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FOR IMMEDIATE RELEASE

NEW SEARCH ENGINE INTELLIGENCE HELPS ORGANIC MARKETING MANAGERS & PROFESSIONALS

SAN DIEGO, CA — Introducing SE ANALYST, a comprehensive new data-mining and benchmarking tool. The breakthrough SE ANALYST tool was specifically designed to measure primary search engine optimization attributes of top ranked web pages and user defined, or custom, URLs.

SE ANALYST helps users develop and refine a winning keyword strategy. The SE ANALYST tool gathers more than 30 metrics in the three primary attributes and then blends the metrics to calculate page value relative to a keyword.

"Marketing managers and professionals have long sought to understand why some website pages rank better than others for certain keywords," said David Johnson of SE ANALYST. "Those website pages that attain higher rankings often reap a strong harvest of Internet visitors for their owners."

Search engines provide a results page for a keyword query based on a scoring system. The higher the score of a website page, the higher the ranking they achieve. The key to search engine success is to measure the same kind of website page attributes, and score them in a manner that best fits the ordered list that the search engines provide. This is one of the primary goals behind the creation of SE ANALYST.

"SE Analyst is an invaluable tool says David Brooks, SEO Manager for AutoAnything. "It gives me a comprehensive view, on a keyword-by-keyword basis, of the critical components necessary to improve rankings."

"It's all in the numbers — lots of numbers," Johnson said. "That's what search engines do. They calculate lots of website page metrics in order to establish what they feel are the most relevant website pages. Those with the highest scores get the highest rankings."

Measuring the same kind of website attributes that the search engines measure is not a trivial task. Even a modest SE ANALYST report can scan tens of thousands of Internet pages and take several hours to complete. SE ANALYST is unique in that it performs in hours what would take weeks to run on a desktop computer.

Mike ZeMans, Agency Founder of SiteLab International, Inc. says, "SE ANALYST gives us detailed insight into any keyword space — there is nothing like it, not even close. We can customize SEO strategies for our clients with a level of confidence and detail never before possible. Our current clients love it, and we use it as a sales tool to attract new business."

“After running more than 100,000 Datalines across thousands of keywords, and working with several beta testers, SE ANALYST is ready to be released to the public,” Johnson said. “Account subscribers may customize and enter jobs for their unique keyword “space”.”

SE ANALYST is owned and operated by an internet research company specializing in organic marketing. The company’s data-mining service has been assisting organic optimization professionals and managers in developing and maintaining winning keyword strategies for more than four years.

For more information about the SE ANALYST service, and the future of website data-mining and benchmarking, call (760) 480-4942, or visit www.seanalyst.com. Website visitors can either log in as a “Guest” to take a closer look, or sign up for a free account.

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