



## **Weboptimiser announces 75th video podcast with the UK's leading new media figures**

*Project will show how Web 2.0 can be search-friendly*

**London 1<sup>st</sup> May 2007** Leading search engine marketing company Weboptimiser today reveals a watershed in its Web 2.0 project, achieving 75 video interviews with leading figureheads in the new media industry. The project, being run by CEO David White, is an experiment in Web 2.0 technologies and is being used by the company to show how search can be applied to interactive material including podcasts and videos.

David White says "With Web 2.0 sites increasing the Internet's capacity for offering interactive and live content, we wanted to find an interesting way to show how search can be applied to this material to drive traffic to websites. By approaching key people in the new media industry, we've been able to gather some very valuable thoughts and comments into our world, and into how they use search.

We're now using this content in various ways. Firstly, we've developed ways to make the content itself searchable, a vital development as more and more websites carry videos and podcasts. Secondly, we've used a viral marketing campaign to spread the content, and the interviewees have been great at helping increase the viewership. This in turn has meant that people are now approaching me to recommend themselves as interviewees – whereas at first I struggled to get people to participate. Finally, we've made the videos themselves available on Youtube, Google video, Yahoo video, MSN video and other as well as our own website and on DVD too."

For more information about the project, or to propose a VIP to take part, please visit the Weboptimiser VIP area at Internet World from today until Wednesday and speak to one of the team. To see some of the videos, visit [www.weboptimiser.com/VIPbriefings.com](http://www.weboptimiser.com/VIPbriefings.com)

## **Ends**

### **Note to editors**

David White has been carrying out the VIP interviews since February 2007. Key new media industry companies involved include Google, Yahoo!, IAB UK, IAB Europe, eCademy, Lightspeed Research, MetrixLab, Hitwise, The Usability Company Nielsen//NetRatings, Jupiter Research and many more companies.

### **About Weboptimiser**

Since 1996, Weboptimiser has specialised in search engine marketing through search engine optimisation (SEO) and pay per click (PPC), providing clients with successful search strategies to grow their businesses.

A recognized expert on the search optimization and market industry, David chairs the IAB UK and Europe's Task Force on Search which is setting the standards for the industry. He speaks on the topic at various events, most recently chairing the mad.co.uk Search Engine Marketing conference and a number of other prestigious events.

For more information, please contact John Guria, Business Director on 0207 953 7053 or 07775 683725 or email him at [john@weboptimiser.com](mailto:john@weboptimiser.com). Please visit us at the VIP area at Internet World show from 1-3 May.

### **Media Enquiries**

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