...

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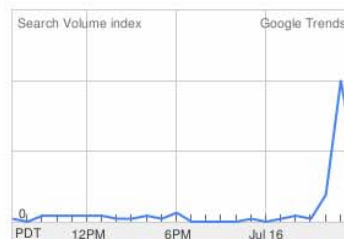
[Workstream Schedules Fourth Quarter and Fiscal 2008 Year-End Results](#)

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

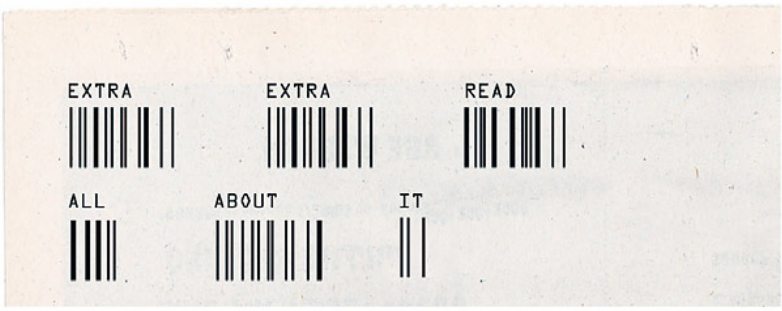
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IDEAS & TRENDS
This Boring Headline Is Written for Google



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
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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

© Cartoonbank.com



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

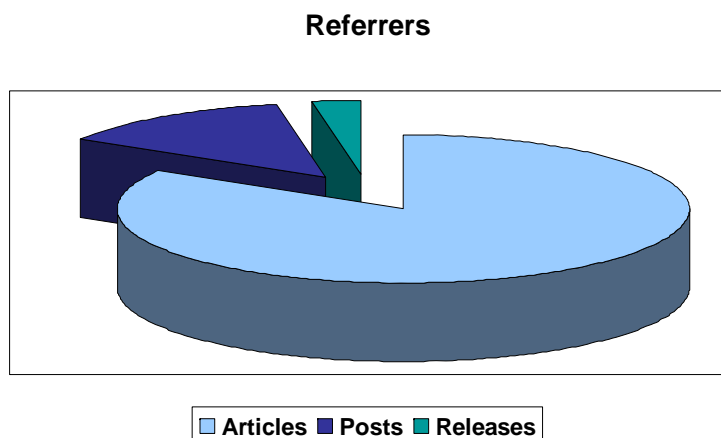
- Ranking of press release
- Headline impressions
- Reads of press release
- Click-throughs on links
- Press mentions
- Blog mentions
- Links to landing page
- Ranking of landing page
- Traffic to website
- Conversions from traffic

Articles and posts referred 34.4 times more visitors than releases

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

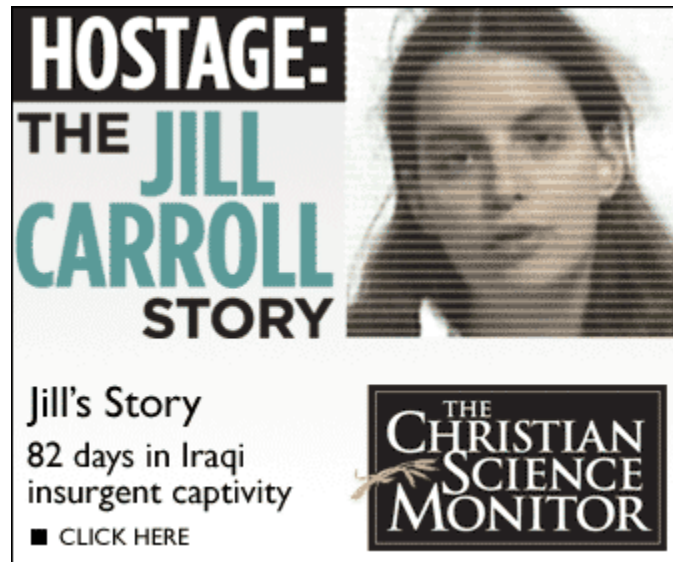
- 83.7% from articles
- 13.5% from posts
- 2.8% from releases

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



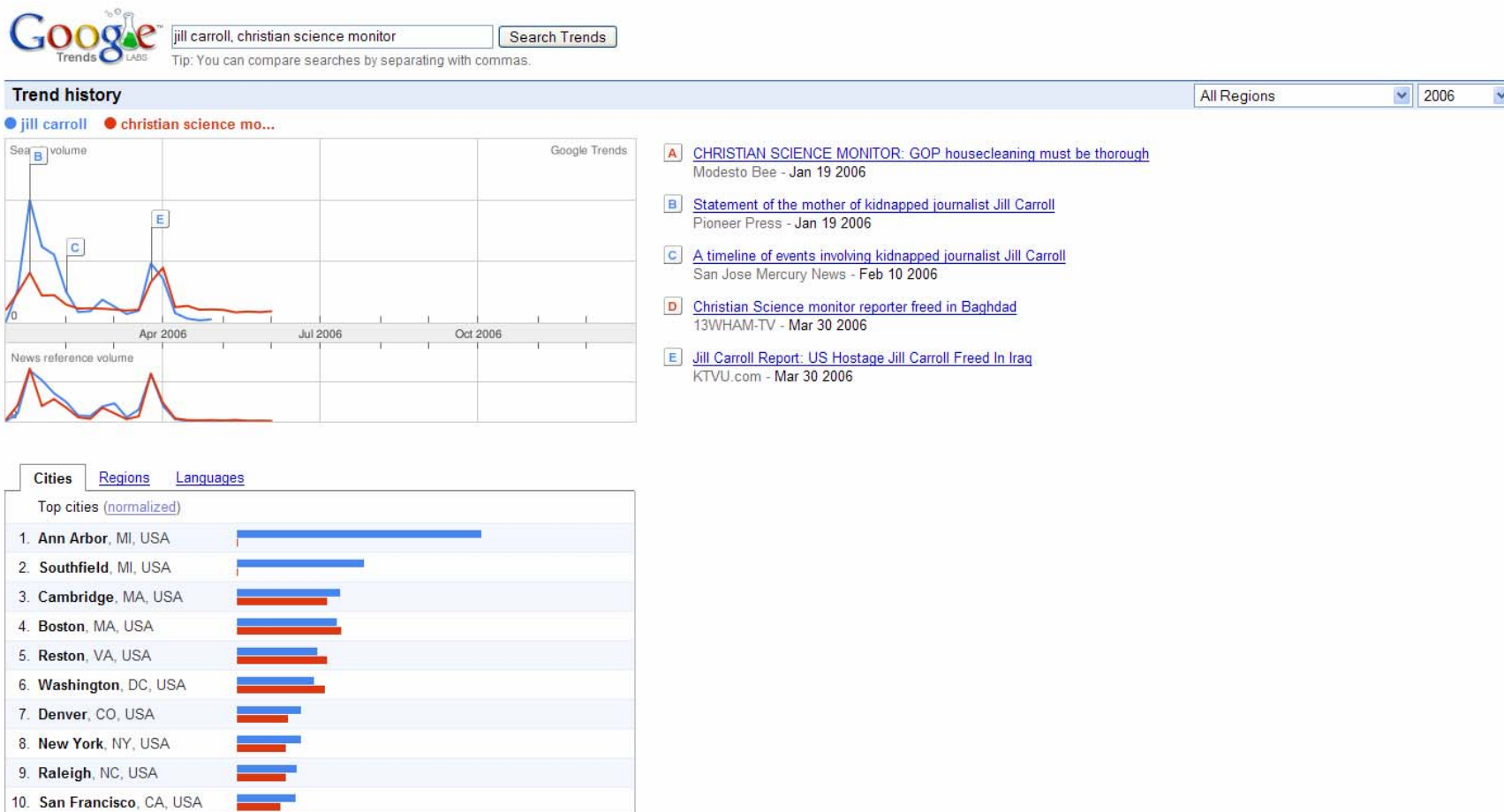
Source: Fortune 500 company, Sept. 2007

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 of a 00:43 duration. The video content shows a woman wearing a black hijab and glasses, smiling. Below the video player, there are interaction options: 'Rate this video' (5 stars, 5 ratings), 'Save to Favorites', 'Add to Groups', 'Share Video', 'Post Video', 'Flag as Inappropriate', and 'more stats...'. The video has 2,575 views, 3 comments, and 6 favorites.

The NewsTrak article snippet includes the following text:
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THE CHRISTIAN SCIENCE MONITOR
August 11, 2006 01:17 PM US Pacific Timezone
Jill Carroll to Tell Story of Her Experience as Hostage in Christian Science Monitor Exclusive
BOSTON--(BUSINESS WIRE)--Aug. 11, 2006--Reporter Jill Carroll will tell the story of her 82 day Part One of "Hostage: The Jill Carroll Story" will appear on the Monitor's website, <http://www.csm>
Writing about her experience for the first time since her release in Baghdad on March 30, Jill Carroll struggled to stay alive.
-- Moved more than a dozen times, Carroll had closer contact with Sunni insurgents - including th
-- Under the constant threat of death, Carroll was required to interview her captors. She learned sl activities of the Iraqi insurgency.
-- Carroll describes the motives of her captors, whose primary enemy, the US, was replaced by a have been involved in Carroll's kidnapping had been arrested.
Christian Science Monitor reporter Peter Grier will write about efforts made by her family, the Mor about whether a ransom was paid, 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 Scien
-- Video clips of Carroll describing her experience in detail.
-- Video interviews with Carroll's family members and Monitor staffers who worked for her release.
-- A map of where she was held throughout her captivity.
-- Information about a fund to help the family of Alan Enwiyah, Carroll's translator who was murdered when she was abducted.
Jill Carroll's story will be syndicated through the Monitor's News Service and will be available for purchase on newsstands and
The Christian Science Monitor also will be working in partnership with ABC News to share Jill Carroll's story.

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
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- [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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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



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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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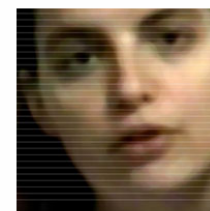
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Sunday, August 13, 2006

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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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 is a 'MORE STORIES' section with several articles. On the right, there's a 'WATCH VIDEO' section with a video player and a 'PHOTO HIGHLIGHT' section with a photo of a fingerprint.

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.

