

MarketStorm

In This Issue

**Search Engine
Marketing**

Mobile Apps

**Branding Your Way
To Success**

Banner Advertising

**Affiliate Marketing
Methods**

**8 Tips To Help Your
Write Better Articles**

**10 Success Factors
In E-Business**



YOUR ADVERTISING STRATEGIES

8 Tips To Help You Write Better Articles

So you are all set to start your online business; or maybe you already have one, and now are seeking for avenues that can help you expand it. But here is the thing - you are still not certain about how to write expressive articles that can pull in considerable web traffic. Alright! Let's see if we can help

Here are a few thumb rules which can make this article writing business a bit easier. Read on to find out more -

Importance Of a Relevant Topic:

Nobody wants to get bored when they are reading an online article. Remember this when choosing the theme of the article. Don't choose something that you hardly know about; it will only give away your ignorance and frustrate your readers. Also, when choosing a subject, ensure that it is closely connected to your business discipline. Avoid leading your readers into any complicated reasoning regarding the exposition of your topic. Stick to the reader's perspective and provide only as much detail as is demanded.

Avoid Being Too Lengthy:

If your article is too lengthy, it runs the dual risks of being boring and being irrelevant. The attention span of an average online reader is acutely limited when compared to that of a book reader. So whatever point it is that you desire to illustrate, it better be quick.

Avoid Being Too Choppy As Well:

However, writing short, precise articles should not be confused with writing choppy and abrupt pieces. If you have shortened your article by compromising on the quality as well as the quantity of significant data, then you are the person who is actually asking your readers to go and search for better alternatives.

The No Cliché Rule:

If people want to read overused clichés why would they bother reading your articles? Isn't it

easier sticking to domains they already know? If they are risking reading a new writer, it is because they expect fresh content. Don't disappoint them; don't post hackneyed bromides that disgust people. Be refreshing. One of the best ways of doing this is to avoid buying articles and then attempting to rewrite them. Use your own imagination for a change.

Choose Keywords That Are Highly Effective:

While they are busily browsing through various articles, trying to locate the information of their choice, the various keywords serve as the readers' only roadmap. As such, the choice of appropriate keywords is critical to the popularity of your article. And again, it is the relevancy of the keywords that decides the ranking of your article/articles in major search engine results.

Be personal:

Create your own signature style. Assert your personal opinion every now and then to keep up the curiosity quotient of your readers.

Use clear and lucid language:

Keep the language simple and colloquial. Maintain an easy flow and avoid any complicated narration. Your readers are looking for solutions; they will certainly not be impressed by linguistic jargons that they can't comprehend.

Use The Slang Unique To Your Targeted Audience:

Don't get me wrong on this; but a generous sprinkling of informal jargons along the length of your article has the obvious advantage of arresting the imagination of the common milieu or more specifically that of your targeted audience. This adds credibility to your compositions and

