

Yes, You May

April is over and I'm finally winding down from all the exciting shows and events including [Ad:Tech San Francisco](#), [Web 2.0 Expo](#) and [Search Engine Strategies New York](#).

Now it's time to put my head down and get cracking on the next issue, where we'll be covering a variety of timely topics such as the latest developments in behavioral targeting, the resurgence of email marketing, the massive ringtone marketplace, how nonprofits are using performance marketing, and much more.

If you have some expertise in any of these areas send an email to Editor@RevenueToday.com and one of our reporters may contact you for an interview for one of these upcoming stories.

Meanwhile it won't be long before you'll be receiving the May/June issue. The cover story is about Web 2.0 and what it means to online marketers. I also think you'll enjoy the other features, including the globalization of online marketing; reputation management and why it's now a key component of doing business; why marketers are making virtual worlds such as Second Life a big part of their marketing push; and how politics is heating up with performance marketing.

Be sure not to miss out on these stories and all the rest of our fabulous issues of *Revenue* by signing up for a [free subscription](#). And, if you're looking for more ways to be involved with *Revenue*, here are four things you can do:

And, in addition to all your spring cleaning, be sure to add these key items to your list of priorities for the month:

1. Listen to the Affiliate Thing podcast with consultant Shawn Collins and myself each week at noon (EST) on [WebMasterRadio](#)

Issue At A Glance

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Revenue Blog

Hola, Online Marketers

May 1, 2007

In honor of the upcoming Cinco De Mayo celebration here are five important things you need to know this week. Read now. Drink your margaritas later.

[Continued... on the *Revenue Blog*](#)

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3. Submit your personnel changes to [Inside Track](#)
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JULY 31 - AUGUST 1

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Cheers!

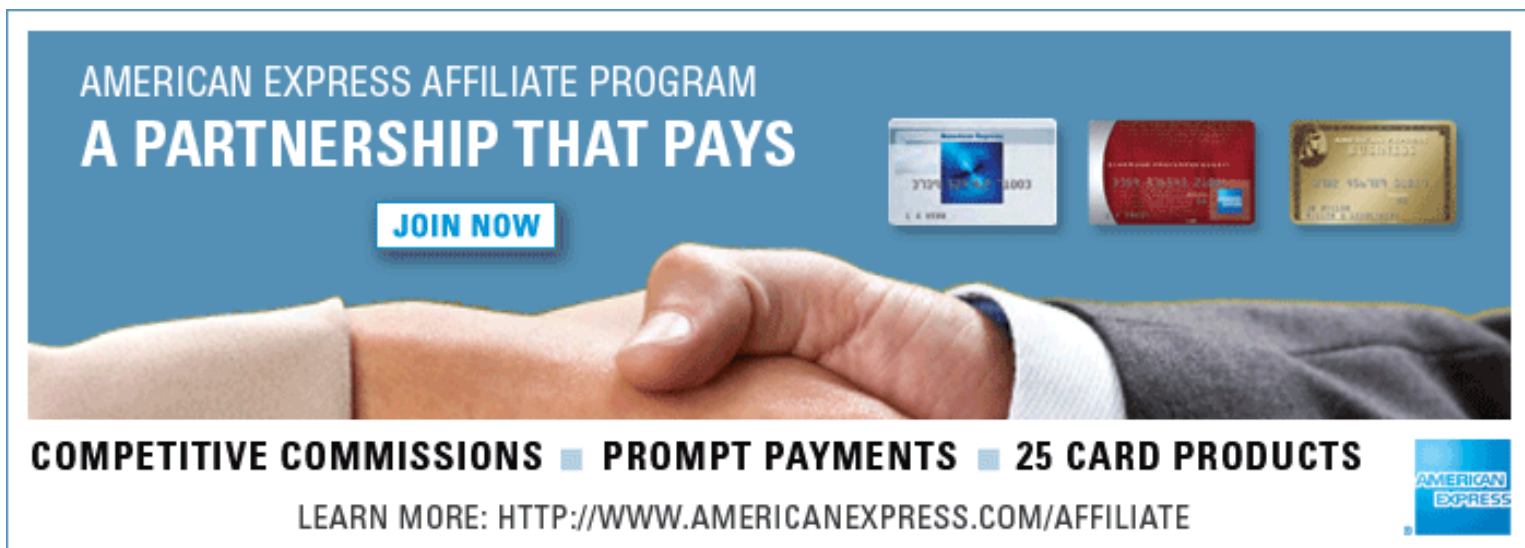
Lisa Picarille
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Affiliate Tip: Press Releases and Your Site

By Gary Marcoccia

In the "old days" of the Web, you published articles and waited for search engines to come and index your pages. Nowadays powerful syndication techniques will bring your content to readers, search engines and respected news sources. One of the most effective ways to syndicate site content is through online press release distribution services.

With this article I will highlight online press release etiquette and structure, as well as best practices that will drive traffic and result in a valuable, long-term link-building campaign for your site. To see the most favorable results, be prepared to invest some money but don't let that scare you. It's worth every penny. To offset costs, consider moving a percentage of your PPC budget over to press release distribution. In the long run you'll be glad you did!