SLIDESHOW: Mideast Conflict
VIDEO: Displaced Lebanese return home AP

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- Bush says Israel defeated Hezbollah AP
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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

WATCH VIDEO

Fox News journalists kidnapped in Gaza
Associated Press All Video

Updated security: What's now banned on flights
Dramatic rescue after car plunges 300 feet
New York recreates famous WWII kiss
Derby champ Barbaro takes a big step forward
Boy George reports for garbage duty

PHOTO HIGHLIGHT

Photo Highlight Slideshow

The screenshot shows the AOL News homepage. At the top, there's a search bar and navigation links like 'Web', 'Video', 'Local', etc. The main headline is 'I Don't Want That Knife' with a video player showing a woman. Below the headline is a 'Headlines' section with several articles. On the right, there's a 'Find Videos Now' section with a search bar and a 'Popular Searches' section with several search terms.

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

Popular Searches

- Dave Matthews
- 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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Blog Search BETA "Jill Carroll" [Advanced Blog Search Preferences](#)

Blog Search Results 1 - 10 of about 1,014 for "Jill Carroll". (0.10 seconds) [Sorted by relevance](#) [Sort by date](#)

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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?



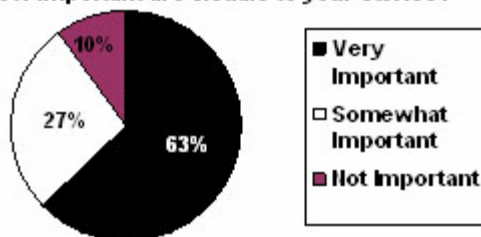
"Trust me Mort—no electronic-communications superhighway, no matter how vast and sophisticated, will ever replace the art of the schmooze."

- 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
[Columns](#) | [Contact Greg](#) | [Subscribe to Newsletters](#) | [RSS Feeds](#)

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




The Chris Pirillo Show

“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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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](#).

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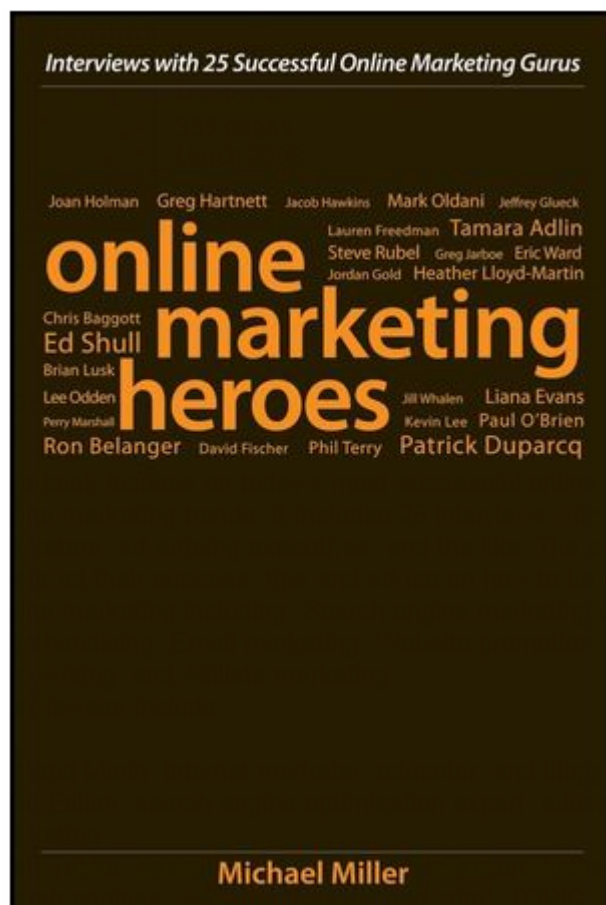
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- AOL, ESPN, SI, And The Video Game
- SixApart Forgets Censorship Is Bad
- The Logic of Online Gambling Laws

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**



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

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


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


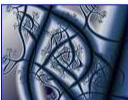







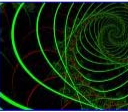


Google Search Images Search the Web [Advanced Image Search](#) [Preferences](#)

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](#)


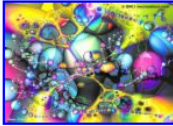

Yahoo! Shortcut - [About](#)

- 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 W...er.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




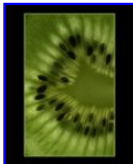










Why We Must Optimize for Photo-Sharing Sites

YAHOO! SEARCH [Web](#) | [Images](#) | [Video](#) | [Local](#) | [Shopping](#) | [more »](#) [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](#)

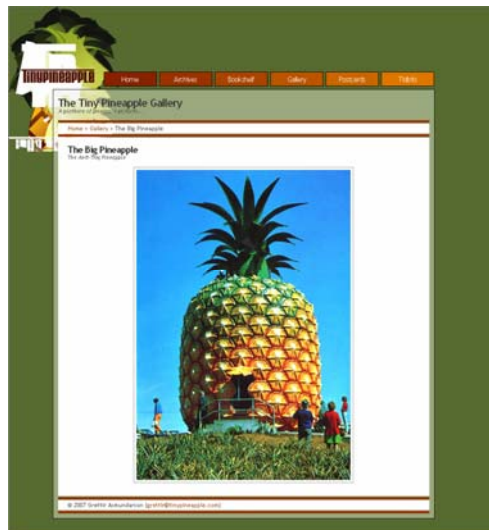
 enb07470x_pineapple.jpg 322 x 595 pixels - 28.6kB www.pineapplenook.com/	 istockphoto_634...le.jpg 380 x 371 pixels - 54.2kB www.istockphoto.com/imageindex/63/4/63453	 pineapple.jpg 225 x 504 pixels - 44.3kB www.astro.ufl.edu/~bruno/Hawaii?D=A	 FL_pineapple_03s.jpg 575 x 355 pixels - 81.6kB www.bfcollection.net/cities/usa/fl?D=A
 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

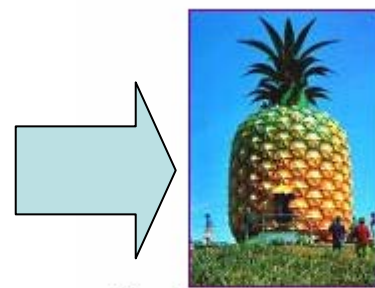
Use ALT text and add keywords in Photoshop during creation

```

```

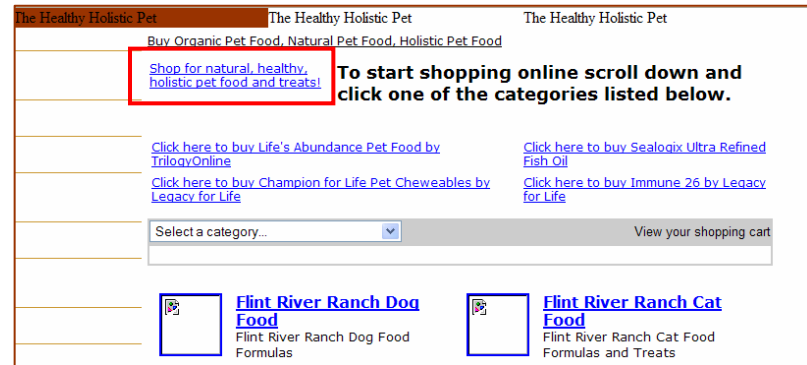


Page 1 – Result
Google



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

A screenshot of a Google Images search for "chocolate easter bunny". The search results show six images with captions and source URLs. The image in the bottom right, showing a basket of colorful Easter eggs, is circled in red. A red arrow points from this circled image to the article snippet on the right.

Image Description	Dimensions	File Type	Source URL
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



Google Image Labeler

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

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

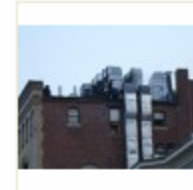
OK Cancel Apply



Camera dump 60807 202



Camera dump 60807 203



Camera dump 60807 204



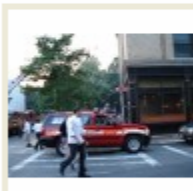
Camera dump 60807 208



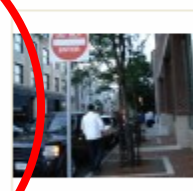
Camera dump 60807 209



Camera dump 60807 210



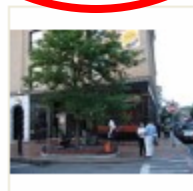
Camera dump 60807 214



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...

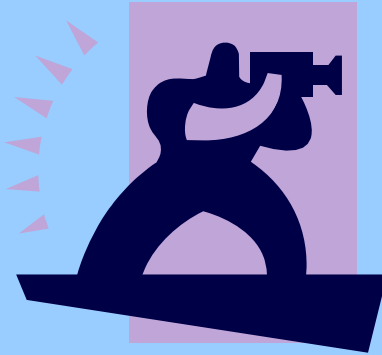


Fujifilm

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...



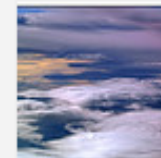
...and those who do not travel read only a page."

~St. Augustine



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

**tollerSCREAM's
photostream**

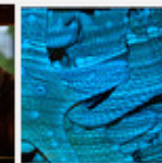
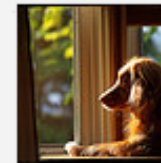


720
photos
[View as
slideshow](#)

← more | browse | more →

This photo also belongs to:

[on being interesting] (Set)

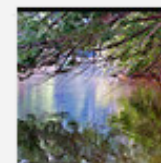


150
photos
[View as
slideshow](#)

← 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](#))



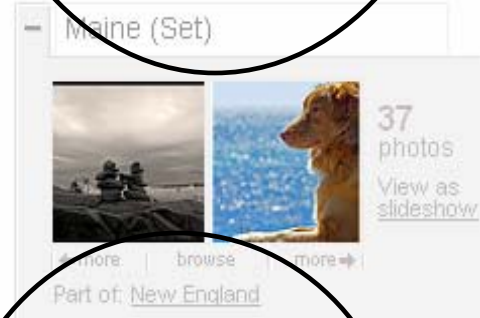
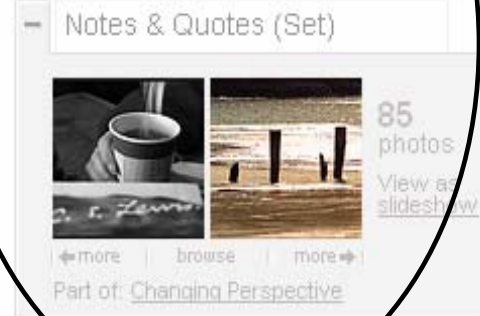
Patrick Ciebilski pro says:

Wonderful colors !