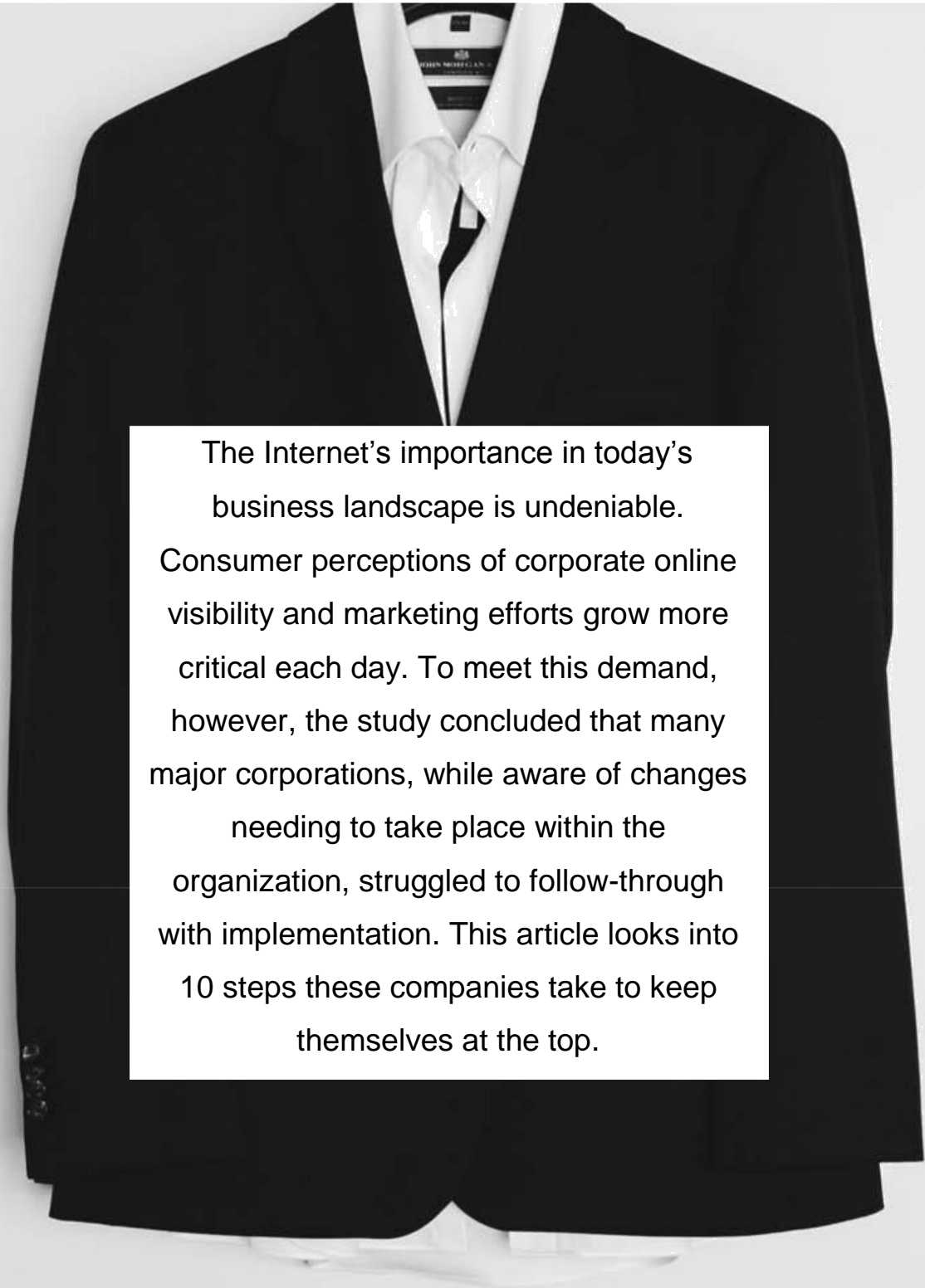
establishes you as an expert of the given field. But ensure that you don't go overboard with it.

Also:

AVOID SPELLING AND GRAMMATICAL ERRORS!

Reading content that has spelling or grammatical errors can be extremely frustrating and prove to be a big turn off for any reader especially if that person is an authority in linguistic skills. The net result for drafting such erroneous content is that people lose faith in your articles and avoid reading them.

10 Success Factors in E-Business



The Internet's importance in today's business landscape is undeniable. Consumer perceptions of corporate online visibility and marketing efforts grow more critical each day. To meet this demand, however, the study concluded that many major corporations, while aware of changes needing to take place within the organization, struggled to follow-through with implementation. This article looks into 10 steps these companies take to keep themselves at the top.

Vision and Top Management Commitment

Successful e-business approaches are based on a clear vision, which is the starting point as well as the reference for development and implementation of strategic decisions. The vision requires full senior management support.

Strategic Alliances: Focus on Core Contributions. In the large number of alliances which are necessary to cover the whole value-chain in e-business, senior management must concentrate on those partners who already have a significant impact on their own business success and are thus of strategic importance.

