

Search Engine Optimization

Increase Your Search IQ

Improve your news release SEO efforts by pinpointing the words internet searchers are using to find your information, knowing where searchers are coming from, and gaining an understanding of readers that click from your release to Web sites. PR Newswire's SEO reports, available on the Online Member Center, uncover a new level of audience insight.

SEO Index Scores

Benchmark your search results against others in your industry.

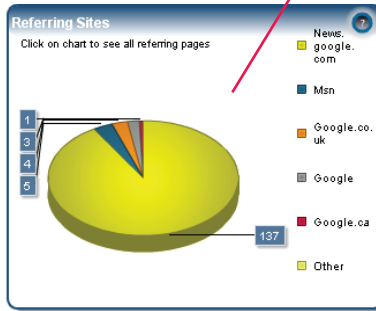


Daily SEO Growth

Track your message's search engine views.

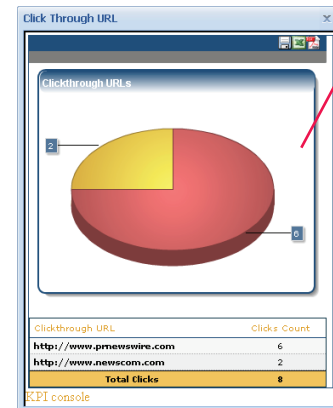
Referrals from Search Engines and Other Web Sites

See where people are finding your release.



Clicks to Each URL in Your Release

See the traffic your release drove to Web sites.



Search Term	GOOGLE	YAHOO	MSN	AOL	OTHERS	TOTAL	CLICK THROUGHS
charming shoppes	0	0	0	0	10	10	2
ann taylor	0	0	0	0	6	6	1
Gottschalks	0	0	0	0	5	5	1
*- Not Applicable -	3	0	0	0	2	5	1
casual male retail group	0	0	0	0	4	4	1
"charming shoppes"	0	0	0	0	3	3	0
casual male	0	0	0	0	3	3	0
shoe Carnival	0	0	0	0	3	3	0
chico's fas	0	0	0	0	3	3	0
retailer store comp sale	0	0	0	0	3	3	0
Grand Total For All Search Terms	3	0	5	0	142	150	6

Search Terms Used to Find Your Release

Know how searchers found your release.

Search Terms Resulting in Clicks to Your Web Sites

Identify keywords used by searchers who are engaged by your message.

SEARCH TERM	GOOGLE	YAHOO	MSN	AOL	OTHERS	TOTAL	CLICK THROUGHS
*- Not Applicable -	24	0	0	0	13	37	0
PR newswire	6	0	0	0	5	11	2
charming shoppes	1	0	0	0	10	11	0
NYSE:JPM	10	0	0	0	0	10	0
pfiizer	0	0	0	0	9	9	0
Gottschalks	1	0	0	0	7	8	0
NYSE:WU	7	0	0	0	0	7	0
ann taylor	0	0	0	0	7	7	0
casual male retail group	0	0	0	0	4	4	0
jpm	4	0	0	0	0	4	0
Total	164	11	14	0	226	415	30

Most Popular Search Terms Used to Find Your Company News

See how people find your company's news online.