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



Tales of an LA Addict pro says:



- + 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

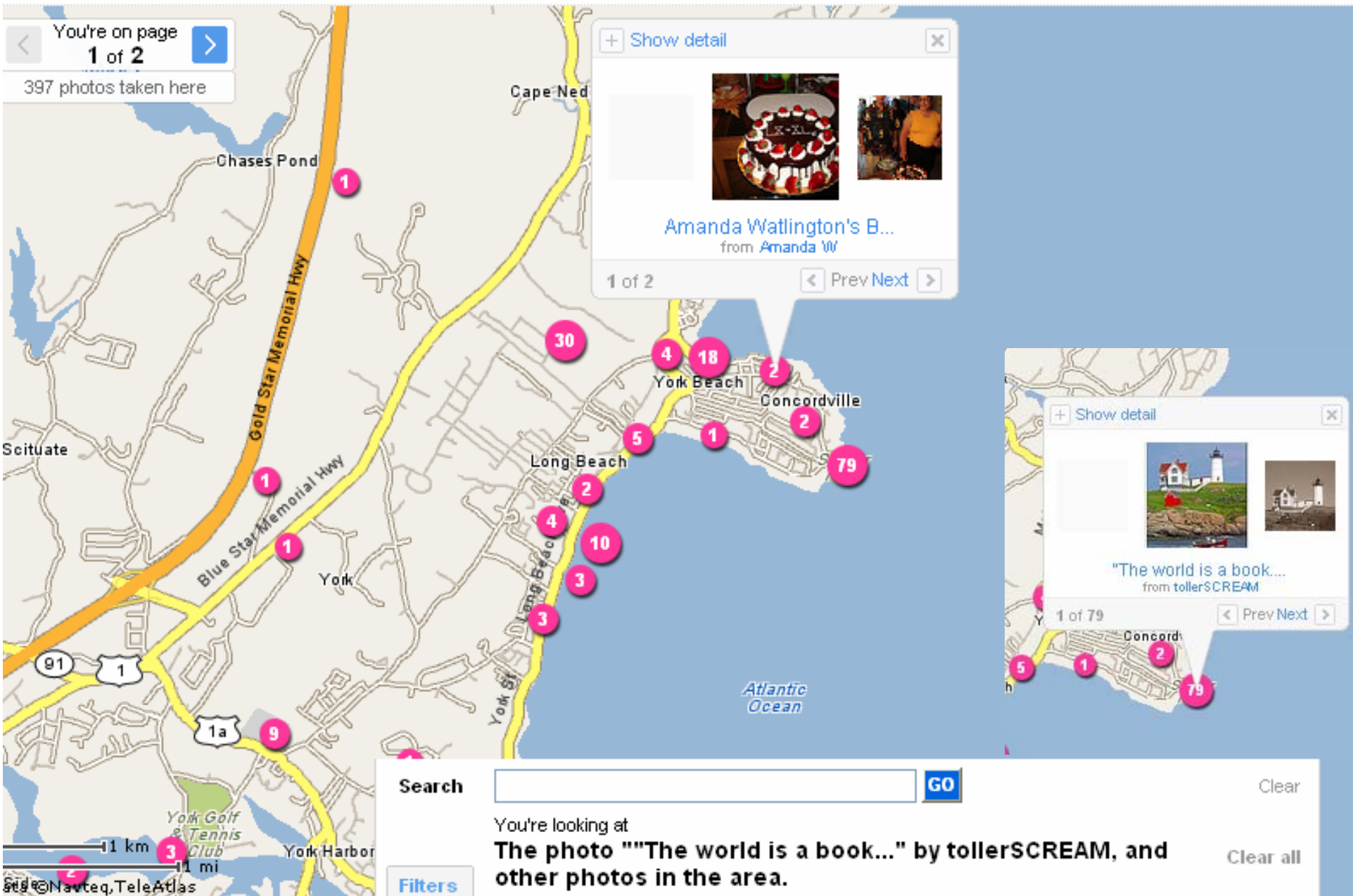
Additional Information

© 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

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

Clear

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](#)
- [abandoned](#) [abigfave](#) [action](#) [ad](#) [adobe](#) [adoe](#) [adrian](#) [aerial](#) [aeroplano](#) [airplane](#) [airport](#) [album](#) [alley](#) [alone](#) [amazingcircles](#) [america](#) [analysis](#) [anchor](#) [angel](#) [anniversary](#) [antique](#) [appledore](#) [arbor](#) [arch](#) [arches](#) [architecture](#) [architectureglass](#) [archway](#) [arizona](#) [artisan](#) [artist](#) [artists](#) [athenian](#) [atlantic](#) [atmosphere](#) [autumn](#)
- [bagels](#) [bagpipes](#) [ball](#) [balloon](#) [band](#) [bar](#) [barn](#) [bars](#) [baseball](#) [bayoffundy](#) [beach](#) [beachroses](#) [beaconhill](#) [bearskinneck](#) [bee](#) [bench](#) [benfranklin](#) [bibliophile](#) [bicycle](#) [bigredbone](#) [bird](#) [birds](#) [bleachers](#) [bleu](#) [blogged](#) [bloom](#) [blossoms](#) [blue](#) [bluelist](#) [boat](#) [boats](#) [bog](#) [bokeh](#) [bone](#) [book](#) [books](#) [bookstore](#) [borges](#) [boru](#) [boston](#) [bottles](#) [bow](#) [bowl](#) [bows](#) [branch](#) [brass](#) [bravo](#) [break](#) [brick](#) [bridge](#) [brink](#) [britishcolumbia](#) [bronze](#) [brother](#) [bubbles](#) [bud](#) [building](#) [buildings](#) [bull](#) [buoy](#) [buoys](#) [burnburnburn](#) [burst](#) [burvingground](#) [bus](#) [butchartgardens](#) [bw](#)
- [cabin](#) [cabottrail](#) [cactus](#) [cafe](#) [cairn](#) [calvino](#) [camden](#) [campaign](#) [campari](#) [canada](#) [candle](#) [candy](#) [canoe](#) [capandbells](#) [capebreton](#) [capecod](#) [capehedge](#) [capeneddick](#) [cappuccino](#) [captaingeorgevancouver](#) [carriage](#) [case](#) [castle](#) [castles](#) [catchycolors](#) [cathedral](#) [cattails](#) [ceilidhtrail](#) [cemetery](#) [ceramic](#) [cerberus](#) [chair](#) [chalice](#) [chandelier](#) [chapel](#) [charlesriver](#) [checkers](#) [child](#) [children](#) [chime](#) [chimes](#) [chimnea](#) [china](#) [chinatown](#) [christmas](#) [church](#) [cider](#) [circles](#) [city](#) [clay](#) [clearing](#) [cliffs](#) [clock](#) [clouds](#) [clover](#) [cockerspaniel](#) [coffee](#) [coffeehouse](#) [coho](#) [cold](#) [collage](#) [collection](#) [color](#) [colorado](#) [colorful](#) [colors](#)

Make Friends



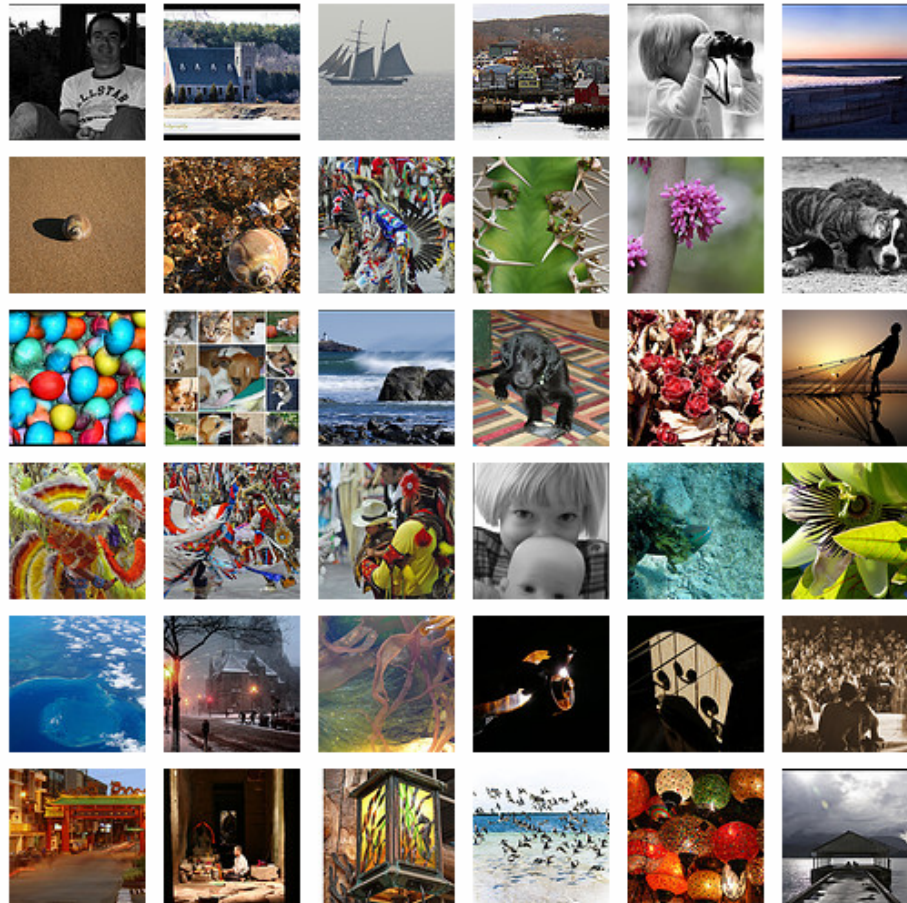
tollerSCREAM's photos pro

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

[View as slideshow](#)

([New window](#) )

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



Use the Tools

flickr GAMMA

Signed in as



Help

Sign Out

Home

You

Organize

Contacts

Groups

Explore

Search everyone's photos

Search

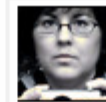
"The world is a book..."



ADD TO
FAVES



BLOG
THIS



ed on July 2, 2006

erSCREAM

Add **tollerSCREAM** as a contact?