Branding

In many highly competitive markets only the number 1 or number 2 brand can operate profitably in the long run. In such

markets, the brand becomes a decisive competitive factor, due to its signaling function, its impact on the emotional purchasing experience, and its guarantee of quality and security in the virtual world. Yahoo! was one of the first companies to recognize the value of branding in the technology-driven i-world and is a prime example of the fact that not only established brands can move into the i-world, but that new brands can also be established successfully.

E-pricing

The increasing market transparency of the i-world can be countered by intelligent price management. e-business provides the chance to achieve extremely flexible and complex price determining systems as well as new approaches to price differentiation. This creates new possibilities for sustainable earnings; in the long run the only

ones who can escape fierce price competition are those who have mastered the complex set of instruments.

Individualized Service Offerings

E-business enables companies not only to offer a large variety of products in mass markets, but, in addition, to personalize the sales environment and processes in such a way that they offer the customer decisive value added compared to the traditional buying process.

Process Design in e-business

Customer-orientation is the key to success in e-business. The implementation of customer-orientation requires end-to-end processes, which differ markedly from those in the real world. The process design must ensure a smooth interaction of software interfaces (Website) and of processes arranged upstream and downstream.

1-to-1 Marketing

E-business allows you to systematically attract customers in a mass market with the help of a product/ service suite tailored to individual needs. 1-to-1 marketing utilizes personal customer information for the benefit of both sides.

Community Building

E-business provides the means for customers to network among themselves. Establishing a community which is functioning around one's own brand generates enormous value-added. Moreover, the market position is very difficult to attack. So far, few established players have successfully encouraged a strong community.

HR-Strategy

For established companies, recruiting and retaining capable staff is a constant pain. Innovative people strategies are therefore a key to success. Looking at the example of Intel, it becomes clear how flat

hierarchies, high team orientation, genuine delegation of responsibility and attractive incentive schemes can be integrated into a future-orientated corporate culture.

Strategic Use of IT

The complexity of the essential IT infrastructure as well as the investment which will be necessary are driven by three dimensions: the integration of the existing systems, the degree of coverage of the process chain, and the existing standardization

throughout the company. In any case the IT architecture must be of a modular structure and scalable to allow rapid growth. The corporate IT organization must be flexible and aligned to the radical requirements of e-business. Hotmail who boldly claimed “to change the way people communicate” is today—supported by strategic use of IT—by far the biggest provider of free-of-charge e-mail on the World Wide Web.

As always, the particular industry and environment dictates the optimal blend of each strategy. While all ten steps should be addressed, how we weigh importance on each may vary. The study concludes: “A successful e-business model requires an integrated approach to build the capabilities needed to put the key success factors into practice. Three phases have to be addressed in parallel:

- Strategy profiling
- Business modeling and experimentation
- Implementation and innovation

In each of the phases, four major streams of activities have to be carried forward:

- Strategy/organization/alliances
- Operations/e-customer lifecycle engineering
- Talent game plan
- Technology game plan

The first phase, strategy profiling, comprises (for example) the identification of opportunities and threats, the development of product/service strategies and business models, and the definition of alliance requirements. The latter includes the development of a long list of potential partner candidates, to be followed by individual screening and evaluation. At the same time, customer lifecycle capabilities and gaps are being base-lined, and a talent game plan and a technology game plan are being developed.

During the second phase, strategy and people/processes are fine-tuned, an organizational blueprint is defined and alliance talks are set up. Concurrently, operational activities are being prototyped, staffing requirements are defined, and a prototype application is built under the technology game plan.

The third phase consists of implementing the business model and repeatedly evaluating the organization and product/service offering, monitoring operational performance targets, and updating the operational blueprints.”



Affiliate Marketing Methods

Affiliate marketing is used by business from firms like Amazon.com to hosting services. Simply put, affiliate marketing occurs when other websites post the advertisement or link to the site and the advertiser pays them once a sale occurs resulting from this lead. The concept is similar to athletic and celebrity sponsorship. The reputation of the referrer and their visitor trust leads the viewer to buy the product.

