



# Turning Press Releases into Ticket Sales – Measuring Results that Really Matter

Greg Jarboe, SEO-PR

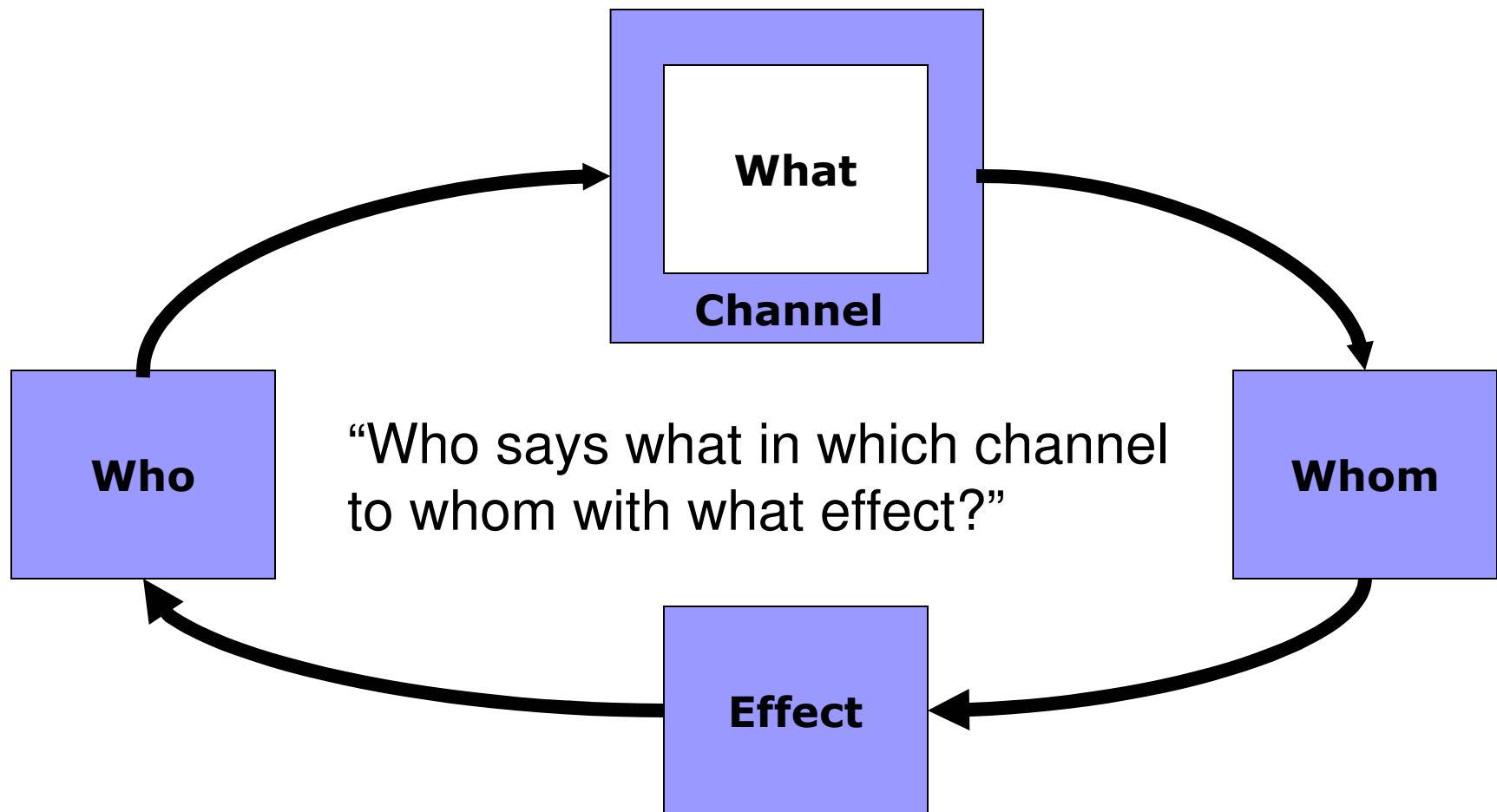
Angela Vargo, Southwest Airlines

September 22, 2004



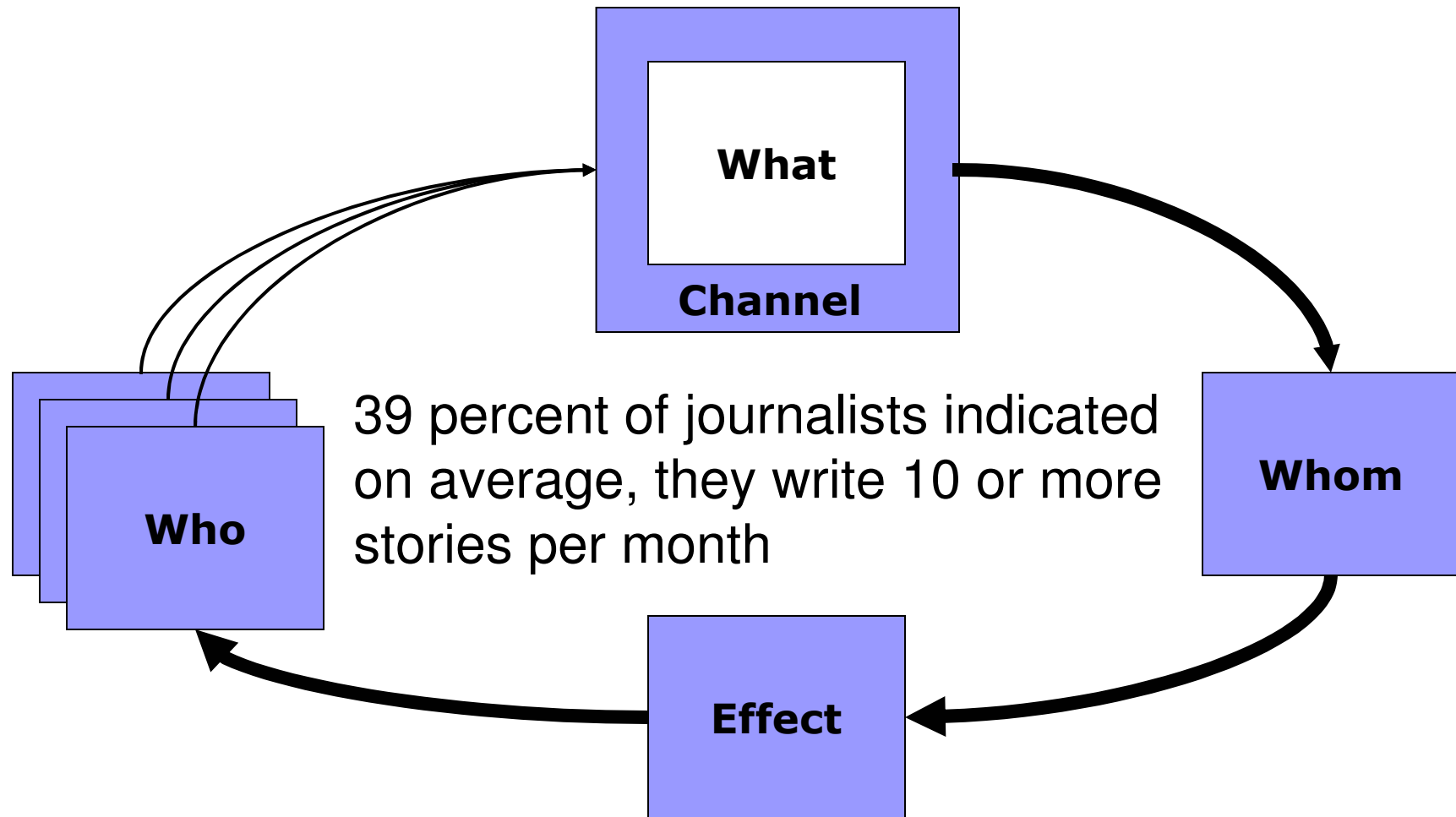
*"It's my birthday. Churn out some hype."*