Photos

Collections

Sets

Profile

Tags

Archives

Map

Favorites

Contacts

Send FlickrMail

Block

720
photos

View as
slideshow

150
photos

View as
slideshow



Nubble Light

[Discussion](#) | [Pool](#) | [Map](#) | [57 Members](#)

Group Photo Pool [\(See all 158 photos\)](#)



From [VanderinEYE](#)



From [nomad73](#)



From [nomad73](#)



From [nomad73](#)



From [wayne31r](#)



From [wayne31r](#)

[More photos...](#)

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

[SEARCH](#)

» [Join this group?](#)

Additional Information

This is a **public** group.

Nubble Light / Discuss

Current Discussion

[New Here](#)

Latest: 2 months ago

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

Latest: 4 months ago

[Hi all](#)

Latest: 5 months ago

[Spotting the Light](#)

Latest: 5 months ago

[More...](#)

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](#)

Latest: 2 months ago

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

Latest: 4 months ago

[Hi all](#)

Latest: 5 months ago

[Spotting the Light](#)

Latest: 5 months ago

[More...](#)

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



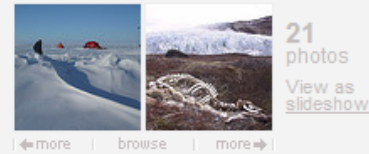
The North Pole is a busy place each spring, with dozens of scientists, tourists and adventurers visiting to test their limits or probe the atmosphere, ice, and sea below for clues to climate change. Here Nicolas Mingasson, a Frenchman who has helped run a base camp near the pole for 10 years, hikes near 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.

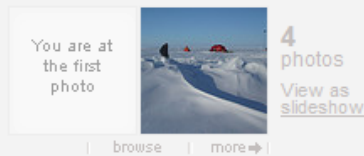
Uploaded on September 3, 2006
by [Andy Revkin](#)

Andy Revkin's photostream



This photo also belongs to:

Arctic Reporting (Set)



- + 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/>

<http://www.flickr.com/photos/deadlyphoto/2171141760/>

<http://www.flickr.com/photos/pavlunka/482653417/>

Optimizing pages and submitting listings for local business results

Greg Jarboe

SEO-PR

Part 6

Universal search sends 45.2 million referrals a month to Google Maps

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

[Sign in](#)

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

Web [Maps](#) [News](#)

Results 1 - 10 of about 1,230,000 for [Pike Place Market](#) (0.18 seconds)



[Pike Place Market](#)

www.pikeplacemarket.org

85 Pike St # 500
Seattle, WA 98101
(206) 682-7453

[Get directions](#)

★★★★★ [158 reviews and more](#) »

"This is a great location to go to buy fresh foods, see flying fish and people..."

Sponsored Links

[Pikes Place Market](#)

Visit the Pikes Place Market and stay in our full service hotel.
www.wcghotels.com

[Pike Place Market](#)

Directory of merchants and services including maps, hours, parking and bus schedules.
www.pikeplacemarket.org/frameset.asp?flash=false - 1k - [Cached](#) - [Similar pages](#)

[Pike Place Market - Wikipedia, the free encyclopedia](#)

Compromise with pressure by developers and the Seattle Establishment [5] subsequently reduced the official **Pike Place Market** Historic District designation ...
en.wikipedia.org/wiki/Pike_Place_Market - 101k - [Cached](#) - [Similar pages](#)

[Pike Place Fish Market Seattle-Order fresh seafood online, we ship ...](#)

World famous fresh fish company in **Pike Place** where fishmongers throw fish and visitors have fun! Get fresh salmon, Dungeness crab, salmon recipes and fish ...
www.pikeplacefish.com/ - 12k - [Cached](#) - [Similar pages](#)

[Pike Place Market, Pike Place Market Seattle, Pike Place Fish ...](#)

Pike Place Market in Seattle is a huge tourist draw. Read about the Seattle **Pike Place Market** as well as the entertaining **Pike Place Fish Market**.
www.destination360.com/north-america/us/washington/pike-place-market.php - 26k - [Cached](#) - [Similar pages](#)

[Pike Place Market News](#)

The new E-mail address for the **Pike Place Market** News is ppmnews@qwestoffice.net. ... Official **Pike Place Market** web site. Advertise in the ...
www.pikeplacemarketnews.com/ - 14k - [Cached](#) - [Similar pages](#)

Source: Google, July 15, 2008



143 million searches a month on Google Maps from within the U.S.

Web Images Maps News Shopping Gmail more ▾ [Saved Locations](#) | [Sign in](#) | [Help](#)

Google Maps [Show search options](#)

[Print](#) [Send](#) [Link to this page](#)

New! [Add Google Maps](#) to your homepage.

Welcome to Google Maps
You can drag the map with your mouse, and double-click to zoom. [Take a tour](#)

Search the map, e.g.
[kansas city](#)
[10 market st, san francisco](#)

Find businesses, e.g.
[hotels near lax](#)
[pizza](#)

Get directions, e.g.
[ifk to 350 5th ave, new york](#)
[seattle to 98109](#)

- Use Google Maps on your phone: [Learn more](#)
- Add or Edit your business: [Learn more](#)
- Advertise with Google Maps: [Learn more](#)
- Add Google Maps to your website: [Learn more](#)
- Get free local info. 800-GOOG-411: [Learn more](#)

500 mi 500 km North Pacific Ocean

©2008 Google. Map data ©2008 LeadDog Consulting, NAVTEQ™, Europa Technologies - Terms of Use

Source: comScore qSearch, Dec. 2007



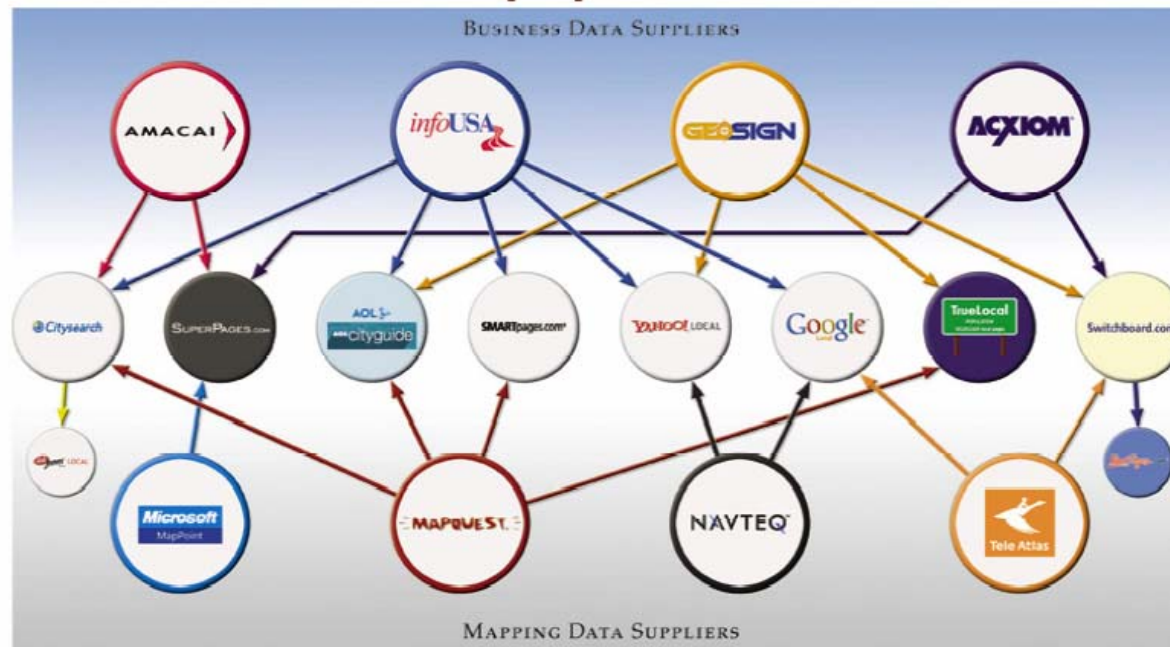
Incorrect listing information can spread like wildfire in local search

BRUCE CLAY, INC
Internet Business Consultants
www.bruceclay.com

Local search engine relationships provided by:



SEARCH ENGINE RELATIONSHIP CHART™
Local Edition
<http://www.bruceclay.com/serc-local.htm>



CLICK ON A LOGO FOR
SEARCH ENGINE INFORMATION

CLICK HERE TO SELECT A
DIFFERENT CHART

ALL LOGOS PROPERTY OF THEIR RESPECTIVE OWNERS
COPYRIGHT © 2005 BRUCE CLAY, INC. - ALL RIGHTS RESERVED

0502.1

Use the Local Business Center to create free listing on Google Maps



Change Language: English

Help customers find you on Google Maps

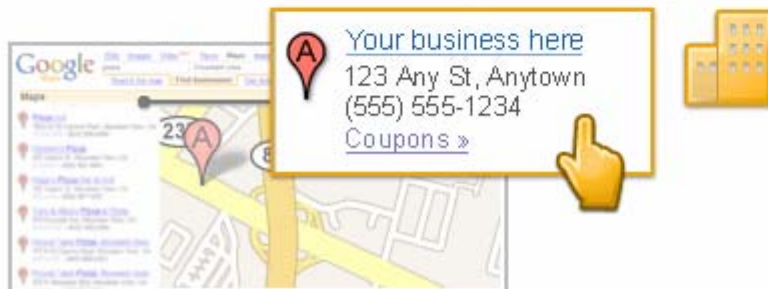
Millions of people search Google Maps every day. A free listing on Google Maps makes it easy for them to find you.

Use the Local Business Center to create your free listing. When potential customers search Maps for local information, they'll find your business: your address, hours of operation, even photos of your storefront or products. It's easy, free, and you don't need a website of your own.

People search for products in your area...

Find your local listing...

...And connect to your business



Sign in with your
Google Account

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

Don't have a Google Account?

[Create a new Google Account](#)

Your Google account gives you access to Local Business Center



Create a Google Account - Local Business Centre

Create an account

Your Google Account gives you access to Local Business Centre and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:

e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:

[Password strength:](#)

Minimum of 8 characters in length.

Re-enter password:

Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalised experience on Google that includes more relevant search results and recommendations. [Learn](#)

[More](#)

Enable Web History.

Source: Google Maps Local Business Center





Hardest part of the process is reading the word verification

Get started with Local Business Centre

Location:

Word Verification: Type the characters you see in the picture below.





Letters are not case-sensitive

Terms of Service: Please check the Google Account information you have entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Google Terms of Service

Welcome to Google!