THE METHODS

To manage the record keeping and the complex tracking of affiliate programs, businesses often look toward online commission and affiliate services like JVZoo or WarriorPlus. For a fee, charged to affiliate marketers only, they will track the conversion and referrals, offer real-time stats for the members, offer reports to measure the ad success, pay the affiliates for their leads resulting in sales and advertise the affiliate program to their large compilation of webmasters interested in joining the affiliate program. They also combine banner and link downloads for the affiliates.

Though straightforward, especially for the business using an administrative management service as mentioned above, it's important to follow best practice and avoid the pitfalls that can sink the success.

First provide strong affiliate management and customer service. The program brings in a completely new set of customers that need the support – affiliates. They're bringing revenue, sponsoring the business and spreading word of mouth. Make sure they have strong and compelling reasons to speak highly of products or services and continue to gain the sales through their lead.

Next, develop FAQ's or frequently asked questions, specifically for the affiliate marketers. Answer their questions proactively to ease their mind on topics such as cost for joining, payment schedule, contact information and commission they'll earn. Walk them through the sign-up and management process in a step-by-step instructional. Be available when they have questions, answering promptly and clearly.

How do they sign up? Where do they go? How do they track leads?

When businesses or individuals sign-up for programs or offer personal information, they need reassurance that their information is protected. Develop affiliate rules in the privacy policy explaining how their data is used, where it is disclosed and what notification process the business takes when updating these rules.

In short, affiliate marketing occurs when websites post an advertisement or link to one's site, which in turn pays the advertiser when a sale occurs as a result of this lead. The concept is similar to athletic and celebrity sponsorship. The referrer's reputation and their visitor's trust pushes the sale.

BANNER ADVERTISING

WHAT YOU NEED TO KNOW BEFORE YOU
START PUTTING THEM UP

Unlike text and pay-per-click advertising, banners give merchants the capability to enforce their brand image by using their logo and trademark visuals.



Unique to other advertising vehicles, the Internet has the ability to target customers within a specific demographic and deliver television-like advertisements. According to Juniper Research, these are the two reasons online advertising spend is growing rapidly and will overtake that spent on magazine advertising by 2008. Senior analyst, Gary Stein predicts online spending to rise to \$15 billion, compared with \$14.5 billion for magazine ad spends.

From data compiled by Juniper Media Metrix, an astounding 80 percent of advertisers use the banner and 18 of every 25 online ads created by advertisers are banners. Why? Popularity is possibly caused by banners' ability to mimic what marketers are used to using –

magazine and newspaper advertisements. They absorb a small amount of website real estate to promote a product, service, brand or other message. Similarly, where each ad is placed can be carefully tuned toward the demographic audience.

ABOUT BANNER ADVERTISING

Marketers have found a difference in success due to ad animation functioning. Many ads now include streaming video, and audio either playing the television commercial or made-for-online custom clips. Current trends in banner marketing include animated GIF (Graphic Interchange Format) image files, shockwave or flash games and electronic forms.

A study conducted by ZD Net found animated ads generate at least 15 percent more click-through rates than do static ads – in some cases as high as 40 percent more. People notice animation, whether or not they actually click on it. So the message gets across. But even with animation in an advertisement, the message must be carefully crafted and convincing with a clear call to action. The animation itself doesn't replace response-driven copy.

- Bright Colors are more effective
- Sense of urgency in message decreases response
- Banners at the top of the page are twice as effective

Usability studies were also conducted on participants from Wichita State University

to critique and fine-tune the best overall combination of placement and animation within banner advertising. Findings showed 40 percent of the participants were able to recall the presence of at least one ad regardless of its animated or static design. Yet animation itself didn't seem to play that high of a role.

Viewers recalled the presence of animation and movement on the page, but not necessarily the purpose behind it. Also many viewers were able to recall the ad itself, but not the company name. Name and brand integration within the design, thus, should play an important aspect in design. The study authors encouraged ongoing studies around duration and type of animation to fine-tune the effects of animation on banner ad awareness.