Most PR measurement is still using a 1948 model of communication



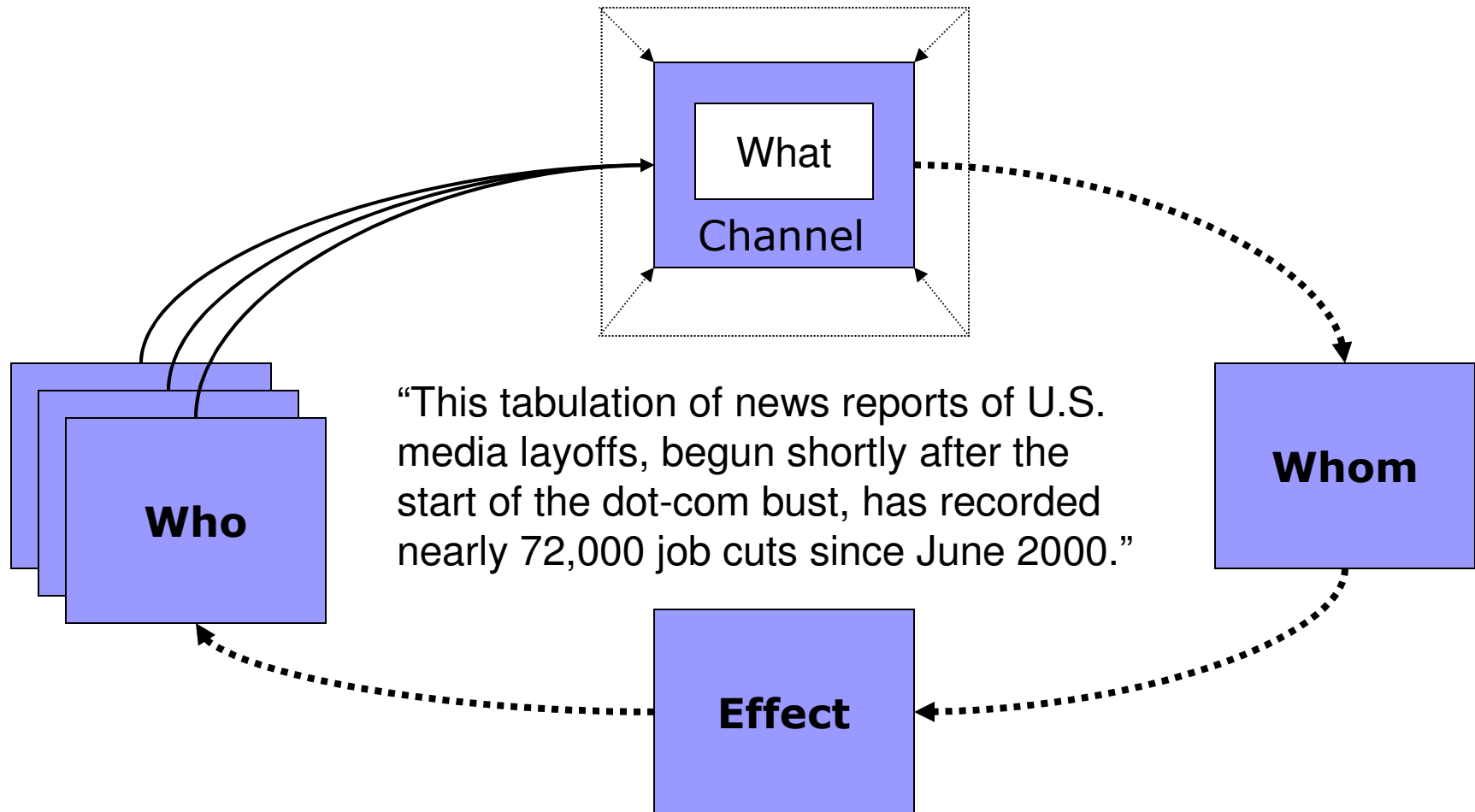
Source: Harold Lasswell, 1939/1948

50,100 news releases distributed  
via wire services in past 30 days



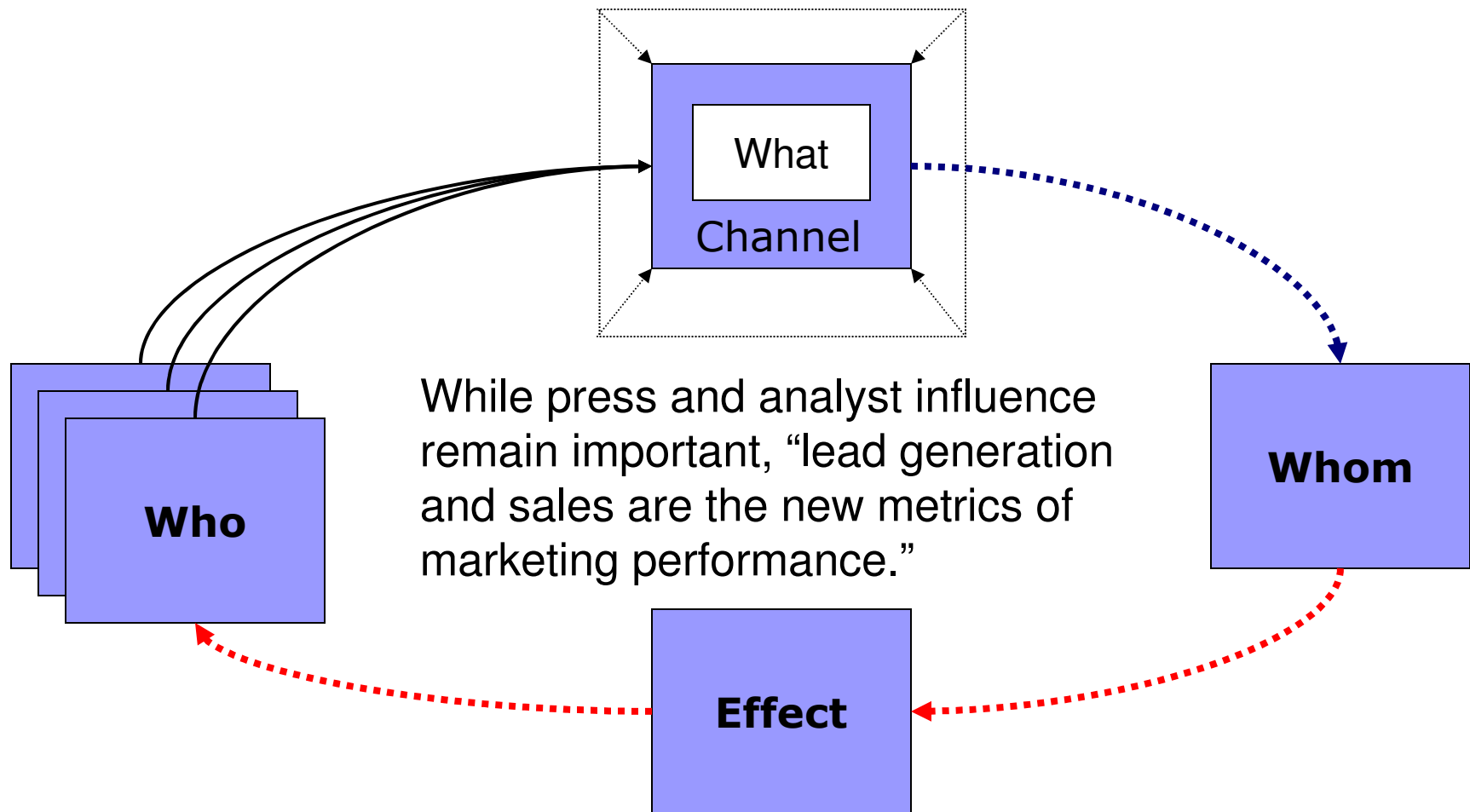
Sources: Google News and Bennett & Company

# Media layoffs have eliminated 720,000 or more stories a month



Sources: I Want Media and Bennett & Company

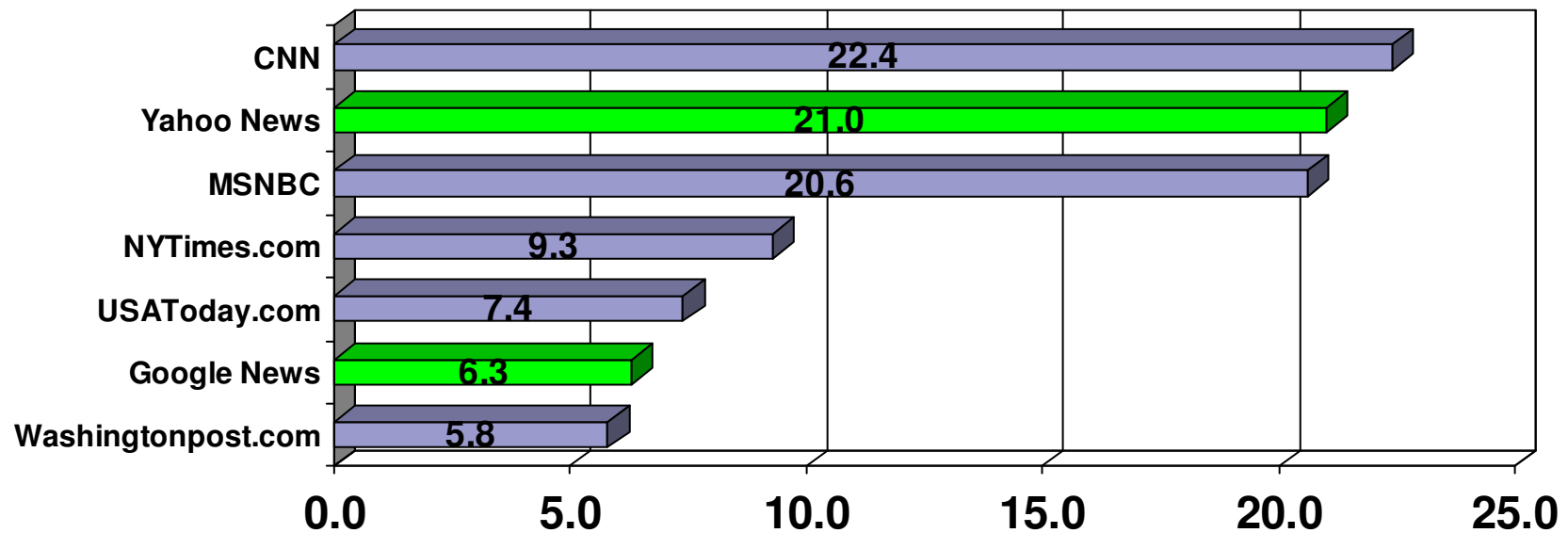
Counting **clips** (inputs) is useful, but tracking **leads** (outcomes) is crucial