1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

You can create separate listings for each of your business locations



greg.jarboe@seo-pr.com | [Google Account](#) | [Help](#) | [Sign out](#) | English (United Kingdom) ▼

Required Info

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Welcome to the Local Business Centre.
Here's where you can create, edit, or suspend your Google Local business listing.
Enter your business information below. Your listing will appear to the right.

Please create separate listings for each of your business locations.
If you have more than ten locations, you can [send us a data file](#).

Country: ▼

Company/Organisation:

Street Address:

City/Town:

County:

Postcode:

Map marker : [Fix incorrect marker location](#)

Main phone* Example: 020 1234 5678 [Add more phone numbers](#)

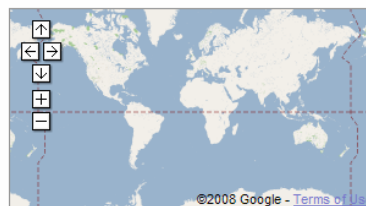
Email address Website:
Example: myname@gmail.com Example: http://www.google.com

Description

200 characters max, 200 characters left.

Preview your listing

United Kingdom



Google business listing description is limited to 200 characters max



greg.jarboe@seo-pr.com | [Google Account](#) | [Help](#) | [Sign out](#) | English (United Kingdom)

Required Info

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

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Country:

Company/Organisation:

Street Address:

City/Town:

State:

ZIP:

Map marker : [Fix incorrect marker location](#)

Main phone* Example: (650) 555-4000 [Add more phone numbers](#)

Email address Website:
Example: myname@gmail.com Example: http://www.google.com

Description

200 characters max, 4 characters left.

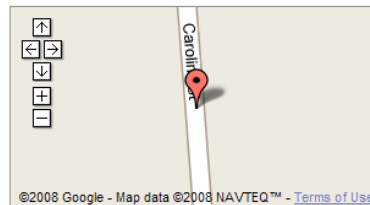
[Next >](#) [Finish](#)

Preview your listing

SEO-PR

816 Carolina Street
San Francisco CA 94107
United States

(415) 643-8947
www.seo-pr.com



Email address: greg

Description: SEO-PR is a search engine optimization firm and public relations agency with offices in San Francisco and Boston. The company pioneered what MarketingSherpa now calls "the tactic known as SEO PR."

Double-check to see if your address is listed below



greg.jarboe@seo-pr.com | [Google Account](#) | [Help](#) | [Sign out](#) | English (United Kingdom) ▼

Required Info

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Is your address listed below?

If so, select it. We will make sure that any updates you make are reflected on Google Maps.

Select your business:

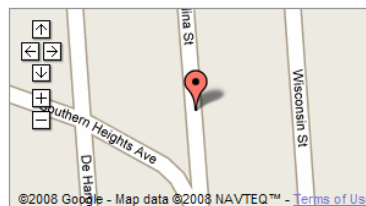
- Lewis Pr**
575 Market St # 2550 San Francisco CA United States
- Worldview Public Relations**
2243 Mt Diablo St Concord CA United States
- Teamf1 Software Consulting**
39159 Paseo Padre Pkwy Fremont CA United States
- Infocom Group**
5900 Hollis St # L Emeryville CA United States
- Tendo Communications Inc**
340 Brannan St # 500 San Francisco CA United States
- David Mihm - Website Designer**
67 Glen Avenue Oakland CA United States
- WebMama.com, Inc.**
665 Lytton Ave Palo Alto CA United States
- Bartenders National School**
870 Market St # 828 San Francisco CA United States
- First Congregational Church**
2501 Harrison St Oakland CA United States

Preview your listing

SEO-PR

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Email address: greg.jarboe@seo-pr.com

Description: SEO-PR is a search engine optimization firm and public relations agency with offices in San Francisco and Boston. The company pioneered what MarketingSherpa now calls "the tactic known as SEO PR."

Source: Google Maps Local Business Center



Choose up to five categories or sub-categories for your business



greg.jarboe@seo-pr.com | [Google Account](#) | [Help](#) | [Sign out](#) | [English \(United Kingdom\)](#)

Category

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Choose up to five categories for your business below. We will make your information more visible to customers searching Google for those categories.

Category Sub-category
 [Remove](#)

[Add another category](#)

[Search categories](#)

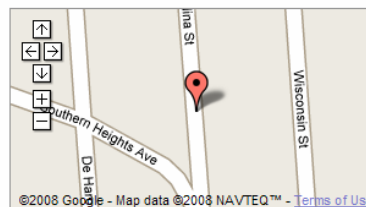
[Suggest a new category](#)

Preview your listing

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(415) 643-8947
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Email address: greg.jarboe@seo-pr.com

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[« Back](#) [Next »](#) [Finish](#)

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Source: Google Maps Local Business Center



Why doesn't a business listing appear for categories you chose?

Google Maps business listings are generated and ranked entirely by mathematical algorithms

Due to normal changes in its algorithms and index, businesses may not always appear for a particular category or keyword search

These changes are automated and impartial

It is Google's intent to represent available online content fairly and accurately, and it is working to improve its search results

If you don't know whether or not your listing is included in Google Maps, perform a search for [**your business name in your city, zip code**]

Specify when you are open and what types of payment you accept

Hours & Payment

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Make sure your customers know when you are open! Then clarify the types of payment you accept.

Hours:

- I prefer not to specify operating hours.
 My operating hours are:

Mon:	9:00	a.m.	-	5:00	p.m.	<input type="checkbox"/> Closed
						Apply to all
Tue:	9:00	a.m.	-	5:00	p.m.	<input type="checkbox"/> Closed
Wed:	9:00	a.m.	-	5:00	p.m.	<input type="checkbox"/> Closed
Thu:	9:00	a.m.	-	5:00	p.m.	<input type="checkbox"/> Closed
Fri:	9:00	a.m.	-	5:00	p.m.	<input type="checkbox"/> Closed
Sat:						<input checked="" type="checkbox"/> Closed
Sun:						<input checked="" type="checkbox"/> Closed

Are your hours split during a single day, such as 9-11am and 7-10pm?

- I would like to enter two sets of hours for a single day.

Payment types:

- | | |
|---|--|
| <input type="checkbox"/> Cash | <input type="checkbox"/> Discover |
| <input type="checkbox"/> Cheque | <input type="checkbox"/> MasterCard |
| <input type="checkbox"/> Traveller's Cheque | <input type="checkbox"/> Visa |
| <input type="checkbox"/> Invoice | <input type="checkbox"/> Financing |
| <input type="checkbox"/> American Express | <input type="checkbox"/> Google Checkout |
| <input type="checkbox"/> Diner's Club | <input type="checkbox"/> Paypal |

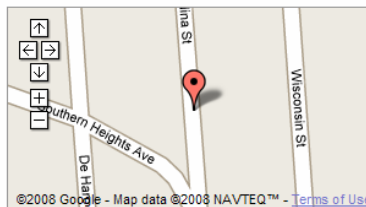
[« Back](#) [Next »](#) [Finish](#)

Preview your listing

SEO-PR

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United States

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www.seo-pr.com



Email address: greg.jarboe@seo-pr.com

Description: SEO-PR is a search engine optimization firm and public relations agency with offices in San Francisco and Boston. The company pioneered what MarketingSherpa now calls "the tactic known as SEO PR."

Categories: Services - Public Relations
Services - Internet Marketing
Services - Video Production
Services - Advertising Agencies
Services - Marketing

Add up to 10 photos, images, diagrams, illustrations or logos

Photos

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please make sure that they comply with our [photo submission guidelines](#).

Add a photo from your computer

Click "Browse..." to choose a file from your computer.

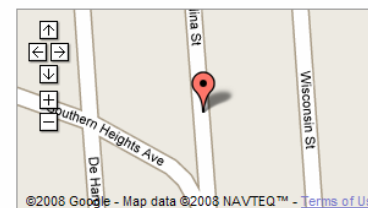
Add a photo from the web

Preview your listing

SEO-PR

816 Carolina Street
San Francisco CA 94107
United States

(415) 643-8947
www.seo-pr.com



Email address: greg.jarboe@seo-pr.com

Description: SEO-PR is a search engine optimization firm and public relations agency with offices in San Francisco and Boston. The company pioneered what MarketingSherpa now calls "the tactic known as SEO PR."

Payment types: Cheque, Invoice, American Express, MasterCard, Paypal, Visa

Categories: Services - Public Relations
Services - Internet Marketing
Services - Video Production
Services - Advertising Agencies
Services - Marketing

Fill in other details customers may want to know about your business

Custom Attributes

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Are there other details you want customers to know about your business? Fill in the topics provided below, or click **Create your own** to write your own details.

Price [Remove](#)
e.g. \$50 per hour

Free Estimate Provided [Remove](#)
e.g. Yes

Price Type [Remove](#)
e.g. Negotiable, minimum, fixed

Areas Served [Remove](#)
e.g. San Francisco

Speciality [Remove](#)
e.g. Laptop repair, non-profit website

Add additional details

Click any topic to include it in your description

[Cross Street](#)
[In Business Since](#)
[Public Transportation](#)

or

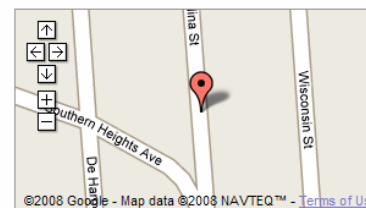
[Create your own...](#)

Preview your listing

SEO-PR

816 Carolina Street
San Francisco CA 94107
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Categories: Services - Public Relations
Services - Internet Marketing
Services - Video Production
Services - Advertising Agencies
Services - Marketing

[« Back](#) [Next »](#) [Finish](#)

Let Google know how you would like to validate your business listing



greg.jarboe@seo-pr.com | [Google Account](#) | [Help](#) | [Sign out](#) | English (United Kingdom) ▼



Validation

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#) Preview your listing

Your completed listing is shown on the right. Please take a moment to make sure the details are correct. (You can always come back and add more details later.)

How would you like to validate your listing?