Even those visitors who view a banner ad and don't click immediately tend to eventually purchase from the advertiser. Though, according to AdKnowledge stats cited by NUA, this does stretch the purchase cycle. They state: "Almost 40 percent of those who viewed an ad and then made a purchase did so eight to 30 days after seeing the ad, while 61 percent of consumers who clicked an ad before purchasing did so within 30 minutes of clicking."

The focus of banner ads are not necessarily the CTR gained, but the brand visibility they create for the long-term marketing strategy.

Develop ads with minimal words, about six to ten, using short, simple words in big typeface. Graphic quality can make or break the reputation.

So enhance visuals to gain the viewers' attention. Copy should be written for the viewer's benefit with a strong call to action encouraging a click for more information, sign-up or purchase.

WHERE CAN YOU ADVERTISE

Mamma Media Solutions graphic ad division offers a comprehensive span of banner advertising delivery including more than 5,500 content websites that support various forms of graphic ad creatives.

Similarly, Google AdWords include image ads with easy set-up. Advertisers can create a banner ad campaign through Google AdWords or by joining the content network in their current account and uploading an image ad.

TO ROLL IT UP

The Internet gives advertisers the capability to target customers within a specific demographic and deliver television-like banner advertisements. Online spending is now rising to \$15 billion, compared with \$14.5 billion for magazine ad spends. Plus, unlike text and PPC advertising, banners give merchants the capability to enforce their brand image using the business logo and trademark graphics.

Data compiled by Juniper Media Metrix shows that 80 percent of advertisers use the banner and 18 of every 25

online ads created by advertisers are banners. Trends in banner marketing utilize animated GIF (Graphic Interchange Format) image files, shockwave or flash games and electronic forms.

Who offers banner-advertising services? Mamma Media Solutions, MSN Shopping and



Google AdWords offer user-friendly banner ad campaign set-up. Leading the way in industry standards for technical

specifications in rich media ads is Interactive Advertising bureau, an industry association for rich media marketers.

DON'T HURT YOUR ADVERTISEMENTS!


2 things that hurt a banner ad's success rate are long download times and poorly crafted copy. Though with higher and faster connectivity options, download time should become less and less important.

Location and page placement are other important considerations. In research conducted by DoubleClick, key areas were identified for total ad success. These are:

- After the fourth impression, response rates dropped from 2.7% to under 1% (banner burnout)
- Focus on creativity, targeting, frequency and content
- Cryptic messages may increase click-through by 18%, but they may not attract the right audience or reinforce branding
- Using questions can raise click-through rates by 16%
- Phrases such as "Click Here" tend to improve response 15%
- Offering free goods or services generally improve click-through rates

The background features a collage of horizontal bands in shades of purple, light blue, teal, and magenta. A prominent black, jagged shape resembling a tear or a hole is cut into the composition, revealing a white surface beneath. The text is overlaid on this design.

BRANDING YOUR WAY TO SUCCESS

An abstract graphic on the left side of the page, consisting of several overlapping colored squares (light blue, dark blue, magenta, light blue, and purple) and a white background with small black speckles.

Developing the brand strategy is the most concrete and long-lasting marketing tool. It's consistent, repetitive and memorable. It's communicated in many different ways throughout the life of a business. Done effectively, a brand creates a one-of-a-kind differentiation separating one business from another. Branding builds a relationship.

Branding can be a name, sign, design, symbol or term – or a combination of these –describing the products or services offered. The objective of branding is reinforcing credibility, delivering a clear message, encouraging a sale, improving loyalty and invoking an emotion. All of these combined influence its target audience and becomes the core

foundation behind each and every marketing effort.

Methods

When developing a brand, a business must consider their target audience, their competition, the products or services offered and what differentiates them from the others in the marketplace. To begin brainstorming an effective brand, consider the following questions within the core business function. It's useful to develop a strategy with a diverse and creative team of individuals who have a strong understanding of the business function and future objectives.

What products or services are offered?

What are the values and mission of the business?

What is the business specialization?

What is the business tagline or sales message?