- **Press Release Format:** Your press release should consist of three segments including the title/headline, summary and body (300-350 word count). As with any effectively structured content, think hard about your title/headline. Get keywords in the headline as well as in a concise summary that outlines your article in two or three sentences. Keyword density in the article body itself should not exceed 5 percent.

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- **Article Structure:** Start with a paragraph or two dedicated to introducing the news as something novel, unique and exciting. What new products or services are you offering? What content or technology feature has been added to your web site? In addition to the introduction, you should also add a few sentences quoting a company representative on the benefits of the service or technology. Bullet lists are also powerful elements you might consider using.
- **Your BackLinks:** Links to your site can be embedded and optimized very effectively. With PRWeb for example, you have the option of anchoring the link text you want from the context of your article if you pay for their SEO Package (minimum \$200 contribution fee). This is far and away the most effective link- building strategy, so don't let that \$200 scare you off. The backlinks you can include in both the summary and the first paragraph of the body using keywords you're targeting justifies the expense.
- **"About" Paragraph:** After you have emphasized your company news, added a few quotes praising your new service, product or technology and included a bullet list of any remaining power points, add a brief paragraph for the readers describing your company or site. Three or four sentences on your company background, location and goals are sufficient.
- **Traffic Optimization Campaign:** Once your press release is published, many news and related websites will pick up your article. Don't be satisfied with just this. Blog about your press release, linking directly to the news source with a trackback URL. You can also post your news to different social bookmarking sites and social networks. Finally, add a Press Room to your site where you can feature the article.

It's important to remember that the link you'll get from the online news syndication service is worth the cost of a press release alone. Add to that the benefits of the distribution channel, where your content (and backlinks that come with high-level packages) will be featured across an array of relevant websites, and you can't go wrong. An effectively formatted news article will not only drive traffic to your site in the immediate short term, but it will give you a powerful link-building strategy for long-term search engine optimization.

Gary Marcoccia is co-founder, marketing director and network representative for AvantLink.com.

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5 Questions With Skip Brand



Skip Brand is head of strategy at JiWire, a San Francisco company that provides location-centric mobile broadband advertising for marketers, wireless ISPs and mobile device makers. The company is currently promoting its mobile broadband hotspot advertising network that covers hundreds of thousands of hotspots with secured advertising from companies such as Sony, Toshiba and Land Rover.

Q: Tell us briefly how hotspot advertising works

A: JiWire's mobile broadband advertising network delivers advertising to public WiFi (and eventually WiMAX) users at "point of connection." In practical terms, this means that users logging into both free and for-pay WiFi hotspots at hotels, airports, cafés and municipal networks are exposed to advertising as they're making a WiFi connection. Additionally, JiWire has partnered with Ultracommercial to deliver advertising as a form of "connection currency" in exchange for free network access. In less than a year, JiWire has recruited more than 20 networks and delivers advertising to more than 25,000 hotspots and municipal networks each month.

Q: Describe how the demographic of hotspot influences the ad network.

A: Hotspot users are affluent mobile professionals and consumers who are already preselected by the fact that they're actively using technology in a captive environment. As a result, JiWire is able to attract premium advertisers to its network.

Q: We notice some pretty big brands have relationships with your network. Can this kind of advertising work with the little guy, too

A: Absolutely. Similar to how online advertising evolved in the late '90s, the WiFi advertising market is following a similar path in terms of starting broad and ultimately getting more targeted. In pioneering this new market, it's the big, national advertisers who are interested in a broader network buy. However, as WiFi usage in particular markets supports local ad buys, our WiFi ad platform is built to offer the advertiser the ability to target down to an individual WiFi access point, located at a known address. Over the next year, we'll see both the little guys, as well as the bigger advertisers with local ambitions start to take advantage of our ad network

Q: Are there any metrics that get passed on to the advertiser when they enter into a hotspot ad deal with you?

A: JiWire has built a customized ad platform geared toward delivering ads in a nonstandard network environment, but we use DoubleClick as our underlying ad-serving platform. Therefore, advertisers are delivered the standard campaign metrics they're used to (impressions and clickthroughs). We've also surveyed the audiences of our different networks to give advertisers accurate demographics. We will make certain WiFi network usage information available from time to time, but advertisers ultimately care about the demographics and their campaign performance.

Q: What have you learned about people's tolerance for seeing an ad when they are trying to connect to a hotspot?

A: We've seen almost no resistance to WiFi ads, especially when they're offered as a way to gain free access. It's no secret that people inherently prefer "free." If users have the option to pay for WiFi access with their eyes instead of their wallet, they're willing to do it. Stats from our Ultracommercial partnership show that over 80 percent of users who opt in to view interactive ads in exchange for free access watch the ad to completion, with an astonishing 7 percent clickthrough rate.

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Ask Jim Kukral

Q: I know that good content is one way to help get higher rankings in search, but what if I'm not a good writer? How can I get good content for my sites?