For your protection, we need to verify the information you have just given us. This can be done in one of 2 ways:

-  **By phone**
We will call you at this phone number (415) 643-8947
-  **By postcard (2-3 weeks)**
We will send you a postcard in the post to this address

SEO-PR
816 Carolina Street
San Francisco CA 94107
United States

If necessary, you may specify another recipient or enter a mailstop/postbox number below. *This information will not appear on Google Maps.*

Contact name:

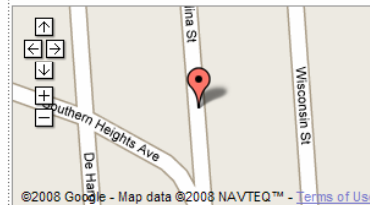
-  **SMS verification**
(not available for this business -- [more info](#))

By clicking 'Finish', you are authorising Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that

SEO-PR

816 Carolina Street
San Francisco CA 94107
United States

(415) 643-8947
www.seo-pr.com



Email address: greg.jarboe@seo-pr.com

Description: SEO-PR is a search engine optimization firm and public relations agency with offices in San Francisco and Boston. The company pioneered what MarketingSherpa now calls "the tactic known as SEO PR."

Payment types: Cheque, Invoice, American Express, MasterCard, Paypal, Visa

Categories: Services - Public Relations
Services - Internet Marketing
Services - Video Production
Services - Advertising Agencies
Services - Marketing

Custom Attributes:

Awards :: 2005 Golden Ruler Award for Excellence in Public Relations Measurement and Evaluation from the Institute for Public Relations and PR News

In Business Since :: 2003

Specialty :: Optimizing content for universal search

Source: Google Maps Local Business Center



Use the Local Business Center to edit your listing whenever you like

Learn more about the Local Business Centre

Reach new customers on Google Maps and Google.co.uk

Local customers are already searching for the products and services that you offer. Why not make it easy for them to find you on Google search and on Google Maps? The Local Business Centre is the place to start.

Works great for businesses of any size

Whether you run a single dentist's office or dozens of coffee shops, manage all your listings from a single account.

Update your listing at any time

Use the Local Business Centre to edit your listing whenever and however you like. Your Google Maps results will be updated in a few weeks, not next year.

I am ready to help customers find me.

[Sign up now »](#)



People search Google Maps for a business such as yours.

Google Maps now lets users find public transit stops in your area

The screenshot shows the Google Maps interface. At the top, the Google Maps logo is followed by the text "Explore Google Maps". Below this are five main navigation buttons: "Transit" (1:20), "Driving Directions" (1:36), "Street View" (1:43), "Add a Place" (0:43), and "Edit the Map" (0:41). A blue arrow points to the right of the "Edit the Map" button.

Below the navigation buttons is a video player showing a search results page. The video player has a progress bar at the bottom showing 0:22 / 1:20. The search results page shows "Search Results" and "My Maps" tabs. The main heading is "Directions: Drive There" with a red box highlighting "Take Public Transit". Below this are options for "Avoid highways" and "Get reverse directions". The "From" field is set to "San Diego Amtrak Station". The "Drive" section shows a route of 5.7 mi - about 13 mins, with three steps: 1. Head west on Grande Palm Ct toward Pacific Hwy (197 ft), 2. Turn right at Pacific Hwy (1.6 mi), and 3. Take the ramp on the left onto Pacific Hwy (2.8 mi). A YouTube logo is visible in the bottom right corner of the video player.

To the right of the video player is a form for getting transit directions. It has two input fields: "Start address:" with the example "e.g., San Diego Amtrak Station" and "End address:" with the example "e.g., SeaWorld San Diego". Below these fields is a blue button labeled "Get transit directions".

Below the form is the text "Use Google Maps to:" followed by three items with icons: "Get step-by-step transit directions", "Find transit stops in your area", and "View station information and schedules". At the bottom of this section is a link: "See cities with transit information on Google Maps".

Source: Explore Google Maps

Google Maps lets you add landmarks and points of interest

The screenshot shows the 'Explore Google Maps' page with the Google Maps logo and the text 'Explore Google Maps'. Below the logo are five video thumbnails with their respective durations and titles: 'Transit' (1:20), 'Driving Directions' (1:36), 'Street View' (1:43), 'Add a Place' (0:43), and 'Edit the Map' (0:41). A blue arrow points to the right of the 'Edit the Map' thumbnail.

Below the thumbnails is a video player showing a list of links: 'Can't find what you're looking for?' followed by 'See community maps' and 'Add a place to the map' (marked 'New!'). A hand cursor is over the 'Add a place to the map' link. Below the list is the Google logo with a play button and the text '1 2 3 4 Next'. The video player controls show 'javascript:void(0)' and a progress bar at 0:16 / 0:43.

To the right of the video player is a search box with the text 'Enter a location to search for it in Google Maps. If it's not there, you can add it.' and a text input field containing 'e.g. a point of interest in your town'. Below the input field is a blue button labeled 'Add this place'.

Below the search box is the text 'Use Google Maps to:' followed by a red location pin icon and the text 'Add businesses, landmarks, and points of interest'.

Below that is the text 'More information' followed by the text 'Read our [FAQ](#) and [Info for business owners](#) or check out [Recent Edits to Google Maps](#)'.

Source: Explore Google Maps

Google's My Maps feature lets you create your own custom Maps



Map-making: So easy a caveman could do it

4/05/2007 06:01:00 AM

Posted by Jess Lee, Product Manager, Google Maps

Humans have been making maps [since the Stone Age](#). In fact, map-making predates written language by several millennia. Nowadays, people make maps online using tools like the [Google Maps API](#) -- but using an API isn't as easy as scribbling on a cave wall.

That's why we're announcing [My Maps](#), a new feature that makes it quick and easy to create your own custom [Google Maps](#) just by pointing and clicking. You can add placemarks, draw lines and shapes, and embed text, photos and videos -- all using a simple drag and drop interface. Your map automatically gets a public URL that you can share with your friends and family, or you can also publish your map for inclusion in Google Maps search results. We'll continue to show organic local search results with red pushpins; user-generated results will have blue pushpins. The user-created results include KML as well as maps made through My Maps.

To give you a better idea of what kind of maps you can make, here are some examples that Googlers created after we released the feature internally. (We ran a contest and gave a Nintendo Wii to the best map-maker.)

- [America's Highway: Oral Histories of Route 66](#): A glimpse into life on the legendary (and now-decommissioned) highway, and what drivers will find there today
- [Around Japan in 28 Days](#): Catalogs a trip across Japan that can be done in 3 weeks
- [2004 Presidential Election](#): Red states, blue states, and election stats for each
- [The World of Hello World](#): A map of programming languages and rough locations in the world where they were created
- [Olympic Host Cities](#): Cities that have hosted the Olympic Games with links to related Wikipedia information
- [The Googleplex](#): A photo essay on life at the Google headquarters in Mountain View
- [Monster Sightings](#): Locations of monster sightings across the globe

- You can add placemarks, draw lines and shapes, and embed text, photos and videos.
- Your map automatically gets a public URL, or you can publish your map for inclusion in Google Maps search results.
- Google shows organic local search results with red pushpins; user-generated results have blue pushpins.

Source: Official Google Blog, April 5, 2007



Google Maps ranks business listings by relevance and proximity

- All Google search results are based primarily on relevance, and Google Maps listings are no different
- Google Maps ranks business listings based on their relevance to search terms entered, along with geographic distance (where indicated) and other factors
- Sometimes Google's search technology decides that a business that's farther away is more likely to have what you're looking for than a business that's closer
- Google Maps is a free service, so there's no way to pay for a better ranking
- Google does its best to keep details of its algorithm confidential in order to make the ranking system as fair as possible for everyone

Local Business Center now gives you statistics for the last 30 days



greg.jarboe@seo-pr.com | [Settings](#) | [Help](#) | [Sign out](#) | English (United States) ▾

Locations | **Coupons**

- ✓ **Attract new customers by creating a coupon for your business**
Creating a coupon is free, and only takes a few minutes. You can create as many coupons as you want. Coupons will appear along with your business listing in Google Maps. [Learn more.](#)

Locations

- + [Add new listing](#)
- + [Upload a data file](#) (if you have more than 10 listings)

Business	Status	Statistics (last 30 days)	Actions
SEO-PR 816 Carolina Street San Francisco CA 94107 United States	Active Posted Jun 11, 2008 0 coupons (0 active)	• 720 Impressions • 9 Views	Edit Delete
SEO-PR 42 Summer Street Maynard MA 01754 United States	Active Posted Jun 11, 2008 0 coupons (0 active)	• 73 Impressions • 0 Views	Edit Delete

Statistics are not real time and are provided at a 24 hour delay.
Google does not guarantee the accuracy of the statistics.

To increase your marketing reach, you might consider:

- [AdWords](#) - Target customers locally or anywhere in the world. Pay only for ads that bring prospects to you.
- [Google Base](#) - Add your entire catalog to our free product search site.
- **New!** [Google Checkout](#) - Let your customers buy from you quickly and conveniently using a single Google Checkout login. And process all of your Checkout sales for free through the end of 2007.

Source: Google Maps Help



Majority of online product research leads to offline conversions

- In 2007, a survey from Accenture reported that 58% of respondents said they locate items online before going to a store to purchase
- The Kelsey Group's research indicates that with purchases of more than \$500, where the Internet is the starting point, more than 90% of the transactions finish offline



Source: Kelsey Group Blogs, May 11, 2007

You can create coupons for any active listing you have submitted

Add Coupons to Your Google Maps Listing - **Free!**

Let Google users print your coupons and bring them to your business. Coupons will appear alongside your business listing on Google Maps.

A new way to attract customers. Adding coupons to your listing in Google Maps will bring new customers to your business. The better savings you offer, the more customers you'll gain.

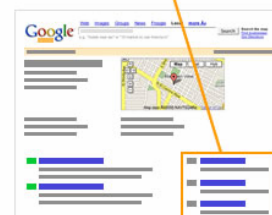
It's free and it only takes a few minutes. Just enter a few lines of text for your coupon, set an expiration date, and tell us which of your locations accept the coupon. Users will start seeing your coupons within a few hours.

[Add a coupon now >](#)

Coupons

 [10% off any medium pizza](#)
Choice of toppings. Free delivery.


 [Two topping pizza for \\$10](#)
Free delivery



How About Going Shopping?

Amanda Watlington
Searching for Profit
Part 7

One-Box Results Mean Revenue for Savvy Merchants

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


[Web](#) [Shopping](#)


[SONY CyberShot Cameras](#)
www.SonyStyle.com SONY - Official Online Store. No payment, No Interest Financing.

[Sony Cybershot Camera](#)
www.BestBuy.com Best Buy™ has Brand Name Digital Cameras. Shop Online Today!