Describe the target audience and the segment of population most attracted to the offering.

From the answers and again with the creative team, create a personality reflective of the business and offering. Personify the business. What characteristics would it have? Is it male or female, soft or edgy, conservative or groundbreaking, necessary or luxurious, young or mature and so forth. What adjectives describe it?

Next, tie the audience to this character by understanding how the target audience can connect to it. This is where it becomes most critical to understand the

audience demographics inside and out. What characteristics grab audience interest? What do they like? What don't they like?

To compose a brand profile, use the answers to write a description of the business, again personifying the entity. Think of personal ads or biographies as examples of writing style.

Logos are another critical piece in business identity and branding efforts. When developing a logo, be just as specific about the connection between the target audience and the products or services. Answer the following questions:

- Who is the target audience? Depending on the industry, the business may prefer a conservative, classic brand or a progressive, hip design. Creative businesses

can use more color, musicians can go unique and financial firms may want to reflect stability.

- Where will the logo appear? Though a business may only need letterhead at start-up, the logo should be simple and clean, adaptable to any size variation, viewable from a lapel pin to a billboard without losing quality. The logo should look strong on a sign, website, print brochure, t-shirt, CDROM, business card and give-away such as pens, magnets, key chains, labels and so forth.
- How will the logo look in monotone reproduction? At some point, the logo will be displayed on a photocopy or fax. Keep it sharp and consistent in duplication.

- Can color stay consistent?

If the logo integrates colors, make sure they align with other marketing collateral or website themes they're used on.

- Does this image reflect longevity? Once a logo is designed, don't change it. Consistency is critical to branding. In one, ten or even fifty years from now, a business should have a strong image. Inconsistency reflects poorly on both management and quality. If a company can't stick to a logo, how can it accomplish what it's hired to do?

Some strong brands and logos include Nike, using a simple swoosh image to communicate freedom, athletics and longevity, Target, reinforcing their color and

bulls-eye logo in everything they market and Tiffany and Company, with the signature blue on everything from their packages and boxes to annual reports – crisp, simple, identifiable and consistent.

Using The Brand

The brand is an ongoing, repetitive reinforcement of the credibility, improving loyalty and product or service awareness. Use the brand to improve the position within the competition or reach the business goals. What should the business accomplish and what does it want the customers and prospects to understand about it?

Develop a marketing strategy to take the branding designed into the public or business eye. This strategy may be a short statement or a detailed timeline.

Year-to-year, the marketing goals will change: objectives will be met and new ones developed. But the brand remains consistent. This is what customers remember, trust and find comfort in. A business brand becomes who the business is, what it represents and how others perceive it.

Branding uses consistency in print collateral, television advertising, radio and media outlets. It ties into its core business strategy, both internal and external, solidifying in time. Use the same brand, year over year, time after time to build a billboard in the audience's mind.



Mobile Apps: Much More than **ANGRY BIRDS**

If you've got a smart phone – whether iPhone or Android – you've no doubt got it loaded up with apps of one kind or another. Angry Birds and other fun and free game apps are enormously popular, but you probably also have apps from businesses such as Netflix, Redbox, eBay and many others, but you may have never considered launching a mobile application to promote your small business brand.

Both Android and iPhone offer low cost app-development tools that can be used by even a novice who just wants to try their hand at app design.

Apps are broadly in a few categories – entertain, inform, shop and utilize.

Entertainment apps run the gamut from Angry Birds and iTunes to Netflix so you can amuse yourself using your mobile phone.

Information apps include those that provide data on air travel, train and bus travel, wiki reference sites, news sites and the like. Shopping apps include eBay, Amazon, Red Laser and many, many more. Utilization apps are those like Google Translate, Dragon Dictation, iTorch (flashlight) and iHandy Level.

You need a creative idea that relates in some way to your business that people will enjoy using for one of the above reasons.

And don't even think about charging for your app to create a revenue stream – you'll most likely just discourage any clients who were considering downloading. Once you have some ideas, you'll need to check the app stores such as iTunes and Android Market to see if your idea is played out, still hot or emerging.

