

# Is News Search New Outlet for Placement Game?

May 14, 2004

Internetnews.com reports that at its parent company Jupiter's latest Search Engine Strategies Conference and Expo, the topic of news search as another option to improving search engine placement was discussed.

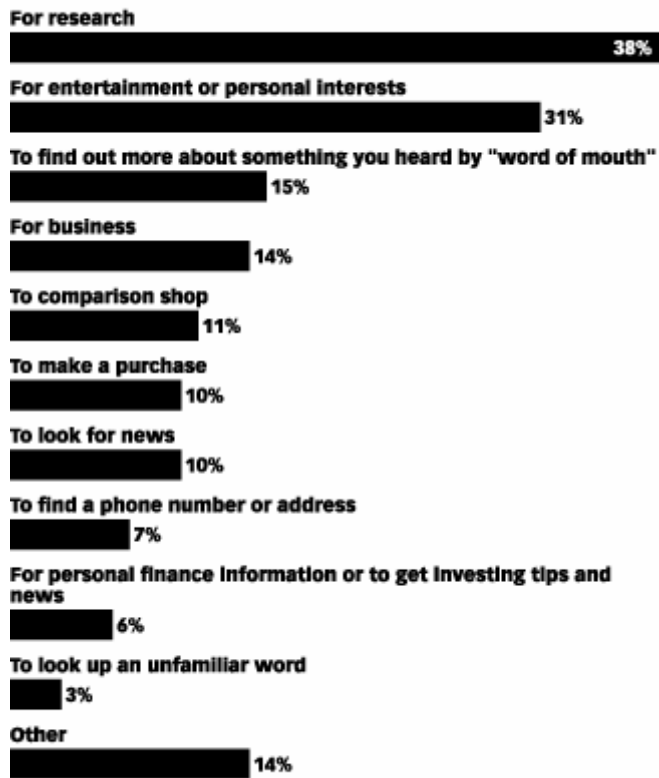
SEO-PR noted that Yahoo! News has 25 million active users, which is larger than the US audience of CNN, and Google News has 4 million active visitors, which is larger than BBC.com's active audience. Specifically, Nielsen//NetRatings finds that AOL News had a unique audience of over 6 million during the week ending 28 December 2003 and Yahoo! News claimed over 5.4 million unique visitors during the same week. Both outlets trumped audience volume at CNN.com and MSNBC.com over the same time frame.

It would seem that the news search outlets have become media outlets in and of themselves. Indeed SEO-PR noted that its client Southwest Airlines recently published an optimized press release from which it could count 42,000 direct, measurable responses. Wondering what it might mean to optimize a press release? According to a recent article by Shari Thurow on ClickZ entitled *SEM and Online Publicity*, the ingredients for "optimized" releases are the same for any article or piece of text on the Web – straightforward copy with keyword-rich sentences. Thurow quotes Managing Partner of Reprise Media, Peter Hershberg, saying "If you want readers to actually be able to find your articles at a search engine, you need to remember that you're writing for an expansive, highly organized catalog of data, not the New York Post...You need to feed these catalogs the information they need to accurately classify and rank your story, not tease them or make them chuckle."

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**Reasons Why Internet Users Worldwide Use Search Engines, 2003 (as a % of respondents)**

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Source: Nielsen//NetRatings, November 2003

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