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***For Immediate Release***

## **Relevant Searches Delivers SEO 2.0 Services**

***Marketers Gain Control of Organic Search Listings and  
End-users Get Rich, Relevant, Real-time Results - Understandable at a Glance***

**SHOP.ORG 2009 ANNUAL SUMMIT, LAS VEGAS – September 21, 2009** — Relevant Searches, a Search Engine Marketing firm pioneering Search Engine Optimization 2.0, today announced new Search Engine Optimization (SEO) services that dramatically improve end-user experience and put marketers in control of organic search listings and campaign profitability. The company’s SEO 2.0 services deliver content-rich, customized results that are updated daily and empower marketers to manage campaigns to business rules – at the URL level.

“We believe that ‘consumer-empowered marketing’ is the future,” said Maury Domengeaux, CEO of Relevant Searches. “Marketing campaigns must transform from unwanted, irrelevant interruptions to highly personalized messages based on preferences, real-time demographics, behavior, referrals, location and availability -- delivered to the appropriate device at precisely the right moment. Online search must make a corresponding transformation and deliver highly relevant, content-rich results that are easily understandable and up-to-date.”

Relevant Searches SEO 2.0 services are enabled by the company’s Smart Feed™ platform, which builds rich structured data feeds that are updated daily - directly into search engines. Unlike web crawlers, the Smart Feed platform guarantees that all web pages can be indexed daily by search engines and be ranked. Campaigns are hand-crafted by professional interactive marketers and directly linked to the appropriate landing page within the website. End-users receive customized titles and descriptions uniquely developed for each keyword they query.

“The industry’s dependence upon web crawlers is changing,” said Charles Hentrich, chief scientist at Relevant Searches. “Most people don’t realize that web crawlers can take up to a month to index new pages, which results in stale information, broken links and expired product offers within search results. In addition, spiders will never be as good as merchants at knowing what content and which pages are relevant to their end users. The way to dramatically improve end-user experience is to embrace a structured data feed model which allows merchants to directly augment content in the index rather than passively allow a crawler to select it.”

Online marketers who use Relevant Searches SEO 2.0 services gain precision to campaign management through continuous optimization, including the ability to enforce business rules for any web page and optimize traffic volume, leads and ROI. Marketers can quickly launch and refresh campaigns with a limitless number of web pages. This next-generation campaign management increases click-through rates, improves search rankings and maximizes conversions.

Relevant Searches SEO 2.0 Services include:

**Smart Feed™ Builder** – Keyword discovery, testing and optimization. Rapid creation of customized structured rich data feeds with up to millions of URLs.

**Smart Feed™ Delivery & Optimization** - Integration of data feeds with virtually unlimited URLs into search indexes, Yahoo! Search Submit Pro, shopping feeds and shopping comparison engines. New pages are indexed and delivered to search engines every 24 hours. Feeds are continually optimized to insure the latest messaging, products, pricing and promotions are delivered to major search engines.

**Pay-per-click Advertising Management** - As a Yahoo Search Submit Pro Certified Ambassador since 2004, Relevant Searches has expanded this program to include management of Google AdWords, Yahoo Sponsored Search, Bing paid advertising, and shopping comparison engine programs within a single platform.

**Continuous Campaign Optimization** - Continual ROI optimization through feed enrichment, professionally crafted message refinement and trimming poor performing URLs. Campaign business rules are enforced for any web page and can be set for automatic optimization by the Smart Feed™ platform. Campaign performance is managed at the URL level within Yahoo SSP and Google AdWords programs.

#### **About Relevant Searches**

Relevant Searches is a Search Engine Marketing firm pioneering Search Engine Optimization 2.0. The company offers unique SEO services that put marketers in control of organic search campaign profitability and traffic volume by URL. Relevant Searches' patented Smart Feed™ platform delivers up-to-date, rich search listings that are understandable at a glance. Interactive Marketers significantly improve conversions and search rankings through a combination of professionally hand-crafted listings with deep links and URLs submitted to popular search engines on a daily basis. Campaigns are continually optimized and managed to specific business rules to ensure positive ROI. For more information, visit [www.relevantsearches.com](http://www.relevantsearches.com).

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