

Search Engines Killing Newspapers.

Microsoft: Not all information can be free

Edited From Ina Fried Post - CNET.com

A top Microsoft lawyer made the case on Thursday that sites like Google News are making money while the folks creating that digital content aren't able to make a living.



Google News, said Thomas C. Rubin, makes \$100 million a year, while the newspapers that power its content are having to cut staff in record numbers.

"Clearly this can't be the future for publishing," Rubin said, according to his prepared remarks delivered to the UK Association of Online Publishers. Rubin is Microsoft's chief counsel for intellectual property strategy.

It's somewhat curious though, since Microsoft essentially uses the same model with its MSNBC Newsbot. It just wasn't anywhere near as successful.

I'm all for a model that better compensates journalists and their employers for their work. I actually thought Microsoft was working on just such a model some time ago. But the longer I wait, the more journalism jobs get lost (not to mention the pain for other content creators, including musicians).

If Microsoft plans to save the publishing industry with a better business model online, it had better hurry.

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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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