Source: CMO Council survey, February 10, 2003

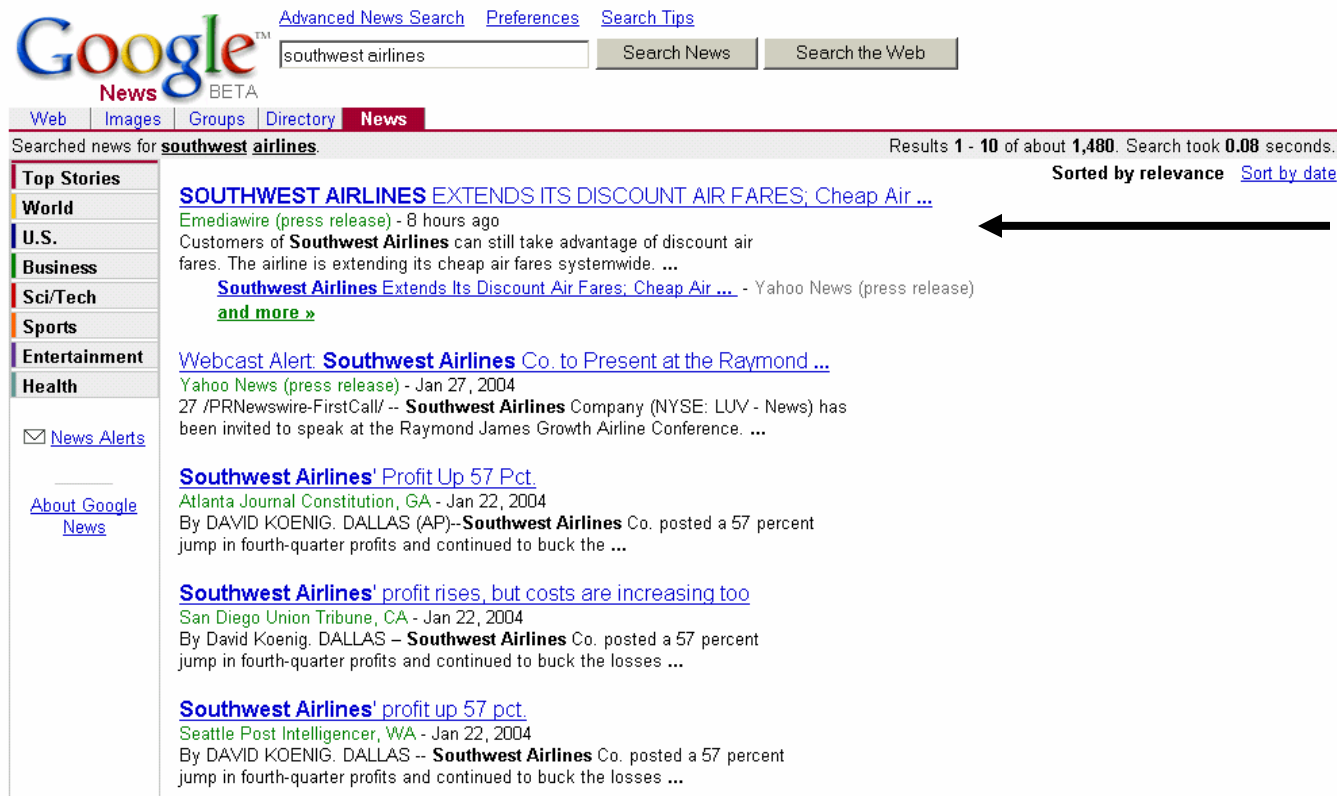
# Two top current events and global news destinations have no editors

Unique Audience (millions), US Home and Work



Source: Nielsen//NetRatings, June 2004

# News search engines treat press release wires like “news sources”



The screenshot shows the Google News interface. At the top, the Google logo is followed by 'News BETA'. Navigation links include 'Advanced News Search', 'Preferences', and 'Search Tips'. A search bar contains 'southwest airlines' with 'Search News' and 'Search the Web' buttons. Below the search bar, a horizontal menu shows 'Web', 'Images', 'Groups', 'Directory', and 'News' (which is highlighted). The main content area displays search results for 'southwest airlines'. At the top of the results, it says 'Searched news for southwest airlines.' and 'Results 1 - 10 of about 1,480. Search took 0.08 seconds.' There are links for 'Sorted by relevance' and 'Sort by date'. The first result is titled 'SOUTHWEST AIRLINES EXTENDS ITS DISCOUNT AIR FARES; Cheap Air ...' and is from 'Emediawire (press release) - 8 hours ago'. A black arrow points to this result. Below it is another result from 'Yahoo News (press release)' with the same title. Further down, there are results from 'Atlanta Journal Constitution, GA', 'San Diego Union Tribune, CA', and 'Seattle Post Intelligencer, WA', all dated Jan 22, 2004, and all reporting on Southwest Airlines' profit jump. On the left side, there is a 'Top Stories' section with links to 'World', 'U.S.', 'Business', 'Sci/Tech', 'Sports', 'Entertainment', and 'Health'. At the bottom left, there is a 'News Alerts' section with a checkbox and a link to 'About Google News'.

Google News BETA

Advanced News Search Preferences Search Tips

Search News Search the Web

Web Images Groups Directory News

Searched news for southwest airlines. Results 1 - 10 of about 1,480. Search took 0.08 seconds.

Sorted by relevance Sort by date

**SOUTHWEST AIRLINES EXTENDS ITS DISCOUNT AIR FARES; Cheap Air ...**  
Emediawire (press release) - 8 hours ago  
Customers of Southwest Airlines can still take advantage of discount air fares. The airline is extending its cheap air fares systemwide. ...  
[Southwest Airlines Extends Its Discount Air Fares; Cheap Air ...](#) - Yahoo News (press release)  
[and more »](#)

**Webcast Alert: Southwest Airlines Co. to Present at the Raymond ...**  
Yahoo News (press release) - Jan 27, 2004  
27 /PRNewswire-FirstCall/ -- Southwest Airlines Company (NYSE: LUV - News) has been invited to speak at the Raymond James Growth Airline Conference. ...

**Southwest Airlines' Profit Up 57 Pct.**  
Atlanta Journal Constitution, GA - Jan 22, 2004  
By DAVID KOENIG. DALLAS (AP)--Southwest Airlines Co. posted a 57 percent jump in fourth-quarter profits and continued to buck the ...

**Southwest Airlines' profit rises, but costs are increasing too**  
San Diego Union Tribune, CA - Jan 22, 2004  
By David Koenig. DALLAS -- Southwest Airlines Co. posted a 57 percent jump in fourth-quarter profits and continued to buck the losses ...

**Southwest Airlines' profit up 57 pct.**  
Seattle Post Intelligencer, WA - Jan 22, 2004  
By DAVID KOENIG. DALLAS -- Southwest Airlines Co. posted a 57 percent jump in fourth-quarter profits and continued to buck the losses ...

Top Stories

World

U.S.

Business

Sci/Tech

Sports

Entertainment

Health

☒ News Alerts

[About Google News](#)

