

ARAcontent 2.0 Article Distribution Network Builds on Service's Digital Success

MINNEAPOLIS, MINN. (June 10, 2010) – ARAcontent, the article-based marketing and branding network, announced that it has significantly increased its focus on helping marketers reach high-value consumers where they live -- online. ARAcontent 2.0 has redefined the “mat release” by delivering search-engine optimized feature articles to media websites and providing backlinks to client sites.

“Consumers’ eyes are moving online to read news and gather information, and we are helping marketers follow them online with our feature articles by introducing ARAcontent 2.0,” says David Olson, ARAcontent vice president and an officer of parent company ARAnet. “Our research shows that online search and online articles are widely preferred by high-value consumers when they’re making purchase decisions – especially highly educated, high-income and youthful consumers. And although we are maintaining our successful newspaper article distribution business, we are accelerating our presence online to follow those consumers,” Olson says.

ARAcontent began in 1996 by delivering AP-style feature articles to readers via a service that allowed newspaper editors to access articles written by ARAcontent staff on behalf of its clients. Over time, an increasing percentage of its article distribution has occurred via media websites and other electronic distribution, and multiple photo, video and Spanish-language options were added.

Olson says that Search Engine Optimization has become a core benefit with the introduction of ARAcontent 2.0, helping clients analyze their keyword choices and achieve better search results. Increasingly, clients are looking for their article distribution service to deliver much more than clips and print circulation, he says. “The metrics are changing. Clients want backlinks to their Web nodes that contribute to improved search rankings, as well as deliver measurable online results from ‘hits’ on articles,” Olson says. “Our articles are working harder for the client by delivering multiple backlinks to one or more client websites and guiding the interested reader directly into online resources that can result in a sale, a trial or a request for more information.”

“The mat release in its traditional form is not as effective as it was years ago,” agrees Deirdre Breakenridge, co-author of “Putting the Public Back into Public Relations,” and creator of the PR 2.0 blog. “With all of the changes in media it’s critical that we use the most useful tools in our toolkits. Branded content had to morph with a more sophisticated technology to create awareness and catch the attention of the Web-savvy consumer.”

According to Olson, an important recent step toward increasing ARAcontent’s online leadership has been to ink an agreement to become the preferred provider of lifestyle article content for the 1up! network of newspaper and media websites. 1up! provides the website infrastructure and content management software for more than 650 small and medium-

sized news organizations in the U.S. and overseas. Under the agreement, ARAnet is providing high-quality, AP-style feature articles for media websites using the services of 1up!

Newspapers have gone multiplatform, Olson says, pointing out that a Nielsen Online study for the Newspaper Association of America showed that newspaper websites attracted an average monthly unique audience of 72 million visitors in the fourth quarter of 2009, more than one-third (37 percent) of all Internet users.

Olson says many clients of his company's traditional, print-oriented services have already transitioned to ARAcontent 2.0 and are experiencing increased Web traffic and organic search ranking. For example, a major memory/keepsake client's objective was to build awareness and sales for some new offerings. Within days of distribution of their first ARAcontent 2.0 consumer feature article to online and print publications, traffic to their website jumped 20 percent, which the company attributes to their efforts with ARAcontent.

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About ARAnet

Founded in 1996, ARAnet is a leading media company with two products to help its clients reach and win new customers, Adfusion and ARAcontent. Adfusion is an article-based cost per click advertising platform. It is one of the nation's most dynamic online advertising networks, currently delivering billions of impressions monthly through a network of premium publishing partners. ARAcontent generates feature article placements online and in print that build awareness of and sales for its clients' products and services. To learn more, visit www.ARAnetOnline.com or www.Adfusion.com.