Tip: Save time by hitting the return key instead of clicking on "search"

Product search results for **Sony Cybershot camera**

	Sony Cybershot 7.2MP Digital Still ...	\$489.99 - Target
	Sony Cybershot Dscw200 12.1mp Digital ...	\$249.99 - CompUPlus.com
	Sony Cybershot DSC-W90 DSCW90 Digital ...	\$219.95 - B&H Photo-Video-Audio

See [Sony Cybershot camera](#) results available through [Google Checkout](#) 




[Sony USA](#)
Shop More of **Sony**, VAIO®, BRAVIA™ HDTV, Blu-ray Disc™ player, Handycam®, Cyber-shot®, Reader Digital Book, Walkman®, PlayStation®, **Sony** Ericsson ...
www.sony.com/ - 93k - [Cached](#) - [Similar pages](#) - [Note this](#)

Shopping Search Leads to Revenues

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

Products

Showing items only [Show all items](#) [Show grid view](#) Sort by relevance

	Sony Cybershot Dscw200 12.1mp Digital Camera - Silver ... processor for high-quality images and fast camera response Dynamic Range ... to compatible HDTVs (requires optional Sony VMC-MHC1 adapter) 31MB built-in ... ★★★★☆ 100 reviews - Add to Shopping List <input type="button" value="Google Checkout"/>	\$249.99 CompUPlus.com ★★★★☆ 2,899 seller ratings
	Sony Cybershot DSC-W90 DSCW90 Digital Camera (Black) Point & Shoot The Sony Cybershot DSC-W90 Digital Camera is a compact pocket-sized and ... cyber shot camera Sony Cybershot Sony DSC-W90 Sony Digital Sony Camera Sony ... ★★★★☆ 150 reviews - Add to Shopping List <input type="button" value="Google Checkout"/>	\$219.95 B&H Photo-Video-Audi... ★★★★☆ 9,101 seller ratings
	Sony Cybershot Digital Camera Sony Cybershot digital camera. Add to Shopping Lis <input type="button" value="Google Checkout"/>	\$129.95 Focus Camera, Inc. ★★★★☆ 567 seller ratings

Easy-to-Use and Free

Refine product results for: **Sony Cybershot camera**

Price range	Stores	Seller rating
Under \$20	Diamondback Battery ...	4 stars and up
\$20 - \$300	eBay	3 stars and up
Over \$300	A4 Accessories	2 stars and up
\$ <input type="text"/> to \$ <input type="text"/> <input type="button" value="Go"/>	LaptopsForLess.com	Has a rating
	Power101.com	More »
	More »	

Goooooooooooooogle ▶

Result Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

Google does not charge for inclusion in its search results or accept payment for better placement.

All it costs is time/fees to load the information on your products

Many Review Sources

Target

Average rating



3.2 / 5

Based on 1,283 reviews

Show

All reviews (1283)

[Positive reviews](#) (940)

[Neutral reviews](#) (139)

[Negative reviews](#) (204)

Search within the reviews

Frequently mentioned terms

[card & customer](#)

[report card](#)

[online](#)

[items](#)

[easy to navigate](#)

[shipping](#)

[shop](#)

[easy to use](#)

[find](#)

[return policy](#)

Review sources

[DealTime.com](#)

[NexTag.com](#)

[PriceGrabber.com](#)

[RatellAll.com](#)

[ResellerRatings.com](#)

[Shopzilla.com](#)

[Sort by relevance](#) - [Sorted by date](#) - [Sort by rating](#)

★★★★☆
4.2 / 5

[Target.com Report Card & Customer Reviews](#)

I have always found this site to live up to my expectations and as always they have good quality products.

[Shopzilla.com](#) - [Online Shopper](#) - Mar 10, 2008

★★★★★
5 / 5

[Target.com Report Card & Customer Reviews](#)

I love to order Target on line it is easy fast and cheep, they are very helpful if I have a question or need anyother help. great place to shop.

[Shopzilla.com](#) - [Online Shopper](#) - Mar 10, 2008

★★★★★
4.6 / 5

[Target.com Report Card & Customer Reviews](#)

I LOVE TARGET! Everything is easy to find so shopping at home is a breeze. I will use this site again.

[Shopzilla.com](#) - [Online Shopper](#) - Mar 10, 2008

★★★★☆
4.2 / 5

[Target.com Report Card & Customer Reviews](#)

I was shopping off a wedding register, over half of the items listed were no longer available. Shipping was 6-8 weeks away and during that time ...

[Shopzilla.com](#) - [Online Shopper](#) - Mar 9, 2008

★★★★★
4.6 / 5

[Target.com Report Card & Customer Reviews](#)

The website is easy to navigate, from running a search to just browsing. A large variety of items to choose from and the prices are generally much ...

[Shopzilla.com](#) - [Online Shopper](#) - Mar 9, 2008

★★★★☆
1 / 5

[Target.com Report Card & Customer Reviews](#)

Most recently at their physical location looking for a gift item. Found the items we were looking for. Great prices and variety.

...
[Shopzilla.com](#) - [Online Shopper](#) - Mar 10, 2008

★★★★★
5 / 5

[Target.com Report Card & Customer Reviews](#)

i am overall really happy with the service and product selection offered to me online.

[Shopzilla.com](#) - [Online Shopper](#) - Mar 10, 2008

★★★★★
4.6 / 5

[Target.com Report Card & Customer Reviews](#)

I bought my product a couple of weeks before Christmas. It was delivered on time and I was satisfied.

[Shopzilla.com](#) - [Online Shopper](#) - Mar 10, 2008

★★★★★
4.6 / 5

[Target.com Report Card & Customer Reviews](#)

Very easy to navigate and buy from the website. Product arrived damaged from Fed Ex- Fed Ex was a pain to deal with, but Target had a new Wine ...

[Shopzilla.com](#) - [Online Shopper](#) - Mar 9, 2008

★★★★★
5 / 5

[Target.com Report Card & Customer Reviews](#)

i like shoppin at target as all the items are clearly marked and easy to find, in the store and on line. i recommend this store highly.


[Shopzilla.com](#) - [Online Shopper](#) - Mar 9, 2008



Result Page [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

The selection and placement of reviews on this page were determined automatically by a computer program.

Sell Almost Anything

 Information for Sellers

Sell with Google **Increase traffic and sales**

[Submit your products](#) **A** Shoppers can quickly and easily find your products when you submit them in Product Search, delivering you more traffic and helping you increase sales. Based on your items' relevance, shoppers may find them in their results for searches on Google Product Search, and even our main Google web search.

[Optimise your rankings](#)

[Process sales with Checkout](#)

[More information](#)

And if you're a Google Checkout merchant, the Checkout badge will appear on your Product Search listings, attracting even more visitors to your site.

Submit and sell your products for free

Already have a Google Base account? Inclusion in Product Search is completely free; there are no charges for uploading your items or charges for the traffic you receive. Ranking in search results is based solely on the quality and relevance of your product listings.

[Sign in now.](#)

Want to get started? **B**

[Create an account](#)

Submit everything

Our bulk upload tool allows you to easily and efficiently submit your entire product catalogue. It also gives you flexible and timely control of the information displayed in Product Search. Your bulk upload can be updated as often as once a day, or as infrequently as once a month.

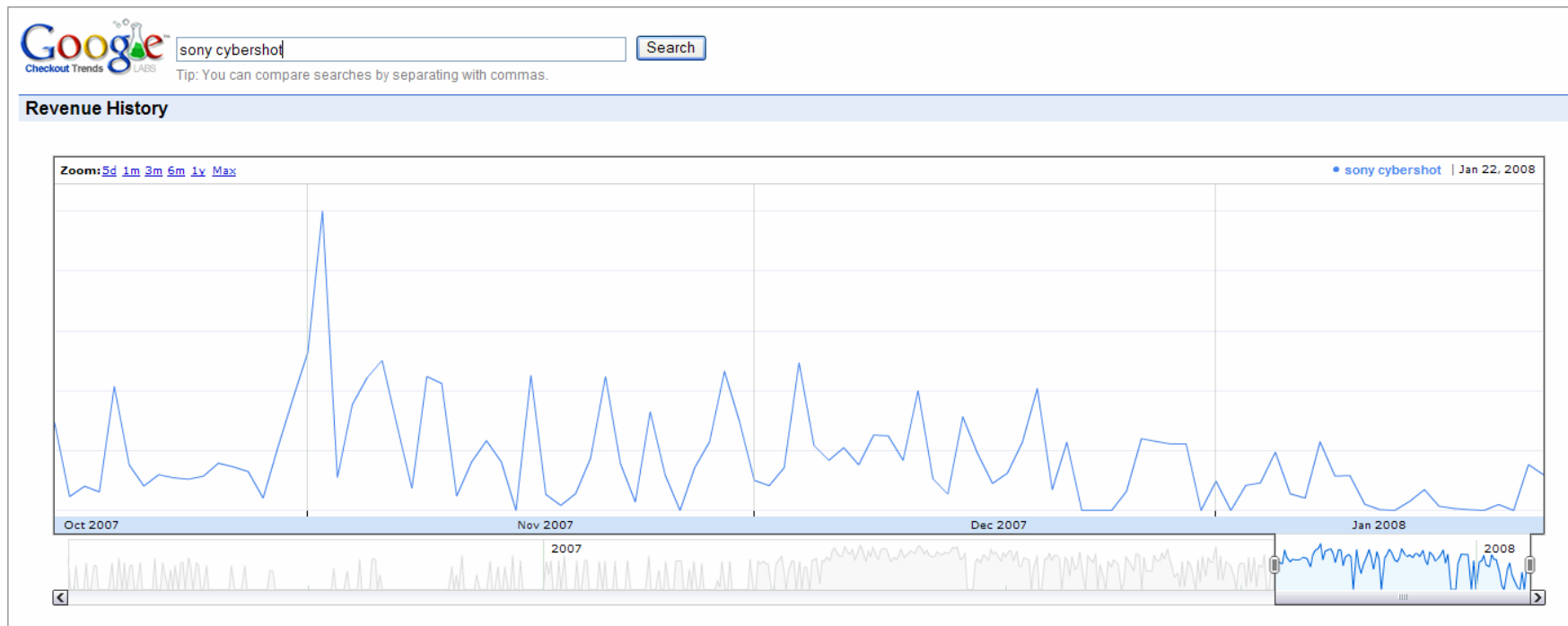
C **Suitable for merchants of all sizes**

Products can be uploaded into the Product Search index either one at a time or with a bulk upload through Google Base. Merchants can also use an API to code their product catalogue into the Product Search index.