Source: Google News



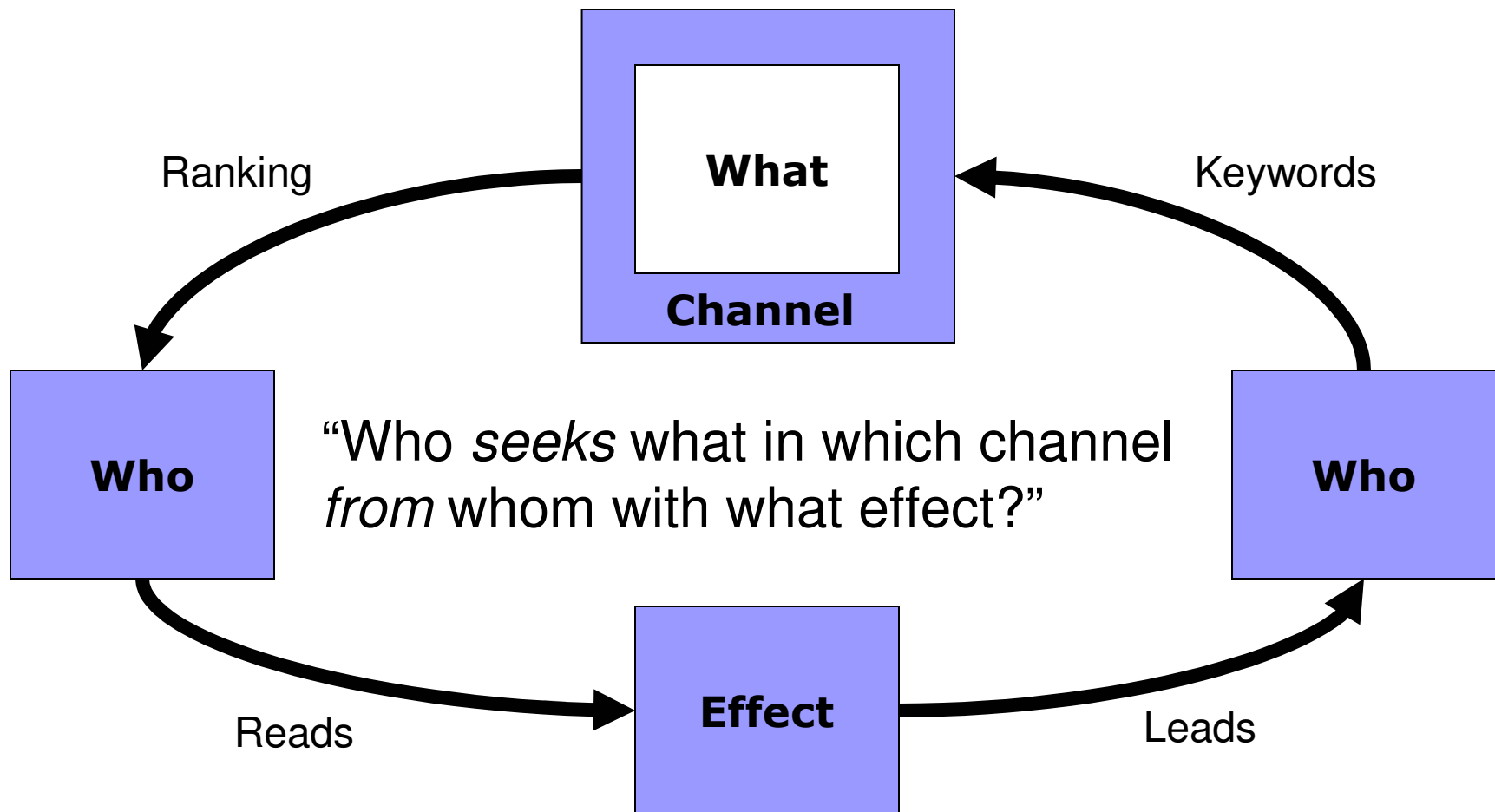


# 19% of the “public” and 81% of the “media” use search engines daily

- 203 million American adults
  - 128 million go online (63%)
  - 107 million use search engines (53%)
  - 64 million go online each day (33%)
  - 38 million use search engines each day (19%)
- 98% of journalists go online daily
  - 92% go online for article research
  - 81% are searching online daily
  - 76% to find new sources/experts
  - 73% to find press releases

Sources: Pew Internet & American Life Project, Middleberg/Ross Survey of Media

# News search reverses model of communication but is measurable



Source: Greg Jarboe, 1998/2003

# Free tools can tell you how many times a phrase is searched for

How many times is this phrase searched for?		
<b>Wordtracker</b>		
Check out what else Wordtracker can <a href="#">do for you.</a>		
<a href="#">cheap airline tickets</a>	12,240.0 /day	<a href="#">cheap airfare</a> 51,576.6 /day
<a href="#">cheap flights</a>	10,074.0 /day	<a href="#">cheap flight</a> 49,616.7 /day
<a href="#">cheap tickets</a>	8,693.0 /day	<a href="#">cheap ticket</a> 32,416.7 /day
<a href="#">cheap airfare</a>	7,697.0 /day	<a href="#">cheap hotel</a> 27,892.2 /day
<a href="#">cheap hotels</a>	4,393.0 /day	<a href="#">cheap plane ticket</a> 13,374.6 /day
<a href="#">find cheap gas</a>	4,176.0 /day	<a href="#">cheap car rental</a> 12,747.3 /day
<a href="#">cheap gas prices</a>	3,994.0 /day	<a href="#">cheap laptop</a> 9,038.2 /day
<a href="#">cheap airfares</a>	3,158.0 /day	<a href="#">cheap cruise</a> 7,112.7 /day
<a href="#">cheap cruises</a>	2,488.0 /day	<a href="#">cheap internet service</a> 6,882.7 /day
<a href="#">cheap air fares</a>	1,926.0 /day	<a href="#">cheap cigarette</a> 5,952.4 /day
<a href="#">cheap plane tickets</a>	1,806.0 /day	<a href="#">access cheap internet</a> 4,293.1 /day
<a href="#">cheap used boat trailers</a>	1,623.0 /day	<a href="#">cheap web hosting</a> 3,006.3 /day
<a href="#">cheap cigarettes</a>	1,580.0 /day	<a href="#">cheap auto insurance</a> 2,736.3 /day
		<a href="#">cheap</a> 2,341.7 /day
		<a href="#">cheap textbook</a> 2,221.2 /day

Source: [www.digitalpoint.com/tools/suggestion/](http://www.digitalpoint.com/tools/suggestion/)

# An optimized press release can keep high ranking for up to 30 days

Google News BETA

Web Images Groups News Froogle more »

wine ratings Search News Search the Web Advanced News Search Preferences

News Results 1 - 10 of about 200 for wine ratings. (0.08 seconds) Sorted by relevance Sort by date

Top Stories

World

U.S.

Business

Sci/Tech


Sports

Entertainment

Health

News Alerts

About Google News

 [WineZap Launches New Website to Help Wine Consumers Find, Price ...](#)  
PR Web (press release), WA - Jul 15, 2004  
... wines. The most exciting are **wine ratings** by consumers and the ability to search for wines by pairing food and **wine**. WineZap.com ...

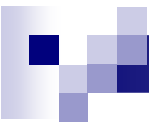
[Environmental Ratings](#)  
Plattsburgh Press Republican, NY - 11 hours ago  
... them was legislation to ban open burning of household trash and to expand nickel deposits for containers to all drinks except liquor, **wine**, infant formula and ...

[South Africa's most uniquely situated wine estate](#)  
South African Wine News, South Africa - 15 hours ago  
... Business Class listing, a gold medal at the Michelangelo International **Wine** Awards and a number of four star **ratings** in South Africa's top **wine** publications. ...

[Slim-Fast drops Whoopi Goldberg, Britney's Ex-Hubby Spills the ...](#)  
Hollywood.com - 17 hours ago  
... Music Hall in New York waving a bottle of **wine** while firing ... **ratings** have skyrocketed since seemingly unbeatable contestant Ken Jennings' winning streak started ...

[Leucadia looking for a controlling stake in MCI](#)  
New Ratings - Jul 12, 2004  
NEW YORK, July 12 (New **Ratings**) – Leucadia National Corporation (ticker: LUK) has ... a stake in various telecom, healthcare, cinema and **wine** distillery companies ...

Source: Google News



# You can measure number of times your release is read or picked up

## PRESS RELEASE STATISTICS

WineZap Launches New Website to Help Wine Consumers Find, Price and Compare Wines; Subscribers to WineZap's Free Newsletter Offered 22% off Any Wine, Regardless of Quantity Purchased

### BASIC STATISTICS

Statistic	Count	Description
Reads	84,141	This number tells you how many times your press release was accessed from our site and other distribution points where we have the ability to measure a click through. This number does not include the number of journalists that have received your release through email. In addition there are online distribution points that we currently have no ability to track.
Estimated Pickup	1,090	This number estimates the number of times your press release was picked up by a media outlet. This does not tell you how many times your story appears in the media. It simply attempts to estimate media interest of your release.
Prints	28	This is the number of times that someone has printed your press release. We measure this by the number of times that the "printer friendly version" link is pressed. In reality, only a small percentage of users actually click this link before printing a release.
Forwards	7	This is the number of times that someone has forwarded your press release to a third party using the link on your press release.

Source: PR Web

# You can track readers of release who clickthrough to your web site

## **WineZap Launches New Website to Help Wine Consumers Find, Price and Compare Wines; Subscribers to WineZap's Free Newsletter Offered 22% off Any Wine, Regardless of Quantity Purchased**

*WineZap today announced the launch of a new website, WineZap.com, a free online service that helps wine consumers to find, price, and compare wines. WineZap.com assists both fine wine lovers and casual wine drinkers to buy wines by making it easy to find a wine, compare it with other wines, and find the lowest wine prices across hundreds of U.S. retailers.*

San Francisco, CA (PRWEB) July 15, 2004 -- WineZap today announced the launch of a new website [WineZap.com](http://WineZap.com), a free online service that helps wine consumers to find, price, and compare wines. [WineZap.com](http://WineZap.com) assists both fine wine lovers and casual wine drinkers to buy wines by making it easy to find a wine, compare it with other wines, and find the lowest wine prices across hundreds of U.S. retailers.

To help promote the launch of WineZap.com, the Wine Library in Springfield New Jersey is offering anyone who subscribes to WineZap's free newsletter 22% off any non sale wine item, regardless of quantity purchased. To get the Wine Library coupon code, which is good through September 1, 2004, go to [WineZap.com](http://WineZap.com) for full details.

[WineZap.com](http://WineZap.com) offers five unique methods to discover new wines. The most exciting are wine ratings by consumers and the ability to search for wines by pairing food and wine. WineZap.com users write wine tasting notes and wine reviews based on their experience. Other users can then search by the wine ratings looking for high quality, top value wines. If someone is looking to enhance his or her dining experience, WineZap.com's unique wine search engine can find the perfect food and wine pairings.



