

# ezSEO 2.0

The universal SEO solution

## ezSEO 2.0: THE WEB'S FIRST UNIVERSAL PUBLISHING SOLUTION

ezSEO 2.0 is the Web's first comprehensive publishing solution for connecting all of your site content (text, image, audio and video) to the major Web search engines – Google, Yahoo, MSN and others. EveryZing's patented MediaCloud™ technology analyzes every piece of content from your site and creates a rich layer of metadata, which is then pumped into EveryZing's proprietary publishing system to create search engine friendly topic and landing pages as part of your site. The metadata generated can also be used to create contextual targeting for any ad serving environment, including text, display or in-stream. With ezSEO, editorial and publishing costs are dramatically reduced, while simultaneously expanding your advertising inventory.

### Making content discoverable

EveryZing's ezSEO solution works automatically, "behind the scenes" of your Web site, to surface your content in a manner that search engines can see, and consumers can then discover. This way, all of your content becomes part of the multi-billion dollar search economy. Keys to ezSEO include:

#### Patented comprehensive metadata production >

EveryZing's MediaCloud™ technology automatically extracts the keywords, topics and other information from your Web content, leveraging our unequaled ability to analyze the content of audio and video files. This ensures that whenever a consumer searches a term or phrase that relates to any content on your site, the search results point directly to the relevant article, podcast, image or video.

#### Proprietary content analysis and scalable "topic" publishing >

ezSEO automatically and continuously "learns" what your content is about and optimizes the new pages published to your site in real time to ensure best results within all major search engines. EveryZing's proprietary natural language processing technology identifies key terms, concepts, people, places and other valuable entities to create automatic "tags" and "topics" for your content, reducing editorial expense and expanding the amount of content that can be discovered on your site. In addition, all of the layout and content on your topic pages can be managed within EveryZing's award-winning RAMP™ console.

#### Contextual "widget" publishing capabilities >

ezSEO includes a full set of content "widgets" that can be customized and embedded across your site to drive additional site engagement and consumption. All widgets can feature content by channel, keyword or specific episode, and can also be targeted contextually using the contents of the page to automatically find related content. All widgets feature customizable skinning to match the look and feel of your site.

### 3 REASONS WHY ezSEO MAKES (DOLLARS AND) SENSE:

#### 1) Increased Web discovery yields organic traffic:

The more the major search engines find your content, and the more prominently they display it in search results, the more consumers seeking that topic will visit your Web site to view that particular article, podcast, image or video.

#### 2) Automation yields cost savings:

The continuous and automatic analysis, tagging and publishing of all relevant content results in thousands of new Web pages for your site at a fraction of the cost of traditional editorial workflow.

#### 3) Increased consumption yields increased advertising opportunity:

The growth of viewer traffic to the content on your site enables you to attract advertisers in support of that specific content. Advertisers reap the advantages associated with "contextual relevance" and expand inventory cost-effectively.



## ezSEO INTEGRATION: ALL GAIN, NO PAIN

ezSEO is built on EveryZing's proprietary and patented core technology and is delivered as a hosted software-as-a-service (SaaS) solution. EveryZing can handle everything, delivering completely built out templates to your specification. ezSEO can be deployed on your site via either rich API's or full HTML-hosted publishing. Our turn-key solution means you can be up and running in a matter of weeks with no effort required from your tech teams.

### Features

- Full customization of all published pages including custom headers, footers, color schemes and layout.
- Ability to publish all pages to a sub-domain of your designation with dynamic URL management.
- Ability to include custom Web analytics tags and ad tags for integration with your existing infrastructure and platforms.
- Automatic generation of key entities and concepts for each piece of media.
- Time-stamped full text output of audio and video content for navigation within every piece of media.
- Automatic identification of key "topics" within your content collection for the publishing of SEO friendly directory pages.
- Related content presentation.

### Benefits

- A seamless experience for your end users and the major Web crawlers, conveying the full effect of your brand and user experience.
- Content is automatically and continuously published using SEO best practices.
- Leverages all of your existing infrastructure investments.
- Automatic "tagging" of your content complements and extends your existing editorial workflow.
- Enables ezSEO's patented "jump to" functionality to enhance the end user experience and drive site engagement.
- Delivers a continuous program that reacts to changes in your content and maximizes the SEO opportunity.
- Automatically presents additional content to your users relevant to their interests to drive additional consumption.

## ABOUT EVERYZING

EveryZing, Inc. is powering next-generation universal search and publishing technology for online content. As the only solution for the comprehensive indexing of all content formats (text, audio, video and image), EveryZing's white label products enable its customers – purveyors of online "infotainment" such as news, entertainment, sports and business – to improve the search experience, drive user consumption of multimedia content and capitalize on the \$20 billion online advertising market. The company's core intellectual property and capabilities leverage speech-to-text technology and natural language processing to drive its award-winning suite of solutions, including ezSEO, ezSEARCH, MetaPlayer, MediaCloud and RAMP.

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