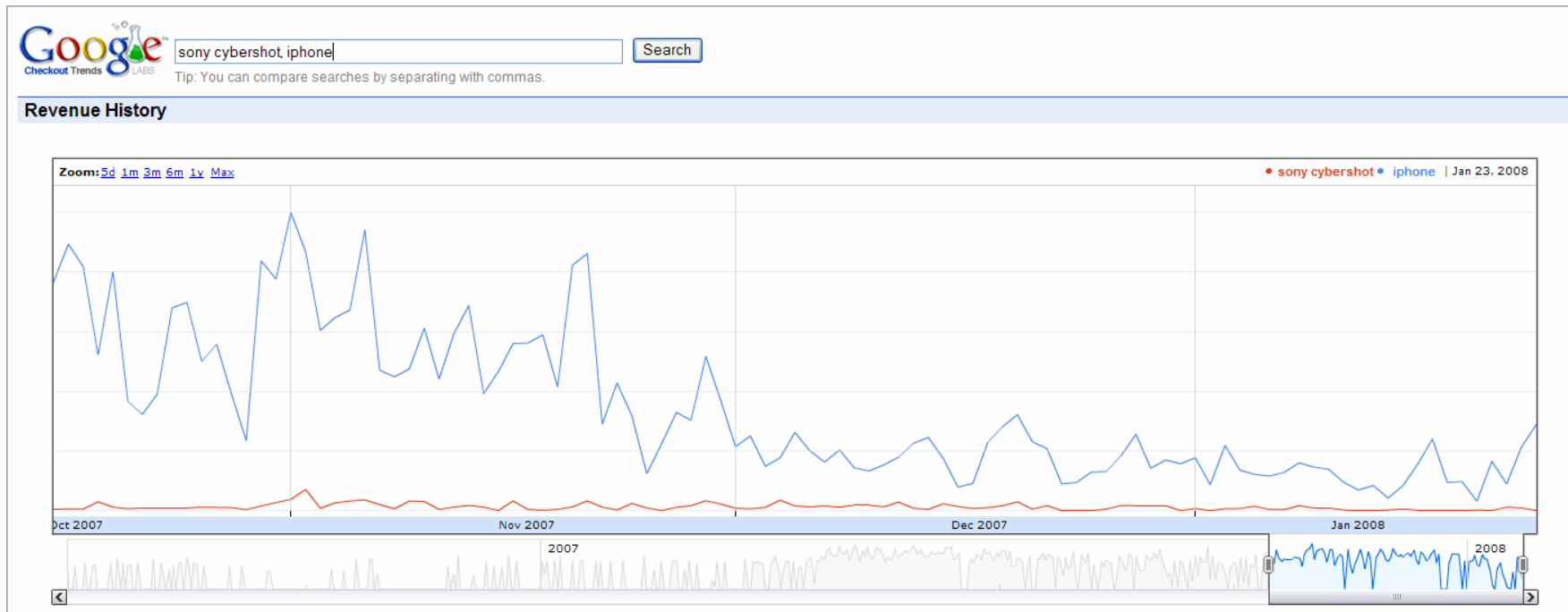
[Log in to Google Base](#)

Log in or sign up for Google Base with your Google Account

Checkout Links to Trends



What's the Hot Product?



How to Submit

Submit your products

We currently provide four options for you to submit your product information to us.



+ [Single item](#)

Have 10 or fewer items? Fill out our web form for each item you would like to post.



+ [Bulk Upload](#)

Upload a tab-delimited or XML file describing lots of items.



+ [API](#)

Code your way from your system to ours.

What Can You Sell?

[Events and activities](#)

Events and activities to attend

[Housing](#)

Individual properties for sale or rent

[Jobs](#)

Individual employment opportunities

[Personals](#)

People seeking people

[Products](#)

Items available for sale (also see [Vehicles](#))

[Course schedules](#)

Individual class offerings, whether university or community

[News and articles](#)

News stories or current events

[Reference articles](#)

Scholarly literature: academic journals or instructional articles

[Recipes](#)

Instructions for creating culinary dishes

[Reviews](#)

Evaluations of products and media

[Services](#)

Available services

[Travel packages](#)

Trips and accommodations offered

[Vehicles](#)

Cars, boats, and other vehicles for sale

[Vacation Rentals](#)

Vacation houses available for rental

[Wanted ads](#)

Requests for items and services

[Custom item types](#)

Create your own item type

Product Submissions

The Process

Create and register the feed

Upload the information – Up to 20MB via
Google's own interface

Google processes the data

Verify that upload and processing was
successful

Do it all over again, as needed

Selling Requirements for Items Listed

Attributes must fit item type and be included in the submission.

Shipping must be across the continental United States.

Prices on feed and landing pages must be in US dollars.

Products must have a fixed price – no auction type pricing.

Landing pages must be eCommerce-enabled.

The landing pages must not have required cookies.

Attributes Describe Items

These Are Required

Title – The name or title of the article, up to 80 characters

Description -- Maximum length of 10,000 characters, write for SEO

Expiration Date – YYYY-MM-DD

Product Id – Your own number, once submitted don't change it.

Image link -- Use your full-sized images; do not use logos or graphic that states "image unavailable"

Link to Landing Page – Can be a product page on your site

Price – in US dollars

Product Type – Long list of pre-defined types at

<http://base.google.com/support/bin/answer.py?answer=59451&hl=en>

Attributes Describe Items

Attributes Drive Traffic

There are many pre-defined item attributes including:

- Model number

- Payment types accepted

- Payment policies

- Pickup vs. delivery

- Price negotiability

- Quantity available

- Shipping

There are also specific pre-defined attributes for product types

Creating the Feed – 5 Formats

Tab-delimited– can be done in Excel

XML formats 4 types

RSS 2.0

RSS 1.0

Atom 1.0

Atom 0.3

Verify the Submission

My Items | **Settings**

[Active items \(7\)](#) | [Inactive items \(2\)](#) | **Bulk upload files**

[New Bulk upload](#) | [Delete selected](#) - [Learn more about bulk uploads](#)

File	Uploads	Last upload date & status	Items status
<input type="checkbox"/> housingItems.txt edit Type: Housing [?]	Manual: upload file	Oct 5, 2007 6:17am PDT details Success	Processed: 455 Succeeded: 455 Active: 455
<input type="checkbox"/> vehicles.txt edit Type: Vehicles [?]	Manual: upload file	Oct 25, 2007 7:31am PDT details Success	Processed: 15 Succeeded: 15 Active: 15
<input type="checkbox"/> products edit Type: Products [?]	Manual: upload file	Nov 3, 2007 4:03am PDT details Processing bulk upload file	Processed: 0 Succeeded: 0 Active: 0
<input type="checkbox"/> eventItems.txt edit Type: Events and Activities [?]	Manual: upload file	None	Processed: 0 Succeeded: 0 Active: 0

FTP information - [FTP help](#)
Server : [uploads.google.com](#)
Username : my_username
[Change your password](#)

Payment processing
Use Google Checkout to increase your online sales and process transactions for free. [Learn more.](#)

Get more traffic
Use Google AdWords to drive more traffic to your Google Base postings. [Learn more.](#)

Multi-client accounts
Do you manage multiple websites or have clients whose website you manage? Request a multi-client account. [Learn more.](#)

Business Locations
Looking to upload business locations?
[Go to the Local Business Center](#)

Limited Reporting Available

Google Base BETA Search Base [My items](#) | [My Account](#) | [Help](#) | [Sign out](#)

My Items Settings

Active items (1) | Inactive items (0) | Data feeds

Publish Drafts Deactivate Delete forever [« Start](#) [« Previous](#) Items 11 - 20 of 94 [Next »](#) [End »](#)

<input type="checkbox"/> Item title	Item type	Status	Modified ▼	Expires	Impr.	Clicks	Page views
<input type="checkbox"/> Flip Short Prom Dress with Ruf... - edit	Products	Published and searchable	Feb 13, 2008	Mar 12, 2008	214	26	0
<input type="checkbox"/> Xtreme Pink Bridesmaid Dress - edit	Products	Published and searchable	Feb 13, 2008	Mar 12, 2008	118	12	0

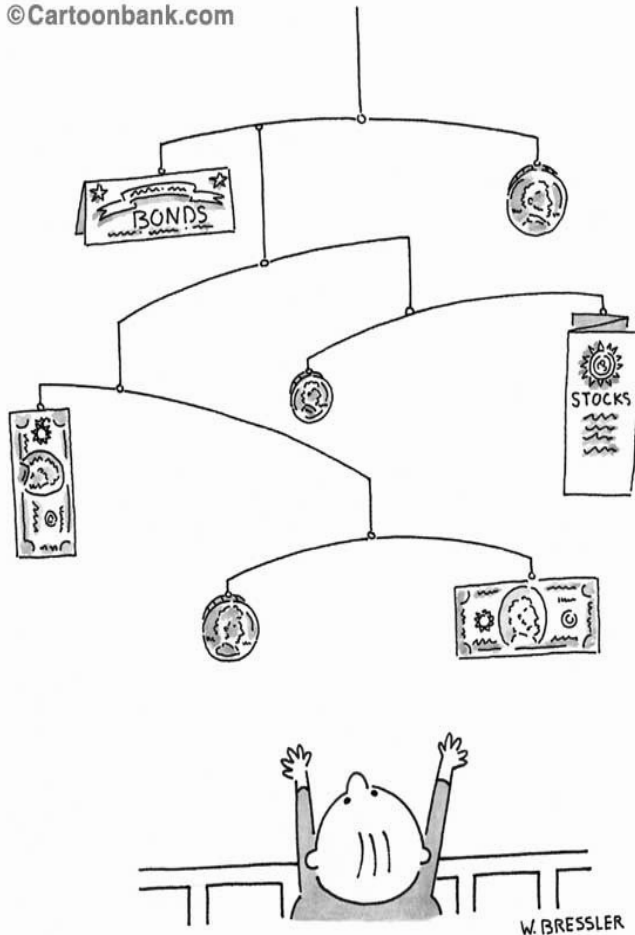
30 Day Expiration

10-12% CTR

0 because link is to site

Try Getting Found in Universal Search

©Cartoonbank.com



Video
News
Maps
Images
Products

All lead to revenue

Slides Are Available

<http://www.searchingforprofit.com/Seattle08.pdf>