Source: ClickTracks

# Southwest Airlines case study: Measuring PR in ticket sales

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United Business Media

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Welcome [\[Sign In\]](#) To track stocks & more, [Register](#)

**Financial News**

Enter symbol(s)  Basic  [Symbol Lookup](#)

 **Scottrade** Member SIPC  **\$7 Trades** Open w/\$500  **FREE Trades**  **TD Waterhouse**  **HARRISdirect** get 20 FREE EQUITY TRADES

**Press Release** Source: Southwest Airlines

**Southwest Airlines Offers Low Fares to Philadelphia;  
Airfare to Philadelphia as Low as \$29 to \$99 One-Way**

Thursday February 12, 1:06 pm ET

PHILADELPHIA, Feb. 12 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: [LUV](#) - [News](#)) today unveiled its low, low fares and flight schedule to and from Philadelphia. Customers can now purchase tickets for the new service with airfares beginning as low as \$29 one-way.

ADVERTISEMENT

**Schwab Trader CT™**  
from Charles Schwab

• \$9.95\* Trades

Southwest Airlines will begin its Philadelphia service May 9, 2004, with a total of 14 daily nonstop flights to the following cities: Chicago Midway (three daily), Las Vegas (one daily), Orlando (three daily), Phoenix (one daily), Providence (five daily), and Tampa Bay (one daily). The airline will offer direct or

**Related Quote**

LUV 12-Feb @ 1:25pm (C)Yahoo!



[LUV](#) 14.88 +0.24 [News](#)

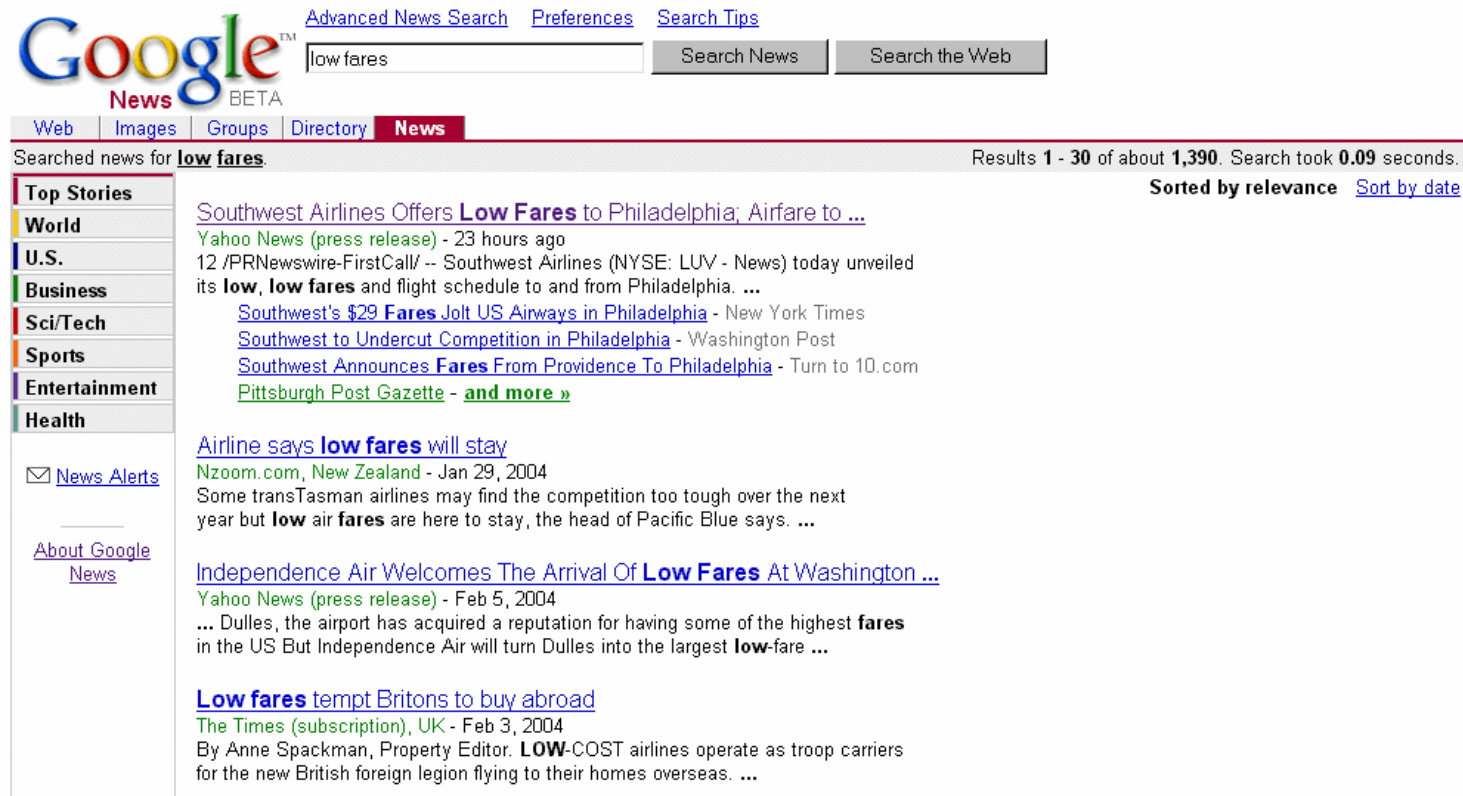
[View Detailed Quote](#)  
Delayed 20 mins  
Quote data provided by Reuters

**Related News Stories**

- [UPDATE - Virgin set to grab Virgin USA CEO from US airline](#) - Reuters (12:49 pm)
- [\[external\] Low-Cost Carriers Rally on Upgrade](#) - at TheStreet.com (12:09 pm)
- [Southwest Air upgraded by Raymond James](#) - Briefing.com (10:38 am)

Date: February 12, 2004

# *New York Times, Washington Post, and 12 other media wrote stories*



The screenshot shows the Google News interface. At the top, the Google logo is followed by 'News BETA'. Navigation links include 'Advanced News Search', 'Preferences', and 'Search Tips'. A search bar contains the text 'low fares', with buttons for 'Search News' and 'Search the Web'. Below the search bar, a horizontal menu shows 'Web', 'Images', 'Groups', 'Directory', and 'News' (which is highlighted). The search results are for 'low fares', showing 'Results 1 - 30 of about 1,390. Search took 0.09 seconds.' On the left, a sidebar lists categories: 'Top Stories', 'World', 'U.S.', 'Business', 'Sci/Tech', 'Sports', 'Entertainment', and 'Health'. The main content area displays several news snippets. The first snippet is titled 'Southwest Airlines Offers Low Fares to Philadelphia; Airfare to ...' and is from 'Yahoo News (press release) - 23 hours ago'. It mentions that Southwest Airlines (NYSE: LUV) unveiled its low, low fares and flight schedule to and from Philadelphia. Below this are links to 'Southwest's \$29 Fares Jolt US Airways in Philadelphia' (New York Times), 'Southwest to Undercut Competition in Philadelphia' (Washington Post), 'Southwest Announces Fares From Providence To Philadelphia' (Turn to 10.com), and 'Pittsburgh Post Gazette - and more »'. The second snippet is titled 'Airline says low fares will stay' and is from 'Nzoom.com, New Zealand - Jan 29, 2004'. It discusses how trans-Tasman airlines may find competition too tough over the next year but low air fares are here to stay, according to the head of Pacific Blue. The third snippet is titled 'Independence Air Welcomes The Arrival Of Low Fares At Washington ...' and is from 'Yahoo News (press release) - Feb 5, 2004'. It notes that Dulles, the airport, has acquired a reputation for having some of the highest fares in the US but that Independence Air will turn Dulles into the largest low-fare airport. The fourth snippet is titled 'Low fares tempt Britons to buy abroad' and is from 'The Times (subscription), UK - Feb 3, 2004'. It is by Anne Spackman, Property Editor, and mentions that LOW-COST airlines operate as troop carriers for the new British foreign legion flying to their homes overseas.

Google News BETA

Advanced News Search Preferences Search Tips

low fares Search News Search the Web

Web Images Groups Directory News

Searched news for **low fares** Results 1 - 30 of about 1,390. Search took 0.09 seconds.

Sorted by relevance Sort by date

**Top Stories**

World

U.S.

Business

Sci/Tech

Sports

Entertainment

Health

News Alerts

About Google News

**Southwest Airlines Offers Low Fares to Philadelphia; Airfare to ...**  
Yahoo News (press release) - 23 hours ago  
12 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: LUV - News) today unveiled its **low, low fares** and flight schedule to and from Philadelphia. ...  
[Southwest's \\$29 Fares Jolt US Airways in Philadelphia](#) - New York Times  
[Southwest to Undercut Competition in Philadelphia](#) - Washington Post  
[Southwest Announces Fares From Providence To Philadelphia](#) - Turn to 10.com  
[Pittsburgh Post Gazette](#) - [and more »](#)

**Airline says low fares will stay**  
Nzoom.com, New Zealand - Jan 29, 2004  
Some transTasman airlines may find the competition too tough over the next year but **low air fares** are here to stay, the head of Pacific Blue says. ...