A: Actually, good content is the No. 1 way to win the search engine rankings war, so addressing this point is probably the most important goal you should have when thinking about higher rankings and search engine placement. It's true, Google and the other engines care more about high-quality, helpful content than they do about anything else. Don't let the SEO guys tell you any different.

But maybe you're not a professional writer; what do you do?

The bottom line is, if you create good content (I said content, not professionally written content), you will succeed long term, even if you don't know how to write like a seasoned pro.

There are two ways to handle your content problems

Write Your Own Content

Too many bloggers or website owners get caught up in thinking that "I'm not a writer, so how can I create good content?" As I mentioned above, writing good content has nothing to do with being a great writer.

Good content is good content; in other words, even if you don't phrase your sentences perfectly. Or if you don't use commas in the right places all the time. Or anything like that..

Good, helpful, content will still win above everything else.

So how do you become Google's best friend and give it what it wants? There's one simple thing to remember. Solve problems for your readers

Google is ALL about content that helps people. Think about it. People come to Google to learn how to solve a problem. Whether it's "how to blog" or "how to cook chicken for dinner." People (searchers), and Google, want to solve problems.

So you should be writing your content in a manner that helps solve problems for readers. Imagine you're speaking to a friend over lunch and they ask you how to do something you know about. You would then answer them, conversationally, right?

That's it; simply write content in the same manner in which you would have spoken it to your friend. If you know something about something, simply share that with your readers. It doesn't have to be a journalistic wonder. Get over it. Nobody expects you to write like a pro.

Hire Someone to Write for You

Although I don't recommend this for bloggers, I do believe that for regular websites and online educational resources that it is OK to hire professional writers to help you generate good content.

Check sites like Elance.com and look for writers that may be available, and then pay them to write content for you that you need. Or look in your local trade journals for writers whom you can approach who may be interested in helping generate more content for you as well. Contact them directly.

Make sure that you specify that you are ONLY looking for original content that has not been published anywhere before. Also, make sure that you get the writer to sign a simple contract stating that the content you paid them to write is owned by you, not them.

Kukral runs AskTheBlogger.com. If you have a question for Jim about running your website, fill out this simple form or send an email to AskJimKukral@RevenueToday.com with "Ask Jim Kukral" in the subject line.

Inside Track

RANDY SCHWARTZ is now director of search engine marketing for Carat Fusion's New York office. Also new at Carat Fusion is **TREVOR BEDDOE**, SEM associate; **SEAN MCDONALD**, associate director of search engine marketing; **THAO NGUYEN**, SEM associate; and **MICHELLE ZUNG**, senior SEM associate.

CHELSEY LANGAN is now senior manager, network development, at VendareNetBlue. Langan was previously senior manager, business development, at HomeGain.

Marketing Events

ClickZ Specifics: Web Metrics

*May 2, 2007
New York*

ClickZ Specifics: Web Metrics is an intensive, one-day event designed to educate, inspire, and instill confidence in marketers, webmasters, executives and business owners who use or are planning to use web analytics to grow their business.
[Registration Information.](#)

Casino Affiliate Convention

*May 3-5, 2007
Amsterdam*

The Casino Affiliate Convention (Amsterdam 2007) event will focus entirely on **European Marketing and Advertising** for the Online Gaming Industry. [Find out more.](#)

ClickZ Specifics: Email Marketing

*May 14, 2007
San Francisco Marriot*

ClickZ Specifics: E-mail Marketing is an intensive, one-day event designed to educate, inspire, and instill confidence in anyone using e-mail to communicate with their customers and prospects.
[Registration Information](#)

ClickZ Specifics: Advertising in Social Media

*May 21, 2007
Hilton New York*

This intensive, one-day conference looks at how marketers can successfully promote brands, products, and services in online social media environments.
[Registration Information](#)

ACCM

*May 21-23, 2007
Boston*

The largest conference for catalog, Internet and multichannel merchants. Create the ultimate multichannel marketing mix. [Register now and save up to \\$100!](#)

CAP Spring Break

*June 8-11, 2007
Paradise Island, Bahamas*

Come learn the secrets to becoming a super internet gaming affiliate, network with the best casino properties online and forge powerful friendships that will last a lifetime.
[Reserve your space now](#)

SES Toronto

*June 12-13, 2007
Toronto*

Search Engine Strategies Conference & Expo Toronto 2007 features presentations and panel discussions that cover all aspects of search engine-related promotion.
[Find out more](#)

SES Latino Conference and Expo

*June 18-19, 2007
Miami*

Listen to "success story" case studies and learn about best practices from SEM/SEO industry leaders and experts in the U.S. and Latin America.
[more information click here](#)

DM Days New York Conference & Expo

*June 19-21, 2007
New York*

Spend three days in the world's fastest-moving city, meet the pros who are moving the industry forward, and learn how to put tomorrow's best practices to work for your organization today.
[Register Today!](#)

Luxury Interactive

June 19-21, 2007
New York

This exclusive executive summit is for select senior level luxury brand executives and decision makers from the top brands in the luxury market today.
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Supernova 2007 Conference

June 20-22, 2007
San Francisco, CA

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