

Rupert Murdoch and Fox Address Search Engine Optimization The Most Effective Form of Online Advertising.

News Corp. is in talks to buy a stake in an unnamed search engine as part of its plan to create a major portal and expand on the Internet, Chief Executive Rupert Murdoch said this week.

"We are in advanced negotiations to buy a controlling interest in what we think is a wonderful search engine" but that has an "insignificant price," Murdoch said during an earnings conference call with analysts on Wednesday.

The company is embarking on a major expansion on the Internet aimed at coalescing its online properties around a main portal based on the assets of Fox Interactive Media, he said. Of the Internet expansion and Fox's goal to become competitive in keyword search, Murdoch said, "There is no greater priority for the company today."

News Corp. has planned to spend about \$2 billion on Internet acquisitions, including the \$580 million it agreed to pay to buy InterMix Media, which owns MySpace.com, and \$60 million it is paying for sports Web site owner Scout Media, according to Murdoch.

Murdoch said he doesn't see the future News Corp. portal competing much with search giant Google, and that it's more likely to compete with Yahoo, "although I don't see why we can't live side by side with them," he added.

America Online also is in the process of reinventing itself as a free portal, opening up its Time Warner content that was previously walled off to subscribers and banking on the surging demand for broadband access.

According to the LA Times, Rupert Murdoch's News Corp is in negotiations to buy the Blinkx search engine. LA Times reports "News Corp. is in negotiations to buy Blinkx, a privately held Internet search company based in San Francisco, according to people close to the world's fourth-largest media giant. The prospective acquisition of Blinkx is part of an aggressive bid by News Corp. to take on such Internet powerhouses as Yahoo Inc. News Corp. is trying to build a rival portal by acquiring fast-growing Web businesses and by leveraging the sites of its in-house brands, including those of local Fox TV stations, the Fox TV network and cable channels such as Fox Sports and Fox News."

The move makes absolute sense because Blinkx has just what News Corp may be looking for in a search engine - extended multimedia search. Blinkx searches video feeds, TV episodes, news, and even uses speech recognition technology to index the audio of its indexed clips. In addition to its multimedia search, at Blinkx.TV, Blinkx also offers a desktop search tool which "reads what you have on your computer screen and automatically links you to related information - Web sites, the latest news on the Web, even documents and e-mails on your own computer."

I followed the link on the LA Times story from Lee Odden's Online Marketing Blog. Good old Lee rubbed it in a bit that in the Search Engine Journal piece from earlier this morning "What Search Engine is Rupert Murdoch Buying?" I neglected to mention Blinkx and put my money on LookSmart: "Search Engine Journal speculated this morning that potential targets might be Looksmart, Mamma, Technorati or Gigablast. Blinkx was not on that list." Ouch, thanks for the nod Lee!



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An aside for consideration are the the distinct segments within the field of Search Engine Optimization. Clarification and separation are required in terms of paid search marketing, sponsored search advertising, pay per click, email marketing (spam), and the foundation of strategic internet marketing: Organic Search Engine Optimization (Organic SEO) are also referred to as Natural Search Engine Optimization (Natural SEO).

Key Organic Search Engine Optimization Facts:

- Keyword search is the 2nd most popular online activity, rapidly approaching the popularity of email retrieval.
- 90% of all new website visitors are delivered by a major search engine and/or directory.
- 98% of all keyword search activity results are powered by the big 4 search engines: Google, Yahoo, MSN and AOL.
- Keyword search results on Google, Yahoo, MSN and AOL are determined by search engine spiders and/or robot crawlers.
- Recent internet marketing studies confirm that keyword searchers prefer the organic results at a 6 to 1 ratio vs. pay-per-click sponsored search advertising listings.

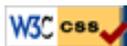
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