You may also want to bounce the concept off a few people you trust to give you feedback to see if your idea sounds interesting to them. Here are some ideas to consider:

- **If you own a bar**, you could offer a signature cocktail designer where people can mix a virtual drink, name it and submit it to your bar for a chance to be a featured cocktail – you could incent them to participate by offering a tasting party for semi-finalists in the competition – offer to post their picture – or free drinks for a night.

- **If you own a movie theater**, you could offer a make a movie trailer app that would allow people to upload video they shoot and add sound and voice over effects to make their own fun movie trailers – you can offer ongoing incentives for the best trailers each month in the form of a movie pack for two (tickets, drinks, popcorn and candy) and discounts for participants.
- **If you own a gym**, you could offer a virtual personal trainer that would allow consumers to enter their measurements, height and weight as well as interests and limitations and generate a training program that correlates to equipment in your specific gym and then offers a free trial to your gym – the app could prompt them to rotate through machines, enter information about reps and allow them to update their vital stats as they lose weight.

- **If you own any kind of business,** you could design a simple game that ties somehow into the theme of your establishment or is silly nonsense, but engaging fun where the consumer can accumulate points by playing and these points then translate into discounts at your business – people love free games!

To promote your app, you can announce the launch via text to your opt-in list with links to download it from the app stores along with an offer tied to the download. In-store signage, stickers attached to packaging or products and reminders from sales associates can also trigger downloads.

Mobile apps download and usage are on the rise according to a recent study by Juniper Research. The firm estimates that by 2016, 66 billion mobile apps will be downloaded compared to 31 billion downloaded

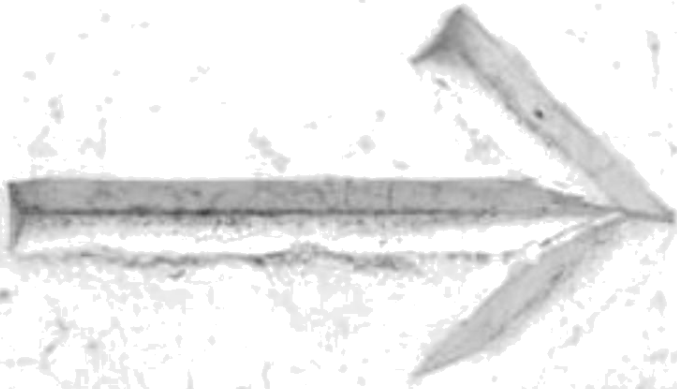
in 2011. 87% of these are free downloads.



“Brands that wish to remain competitive have turned to apps as part of an integrated multichannel distribution system.”

Windsor Holden, in a report for Juniper Research

Search Engine Marketing



Search engines have two basic styles – portal and search box focused. In either search style, results depend on inclusion within the engine's extensive database, some using human editing and others fully automated, some requiring paid inclusion and others free. Search results listings are called SERP's or search engine result pages.

Search engine marketing is tiered, meaning one may promote a website on the search engines at various levels of visibility. Each level offers a distinctly different service than the next. At the most basic level of marketing is search engine listing, which lets you simply register in any given search database. The next level is called search engine optimization, or improving a website's ability to gain top rankings in SERP's.

To rank relevantly within search engine results, websites must be considered relevant for a particular search algorithm for that particular keyword or phrase. Currently, websites rank highest when each page is optimized separately.

The Key Players

There are countless search engines driving traffic to business websites. Most are small, targeted and growing, while others have large, broad and loyal audiences.

Just five search engines control the majority of queries on the Internet including Yahoo, Google, Ask Jeeves and AllTheWeb. Other search sites compile the results from multiple engines into all-encompassing SERP's, such as Dogpile. The Open Directory Project or DMOZ, is a non-commercial directory focused on human-editing and free inclusion.