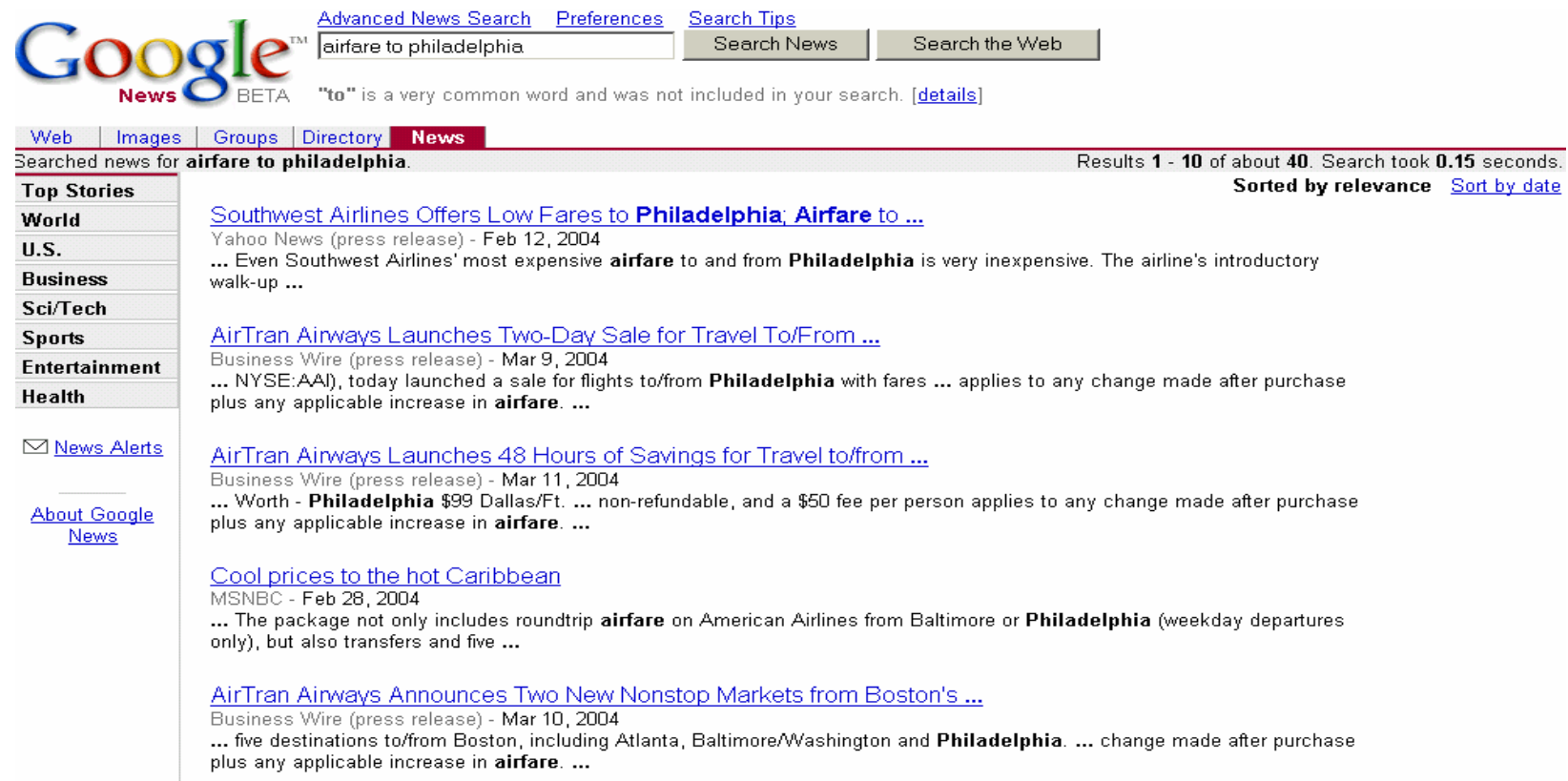
**Independence Air Welcomes The Arrival Of Low Fares At Washington ...**  
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**Low fares tempt Britons to buy abroad**  
The Times (subscription), UK - Feb 3, 2004  
By Anne Spackman, Property Editor. **LOW-COST** airlines operate as troop carriers for the new British foreign legion flying to their homes overseas. ...

Date: February 13, 2004



# 29 days later, optimized release still #1 for “airfare to Philadelphia”



The screenshot shows a Google News search interface. At the top, the Google logo is followed by the word "News" and "BETA". To the right are links for "Advanced News Search", "Preferences", and "Search Tips". Below these is a search bar containing the text "airfare to philadelphia". To the right of the search bar are buttons for "Search News" and "Search the Web". Below the search bar, a message states: "to" is a very common word and was not included in your search. [details].

Below the search bar, there are tabs for "Web", "Images", "Groups", "Directory", and "News". The "News" tab is selected. Below the tabs, the search results are displayed. The first result is "Southwest Airlines Offers Low Fares to Philadelphia; Airfare to ...". The second result is "AirTran Airways Launches Two-Day Sale for Travel To/From ...". The third result is "AirTran Airways Launches 48 Hours of Savings for Travel to/from ...". The fourth result is "Cool prices to the hot Caribbean". The fifth result is "AirTran Airways Announces Two New Nonstop Markets from Boston's ...".

On the left side of the page, there is a sidebar with the following links: "Top Stories", "World", "U.S.", "Business", "Sci/Tech", "Sports", "Entertainment", "Health", "News Alerts", "About Google", and "News".

At the bottom of the page, the date "Date: March 12, 2004" is displayed.

Date: March 12, 2004

# Release initially generated \$42,000 in ticket sales, now over \$80,000


Southwest Airlines offers its biggest discounts with its advance purchase tickets. For example, Philly fliers can take off to Boston (via Providence, R.I.) for only \$29 one-way with Southwest's 14-day advance purchase fare. The advance purchase airfare to Orlando is only \$79 one-way. (For a complete list of fares, see [http://www.southwest.com/about\\_swa/press/040212\\_phl\\_nonstop2.html](http://www.southwest.com/about_swa/press/040212_phl_nonstop2.html).)



- Unique tracking links only appeared in the press release, not in any of the articles in the media
- Unique landing pages enabled Southwest Airlines to track clicks, sales, revenue and passengers

Source: The Measurement Standard, April 6, 2004

# Southwest.com/vamonos release generated \$38,000 in ticket sales

RESERVATIONS

SCHEDULES

SPECIAL OFFERS

TRAVEL CENTER

RAPID REWARDS

ABOUT SWA

Print Version

COLLEEN'S CORNER

CUSTOMER SERVICE COMMITMENT

OUR MISSION

HISTORY

PRESS ROOM

NEWS RELEASES

MEDIA RELATIONS

INVESTOR RELATIONS

SWA TAKEOFF

CONTACT SWA

**Southwest Airlines Spanish-Speaking Customers Can Now Make Their Online Flight Reservations in Spanish at southwest.com/vamonos**

New Feature on the Internet at southwest.com/vamonos

Low Air Fares are Available in Two Languages

DALLAS, June 30 /PRNewswire-FirstCall/ -- Southwest Airlines (NYSE: LUV) today celebrates the launch of its Spanish booking engine available at [www.southwest.com/vamonos](http://www.southwest.com/vamonos) where Customers can make their flight reservations entirely in Spanish on the Internet. With the online booking tool, travelers can take advantage of Southwest's low air fares and frequent flights en espanol (in Spanish). For more information, visit: [http://www.southwest.com/jp/enespanol.shtml?src=PR\\_vamonos\\_063004](http://www.southwest.com/jp/enespanol.shtml?src=PR_vamonos_063004).

"Our goal is to be innovative when it comes to Customer convenience in Spanish. We wanted southwest.com to be the first U.S. major airline web site to offer Customers the choice of making their flight reservations from start to finish in Spanish on the Internet," said Kevin Krone, Southwest's vice president of interactive marketing.

According to Census Bureau figures, the Hispanic population, the nation's largest minority group, reached 39.9 million on July 1, 2003. The Hispanic population grew 13 percent from April 2000 to July 2003, almost four times that of the total population which increased 3 percent. Also, according to the America Online(R)/RoperASW U.S. Hispanic Cyberstudy, about half of online Hispanic consumers (49%) want more web sites in Spanish. With today's launch, Southwest Airlines is addressing the growing Hispanic community and their online preferences.

At [www.southwest.com/vamonos](http://www.southwest.com/vamonos), travelers can obtain information in Spanish about Southwest's policies, travel tips, airport information, a route map, fare rules and restrictions, and Company information. Travelers also can read a monthly Customer message in Spanish from Southwest's President and Chief Operating Officer Colleen Barrett. For a screen shot of what the Spanish online booking tool looks like, go to: [http://www.southwest.com/about\\_swa/press/040630\\_vamonos.html](http://www.southwest.com/about_swa/press/040630_vamonos.html).

Southwest Airlines partnered with Ion Global San Francisco, an Internet professional services firm specializing in building multilingual web sites, to translate the in-language Spanish functionality. "Ion Global has developed multilingual web sites for global companies since 1995, but over the last year we have seen an increasing demand from clients to reach ethnic groups within the U.S.," said Simon Mathews, head strategist for Ion Global. "We are proud that Southwest Airlines selected Ion Global to help it become the first U.S. major airline web site to offer its customers the choice of making online flight reservations in Spanish."


"If you look at the areas we serve such as California, Texas, and Florida, we are in a favorable position to serve the growing Hispanic population. Southwest Airlines is providing an additional resource to better serve our Spanish-speaking Customers traveling for business or pleasure," said Joyce Rogge, Southwest's senior vice president of marketing. "Our Customers can now book their flights online in Spanish or call 1-800-VAMONOS to make their reservations in Spanish over the phone. With these options available, we encourage Customers to choose Southwest when traveling on business or when visiting their families and friends."

