

Trusted Feed search engine marketing

The features

Trusted Feed, which is also known as its brand name of **Site Match Xchange™** is a form of pay-per-click search engine marketing available from Overture. It's a **quick, simple and affordable** way to give database-driven sites with more than 1000 pages visibility in Overture's search engines, including Yahoo!, MSN and AltaVista.

Trusted Feed works through a partnership arrangement, whereby Overture 'trusts' Weboptimiser to bypass the usual submission and site reviewing process and **supply web pages directly to its index**, via XML feed. Weboptimiser feeds the search engine with keyword data, the desired destination URL and a page description, in an analysis-friendly format such as a spreadsheet. Alternatively, the search engine can extract the data from your site themselves. Once in the index, pages are subject to the usual listing and positioning algorithm and inclusion, but not position is guaranteed, at a fixed cost-per-click to you.

With full **web analytics reporting** offered as standard, we'll give you monthly board-level reports on the difference that your Trusted Feed campaign is making to your business, from reducing your cost of customer acquisition to increasing your sales revenues.

The next step

For more information about Weboptimiser's Trusted Feed Search Engine Marketing services, either email nicholine@weboptimiser.com, call us on 0207 953 7150 or visit www.weboptimiser.com

The benefits

Trusted Feed is an ideal way of making a big, dynamic web site search engine friendly. It requires no site changes or re-engineering, or complicated bid management, and data can be re-submitted every 24 hours, to keep listings fresh. Because there's a greater chance of a match between what the search engine user is looking for, it increases the chances of good listings at the same time. And with a fixed cost-per-click, you only pay for the visitors you receive.