

Leading Authority on Press Release Optimization, Christopher Simmons, Announces Enhanced Services for Send2Press

LOS ANGELES, Calif. – August 23 (SEND2PRESS NEWSWIRE) – Neotrope(R) announced today an enhanced version of its ContextXpert(TM) solution for optimization and placement of press release content into search engines and databases, which will power the relaunch of Send2Press Newswire (www.Send2Press.com) in September. This technology is based on Neotrope's ContextEngine(R) system, developed and launched by marketing technologist Christopher Simmons in January of 1996 when AltaVista was the "big dog" in the indexing of online news content. Over the past decade the system has matured along with search portals and other news indexes.

The new ContextXpert service will allow customers of the Send2Press(TM) press release service to track the click-throughs, relevance, and placement of their news from the top-20 search portals and news aggregators, with detailed charts and information about how the client's news story is actually being "read" through online channels.

"We feel this new solution will be the best ROI tool for PR professionals and Web-based marketers now utilizing press release content as an adjunct to traditional SEO and SEM," said Neotrope president Christopher Simmons. "We've been optimizing news for search engines longer than Google has existed, and we continue to provide the highest consistency and persistence of news placement under relevant phrases to a news story, and the most desirable terms for our clients."

"Best of all, we still provide our free SEO+PR(TM) solution with every press release we disseminate. The online portion of news distribution is increasingly important, but our core business is still delivery of news direct-to-editors."

Mr. Simmons is a member of the Public Relations Society of America (PRSA), ASCAP, and is a former contributing editor to numerous national magazines where he has written widely about the business of the Web and non-traditional marketing. He has been interviewed by Trendwatch, PCWorld, Entrepreneur, and many others. He founded Neotrope (formerly known as Mindset) in 1983 and Send2Press (formerly Mindset Netwire) in 1996.

"However, we continue to warn companies on the issue of dilution of legitimate news content, through the spread of 'news spam' on so-called free newswire services. Working journalists are increasingly wary of news posted online, which does not come from credible sources like Send2Press, BusinessWire, or PRNewswire."

Simmons started an awareness campaign against "news spam" with ePublicEye, five years ago: send2press.com/PRnetwire/ARCHIVE/pr_000816-ePublicEye.shtml

To learn more about Send2Press' press release services, and ContextXpert(TM) SEO news tracking, visit <http://www.Send2Press.com>

All trademarks acknowledged.

News issued by: Neotrope

#

Original Story ID: (691) :: 2005-08-0823-002

Original Keywords: press release optimization, Neotrope, Christopher Simmons, SEO PR, news placement, search engines, content, distribution, press release service, ContextXpert, ContextEngine, Mindset Netwire, ePublicEye, Send2Press Newswire, CL Simmons, Christopher Laird Simmons, tracking, monitoring, ROI, Los Angeles, California Neotrope