Google

Google, named for the term which represents the number 1 followed by 100 zeros, was founded by Larry Page and Sergey Brin, two men who met at Stanford University graduate school studying computer science in 1995. Together they collaborated on a search engine called BackRub. After much investment seeking and technological experimentation, Google.com opened in a garage in September 1998 in Menlo Park, California. Google handled more than 100 million search queries a day by the end of 2000.

In February 2002, Google launched Ad Words, a self-serve cost per click advertising model. In December 2002, Google launched Froogle, a free product search service. 2004 brings Local Search and GMail, as well as a public offering under the ticker GOOG.

Yahoo

Touted the “life engine” in their latest ad campaign, Yahoo actually began as a simple project by two men, David Filo and Jerry Yang, in January 1995. During their studies at Stanford University, Yahoo was their way to catalog and organize Internet bookmarks. Soon the project grew, as the Internet grew, gathering interest from visitors who added Yahoo to their own bookmarks and revisited often to find new additions.

Today Yahoo is the top ranked, highly trafficked website on the Internet. Word of mouth grew into what is now a publicly traded company. Yahoo listing is as important as that in the phone book.

Before submitting to human-edited directories, prepare a business description no more than 25 words in length using two to three key terms that may be used to find the

website. This description should exclude marketing language and superlatives.

Ask.com

Ask Jeeves Inc. (now ask.com) was founded in 1996 and is now a publicly traded company with headquarters in California. Its syndicates search technology and advertising units to a affiliate partner network including Excite, Ask.com, Teoma, Ask Jeeves Kids, MyWebSearch, MySearch, MyWay, MaxOnline and iwon.

A butler inspired by the books by English writer P.G. Wodehouse characterizes the Ask Jeeves brand. The website began as a question and answer service – the user asks a question and an answer is generated. With an editorial staff building each question and answer scenario, the answers often didn’t add up to the searcher’s actual intent. After the dot com crash, stock dropped to under \$1, yet

today performs in the \$30 range due to heavy restructuring, cuts and a quality search focus.

Ask Jeeves began as a human-edited listing but has since abandoned this for algorithmic search results. Smart Search allows users to search keywords such as celebrity names and receive an instant biography and photograph above results. Binocular icons next to certain results allow quick web page previews.

Dogpile

Dogpile was developed in 1996 using innovative metasearch technology to find results in many leading search engines including Google, Yahoo, Ask Jeeves, About, FindWhat, LookSmart and more. All results are combined into one comprehensive SERP. Dogpile is currently owned and operated by InfoSpace, Inc. They brand the business on Arfie, their signature dog logo.

Dogpile, like other search engines, allows data (or keyword), image, audio, multimedia, news and shopping searches.

Though a metasearch engine pulling information from all other major search sources, website owners may also submit to the DogPile database directly. This listing includes DogPile, Verizon, WebCrawler, NBC and MetaCrawler.

Open Directory Project (DMOZ)

The Open Directory Project is an Internet resource hierarchically arranged by subject - from broad to specific. The ODP is maintained by editors that evaluate websites for inclusion in the directory. All submissions are subject to editor evaluation.

ODP does not consider itself a search engine and, in that light, is highly selective. Not all sites are accepted. The goal is to make all information provided by the

database as useful as possible, not to simply include all sites on the Internet or serve as a promotional tool for businesses.

To assist editorial discretion, ODP has policies for submitting sites for our consideration. They may reject, delete or edit submissions that violate these policies or that they do not want included. The ODP also rejects, deletes or blocks sites possibly associated with a user violating their policies.

Their policies and submission steps are as follows:

1. Determine whether a site is appropriate for submission to the ODP:
2. Do a quick search in the directory at dmoz.org (the home of the Open Directory) to be sure the site isn't already listed. This saves everyone time.
3. Identify the single best category for the site. The Open Directory has an enormous array of

subjects to choose from. Submit a site to the single most relevant category. Sites submitted to inappropriate or unrelated categories may be rejected or removed.

4. Once we select the best category for the site, go directly to that category on dmoz.org and then click "suggest URL." Follow the instructions on the submission form carefully. Descriptions of sites should describe the content of the site concisely and accurately.