In 1995, Southwest was the first major airline to launch a web site in the airline industry. Today, southwest.com is considered the largest airline web site and ranks as one of the largest e-commerce sites with the likes of Amazon.com. Southwest now estimates that more than 57 percent of its annual revenues -- in excess of \$3 billion -- is generated through online bookings via southwest.com.

SEARCH

GO

# Southwest Airlines made four big announcements on July 15, 2004

southwest.com®

RESERVATIONS

SCHEDULES

SPECIAL OFFERS

TRAVEL CENTER

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**Southwest Airlines News Releases**

**COLLEEN'S CORNER**

**CUSTOMER SERVICE COMMITMENT**

**OUR MISSION**

**HISTORY**

**PRESS ROOM**

**NEWS RELEASES**

**MEDIA RELATIONS**

**INVESTOR RELATIONS**

**SWA TAKEOFF**

**CONTACT SWA**

The timing of these postings are made at the discretion of Southwest Airlines. Readers should not assume that the information contained on this site review past postings to determine whether they remain accurate, and information contained in such postings may have been superseded.

Members of the Media - [Please Visit Southwest Airlines Media Site](#)

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[E-mail Alerts Signup](#) - receive headline stories by e-mail.

	<a href="#">Jan</a>	<a href="#">Feb</a>	<a href="#">Mar</a>	<a href="#">Apr</a>	<a href="#">May</a>	<a href="#">Jun</a>	<a href="#">Jul</a>	<a href="#">Aug</a>
7/30/2004	<a href="#">Southwest Airlines Statement on Flight Attendant Agreement</a>							
7/29/2004	<a href="#">Southwest Airlines Makes Getting There a Little Easier: Airline Offers New Daily Nonstop Flights</a>							
7/21/2004	<a href="#">Southwest Airlines Launches New Addition to Web Site Offering Kid-Friendly Travel Tips</a>							
7/16/2004	<a href="#">Southwest Airlines Vacations Offers Great Savings to Las Vegas and Orlando</a>							
7/15/2004	<a href="#">Southwest Airlines Declares 112th Consecutive Quarterly Dividend</a>							
7/15/2004	<a href="#">Southwest Airlines Announces Executive Changes</a>							
7/15/2004	<a href="#">Southwest Airlines Reports Second Quarter Earnings</a>							
7/15/2004	<a href="#">Southwest Airlines Treats Customers to 22 New Daily Nonstop Flights With Low Fares Starting at \$29 One-Way</a>							
7/13/2004	<a href="#">Revised Webcast Alert: Southwest Airlines to Discuss Second Quarter 2004 Earnings</a>							
7/09/2004	<a href="#">Webcast Alert: Southwest Airlines Invites You to Join Its Second Quarter Earnings Conference Call on the Web</a>							
7/06/2004	<a href="#">Southwest Offers Systemwide Summer Sale: Discount Airfares as Low as \$39 One-Way</a>							
7/02/2004	<a href="#">Southwest Airlines Reports June Traffic</a>							

SEARCH

GO

# Release about 22 new daily flights generated \$1 million in ticket sales

RESERVATIONS

SCHEDULES

SPECIAL OFFERS

TRAVEL CENTER

RAPID REWARDS

ABOUT SWA

 [Print Version](#)

COLLEEN'S CORNER

CUSTOMER SERVICE COMMITMENT

OUR MISSION

HISTORY

PRESS ROOM

NEWS RELEASES

MEDIA RELATIONS

INVESTOR RELATIONS

SWA TAKEOFF

CONTACT SWA

## Southwest Airlines Treats Customers to 22 New Daily Nonstop Flights With Low Fares Starting at \$29 One-Way

No Tricks! Halloween Day Includes Start of 13 Additional Daily Nonstop Flights From Philadelphia!

PHILADELPHIA, July 15 /PRNewswire-FirstCall/ -- With fares so low it's scary, Southwest Airlines (NYSE: LUV) is offering a sweet treat for fall flyers beginning Halloween Day. The low fare airline today announced 13 additional daily nonstop flights from Philadelphia International Airport, including seven flights to three new nonstop destinations. To purchase Southwest Airlines' frighteningly low fares, go to [http://www.southwest.com/jp/luvhome.shtml?src=newservice\\_20040715](http://www.southwest.com/jp/luvhome.shtml?src=newservice_20040715).

Effective October 31, 2004, Southwest Airlines' operations will total 41 daily nonstop flights from Philadelphia. New Southwest Airlines nonstop destinations from Philadelphia include Hartford/Springfield (five daily nonstop roundtrip flights), Jacksonville (one daily nonstop roundtrip flight), and Oakland (one daily nonstop roundtrip flight). Enhanced Southwest service includes two additional daily nonstop flights between Philadelphia and Orlando, as well as one additional daily nonstop flight between Philadelphia and each of the following cities: Fort Lauderdale, Los Angeles, Chicago/Midway, and Manchester. For artwork capturing all daily nonstop Southwest Airlines flights from Philadelphia, see [http://www.southwest.com/travel\\_center/routemap\\_dyn.html](http://www.southwest.com/travel_center/routemap_dyn.html).

Additionally, nine other daily nonstop flights throughout the system have been added to Southwest's convenient schedule, including:

- Between Houston/Hobby and Orlando -- two daily departures (for a total of three daily)
- Between Houston/Hobby and Los Angeles -- one daily departure (for a total of two daily)
- Between Baltimore and Nashville -- one daily departure (for a total of ten daily)
- Between Chicago/Midway and Tampa -- one daily departure (for a total of four daily)
- Between Las Vegas and Tucson -- one daily departure (for a total of five daily)
- Between Long Island and Orlando -- one daily departure (for a total of four daily)
- Between St. Louis and Oklahoma City -- one daily departure (for a total of two daily)
- Between St. Louis and Omaha -- one daily departure (for a total of three daily)

SEARCH


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# Southwest's PR has generated over \$1.5 million in ticket sales



- Service to Philadelphia
  - Began with 14 daily flights to 6 cities
  - Expanded to 28 daily flights to 14 cities
  - Expanding again to 41 daily flights to 17 cities
- Revenue passenger miles for the eight months ended August 31, 2004, increased 11% to 36.3 billion

Source: Southwest Airlines



# The first step in this new process is optimizing your draft press release

- Conduct keyword research to identify at least two relevant search terms that your target audiences are likely to use for a news search
- Edit your press release and optimize it with the relevant search terms so it receives high keyword ranking for up to 30 days in the news search engines
- Build anchor text within each news release to link with related content on your web site
- Insert JPEG images into a news release ensuring your photo gets picked up and displayed in Google News



# The second step is distributing your release through multiple channels

- PR Web provides same-day distribution when you need it, which is faster than its normal next-day distribution
- PR Web distributes releases via opt-in email to its database of over 100,000 media outlets, industry analysts and freelance journalists
- You can also add PR Newswire to reach more members of the news media, investment community, and general public
- Yahoo News, Google News, MSN News, Ask Jeeves News, and other news search engines crawl PR Web's newswires
- PR Web also uses paid inclusion to get you news release into major web portals such as Yahoo, AltaVista, AlltheWeb and more
- PR Web distributes your news releases through PR Web's daily and your own customized XML/RSS news feeds
- Finally, your press release is archived indefinitely on PR Web's site, which generates over 8 million pages views a month





## The third step is measuring results and tracking web traffic and leads

- PR Web provides stats on:
  - ☐ Number of times each news release is read
  - ☐ Which search engines were used to find it
  - ☐ What search terms were used to find it
- ClickTracks can show:
  - ☐ Clickthrough rates
  - ☐ Site navigation patterns
  - ☐ ROI stats

# You can start transforming your news archive into a corporate blog

SEMPO:::



September 14, 2004

## Welcome to the SEMPO PR Weblog

This Blog contains our archived press releases and the ability for users to share their thoughts in a moderated forum. We also provide various XML links that can be incorporated into your Web site or news reader.

SEARCH ENGINE MARKETING PROFESSIONAL ORGANIZATION (SEMPO) LAUNCHES INDUSTRY ADVERTISING CAMPAIGN - EDUCATION CAMPAIGN FOCUSED ON MEDIA BUYERS AND FEATURES TAG LINE "TOP OF SEARCH = TOP OF MIND"

★★★★★★★★★  
Filed: August 12, 2004

The Search Engine Marketing Professional Organization (SEMPO) today announced the launch of a major advertising campaign to increase awareness and promote the value of search engine marketing. The campaign is beginning with banner and e-mail ads on Adweek online properties and will continue with other trade publications. The target market is media planners who may not have had significant exposure to search as a promotional tool. The tag line is "Top of Search = Top of Mind". [Full Press Release >>](#)

[Comments \(0\)](#)

SEARCH ENGINE MARKETING PROFESSIONAL ORGANIZATION (SEMPO) COMMENCES RESEARCH ON THE SIZE AND IMPACT OF CURRENT SEARCH ENGINE MARKETING (SEM) MARKET

★★★★★★★★★  
Filed: August 3, 2004

Comprehensive industry overview focuses on Pay for Performance (PFP), Pay per Click (PPC) market, Paid Inclusion (PI) and Search Engine Optimization (SEO) sectors of fast-growing and complex marketing sector [Full Press Release >>](#)

[Comments \(0\)](#)

SEARCH ENGINE MARKETING PROFESSIONAL ORGANIZATION (SEMPO) ANNOUNCES THE FORMATION OF SEMPO JAPAN; KOICHIRO FUKASAWA OF WASABI COMMUNICATIONS TO CHAIR NEW COMMITTEE

★★★★★★★★★  
Filed: August 2, 2004

The Search Engine Marketing Professional Organization (SEMPO) today announced the creation of SEMPO Japan, a non-profit organization focused on educating the Japanese market place on the rapidly expanding Search Engine Marketing (SEM) industry. SEMPO Japan is also focused on introducing Search Engine Marketers worldwide to the growing opportunities that exist in Japan. [Full Press Release >>](#)

[Comments \(0\)](#)

BARBARA C. COLL NAMED TO BTOB'S WHO'S WHO 2004; COLL IS PRESIDENT AND CHAIRPERSON OF SEARCH ENGINE MARKETING PROFESSIONAL ORGANIZATION (SEMPO) AS WELL AS CEO AND PRESIDENT OF WEBMAMA.COM INC.

