



Major PPC Search Engine Launches Online Marketing Video Channel on YouTube

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SearchAnyway, a PPC Search Engine and Affiliate program, is distributing its vidcasts on YouTube, allowing viewers all over the world to benefit from their experience with PPC, SEO, SEM, SMO and the online search marketing industry.

PR9.NET March 23, 2007 - Montreal, QC – SearchAnyway is offering online marketers everywhere an innovative way to view its content and learn more about the search marketing industry via YouTube. Its aim is to enhance the viewer's experience by providing webmasters and internet advertisers with dynamic video production geared to stimulating interest in the booming arena of online search.

SearchAnyway's videos are akin to blog posts; opinionated but informed commentary on a particular subject that appeals to a specific segment of people. The videos are anywhere from one to two minutes in length and balance the need for brevity with the desire to interest viewers. By blending together a somewhat sardonic tone with a strong knowledge base, SearchAnyway hopes to entertain as it educates.

All the videos are produced in-house, with news information drawn from the very latest online sources to provide viewers with accurate, up-to-date developments in online search. "As opposed to most major media outlets who use YouTube for self-promotion and external publicity," said SearchAnyway's Marketing Director Sanjay Mayar. "SearchAnyway's video channel is a tool for webmasters and advertisers to learn more about the search marketing industry and to help them gain an edge in this competitive field".

In conjunction with its blog and newly launched forum, SearchAnyway is quickly establishing itself as the premier net authority on search marketing. With topics ranging from new trends in search to tips and tricks to earn a higher page rank to rants against some other industry players, SearchAnyway sees video as much more than a mere communication tool.

"It's the future," said Chris Moore, Social Media Director for SearchAnyway and host for its YouTube video channel. "Video pulls people in, compels them to take a look at something they might otherwise ignore if it were just text. Video ads and media are going to replace the older static forms of information delivery, and we want to be seen as some of the instigators of that change."

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About SearchAnyway

With a presence of more than 10 years in the online marketing industry, Search Anyway has fast become a leader in the Internet pay-per-click search engine industry. The company has developed a reputation for reliability and a proven track record of earning results. SearchAnyway has one of the most renowned affiliate programs offering high revenue shares to global web publishers. Its mission is to bring targeted web traffic to its advertisers and to help our affiliates maximize their revenue potential.

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