★★★★★★★★★  
Filed: July 28, 2004

## LINKS

• [Search Engine Marketers Professional Organization](#)

## ARCHIVES

• [August 2004](#)  
• [July 2004](#)  
• [June 2004](#)  
• [May 2004](#)  
• [March 2004](#)  
• [February 2004](#)  
• [August 2003](#)

## XML FEEDS

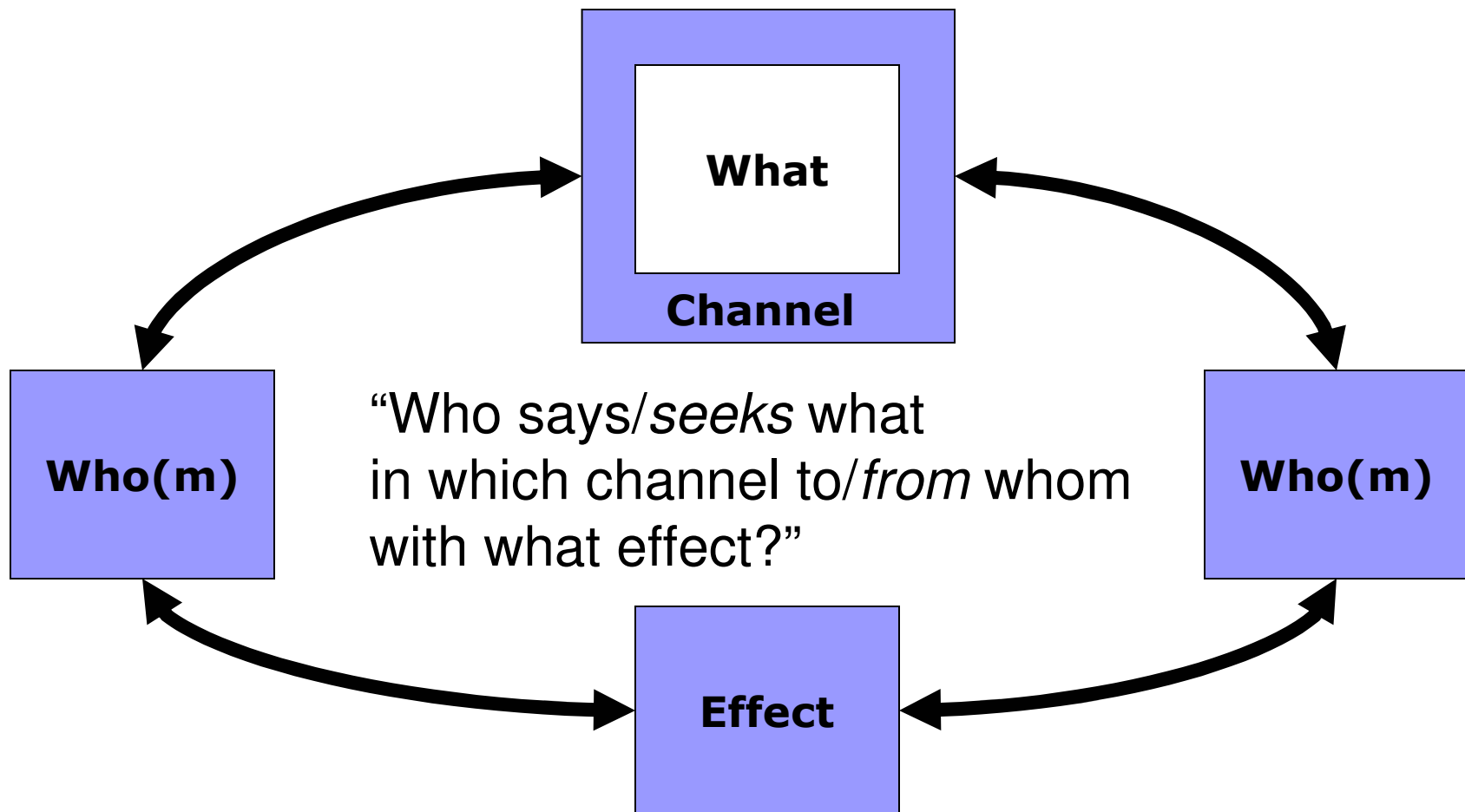
• [RSS 0.91](#)  
• [RSS 1.0](#)  
• [RSS 2.0](#)  
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## OTHER

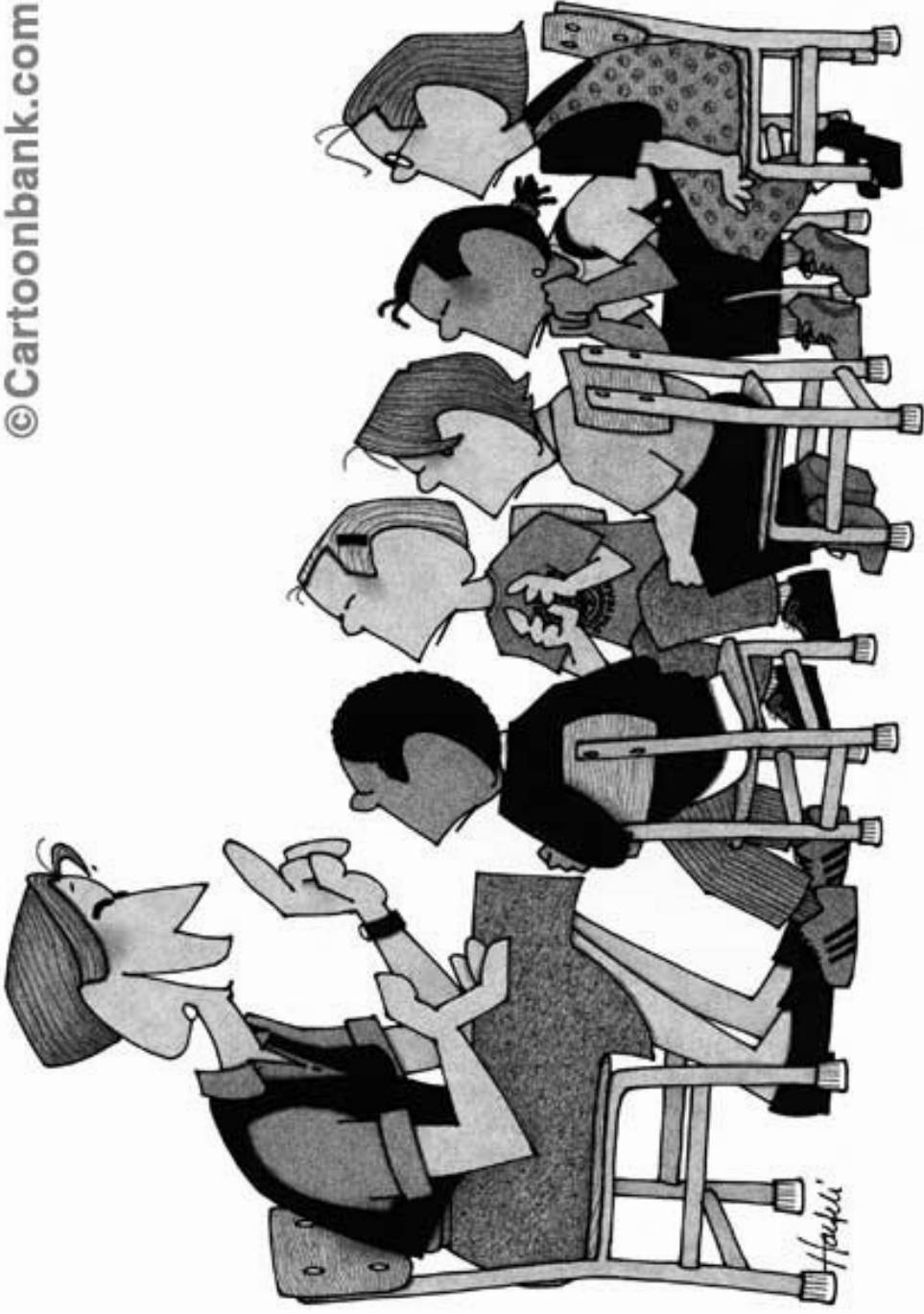
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Source: <http://sempo.prweblogs.com>

# News search engine promotion can revitalize (or replace) traditional PR



Sources: Harold Lasswell and Greg Jarboe



*"There are exceptions. Sometimes it's possible to  
have buzz without any hype whatsoever."*