

## 9. Target Keyword: Has Tumblr Lost Its Swag?

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When Tumblr was first launched in 2007, it was a unique and brilliant innovation. It combined blogging with social media, allowing users to post their own content, or content from around the web, as well as connect with one another and follow each other's profiles and activity. Tumblr's hybrid format was a huge hit, making the site's users feel like an intimate, close-knit family, with millions of members. Tumblr fever quickly took the world by storm.

But while Tumblr did great as a big fish in a small pond, it's another issue entirely to compete against the big boys. Does the blogging site have what it takes to stay relevant next to Facebook and Twitter, or has Tumblr lost its swag?

Tumblr has over 100 million blogs on its site currently. Not bad, but Twitter has over 550 million accounts. In November, Tumblr reached 20 billion page views per month. Very impressive. But Facebook gets over 1 trillion. And perhaps most telling of all: for all of its activity last year, Tumblr netted only \$13 million in revenue. In the social media world, that's just a few peanuts.

The reason for this is because, until recently, Tumblr refused to host any advertising. In fact, CEO David Karp was vocally against it. True to its close-knit community roots, its revenue came from selling premium profile themes, much like a crafty aunt might sell jewelry and other creations at a boutique. Users could buy these themes to add a little extra flash and personality to their content. But most preferred to stick with the free version, so revenue has remained low.

Now, however, Tumblr has realized that in order to stay competitive, advertising is necessary. So it has a few options.

- **Radar.** A box in the users' dashboard, Radar guides them to sponsored accounts and other content that might be of interest to them, based on their activity.
- **Spotlight.** A similar feature, this one categorizes its "spotlighted" accounts into particular topics, giving sponsored accounts a larger, flashier spot at the top.
- **Pinned Posts.** For \$5, a user can put one of their posts at the top of their followers' dashboards for 24 hours. Only one post is allowed per day, and users can unpin it whenever they want.
- **In-Stream Ads.** Similar to something Facebook is doing, this most recent option has perhaps the most potential. Users get sponsored posts in their feeds that look like regular posts, and are tailored to their interests and activities.

With these new ad options, Tumblr expects revenue to pass \$100 million this year. This is a significant jump from last year, but still nowhere in same ballpark

as Facebook or Twitter. Can Tumblr continue to thrive as it goes forward? Only time will tell.

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**1. Target Keyword:** DIGITAL PR VS. TRADITIONAL PR WHICH DOES MY BRAND NEED?

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Public relations is an important tool in any brand's arsenal. In order to be successful, your company needs to foster a positive image in the public eye and maintain a good relationship with your customers and the media. In the past, this was done by creating press releases, glad-handing journalists, holding events... traditional P.R.

Now, however, computers and the Internet have opened up the door to a whole new way of doing things. So, in the battle of digital P.R. vs. traditional P.R., which does your brand need? The answer is both.

Digital P.R. is also about creating relationships with your customers. But with the current ease and availability of global communication, those relationships can be two-way. A social media presence is important P.R. for any brand, which allows you not only to keep customers informed of what's going on in your company, but also to address directly their questions, comments, and concerns.

Social media is also integral to maintaining relationships with the press. Sites like Twitter and LinkedIn make it easier to connect with media professionals directly, instead of being given the run-around by a secretary.

But digital P.R. hasn't eliminated the need for traditional P.R. It's just expanded the ways in which you can use it. Drafting press releases, for example, is still an important public relations tactic. Only now, in addition to sending them to important media outlets, you can also distribute them online, post them on your website and social media channels, and send them to subscribers to your e-mail newsletter.

Speeches and press conferences are another important part of traditional P.R. Digital P.R. isn't replacing these avenues. It just gives you an opportunity to reach a wider audience. Press conferences can be broadcast live on the web and allow you to answer questions in real time from anywhere in the world.

Other events are the same way. For conferences, conventions, meetings, and

other important goings-on, nothing will replace an in-person event at a physical location. Your presence at these events is important to your public image. But you can extend your presence to include the digital realm as well, with live tweets, hashtags, videos, podcasts, and more, that allow you to reach and connect with the people who aren't physically at the event and make them feel like they're still a part of the action.

Digital P.R. vs. traditional P.R. isn't a battle. Digital methods don't stand poised to usurp traditional public relations or make them obsolete. Digital tools provide an extension of your P.R. arsenal that allow you to reach more people and connect with them better, using many of the same tactics you've always used. That's why the best P.R. battle plan is one that integrates both.

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## **2. Target Keyword:** MOBILE VS. TABLET - WHAT CONTENT DO CONSUMERS CONSUME ON EACH?

**Page Title:** MOBILE VS. TABLET - WHAT CONTENT DO CONSUMERS CONSUME ON EACH?

Mobile devices are continually becoming more prevalent. Smartphones fit in your pocket, but can access the Internet from anywhere in the world. Tablets that fit in a backpack give you the power and functionality of a computer. We're constantly connected, carrying our world with us wherever we go. But what activities are people engaging in on their mobile devices? Most people have both tablets and mobile phones now, so what are they doing on each? And how can you tailor your brand's content to them?

### **Smartphones**

The main thing mobile phones are being used for is Internet browsing. Consumers like to be able to look up information on the go. Whether it's checking the score of the game, finding out who sings the song that's playing in the grocery store, or looking up driving directions to that important meeting, information is our main commodity on our phones.

So what does that mean for you? It means your brand's smartphone app needs to be informative. It should provide easy access to the things people want to know about your company. This includes things like store hours and locations, with links to a mapping app. It also means product and pricing information at a glance, as well as a simple interface to facilitate online ordering. Your customers

are used to instant gratification, so provide them with the information they're looking for, as quickly and simply as possible.

## Tablets

Tablets do a lot of the same things that mobile phones do. They connect to the Internet, take pictures, and support a variety of different apps. But they're bigger than smartphones, and most of them don't make phone calls. So what do people do on their tablets that's better than their phones?

The answer is media. The most popular use for tablets is games, with videos, music, ebooks, and news being other tablet staples. Smartphones can support media, but the screen is much smaller, making it harder for users to get the full experience.

A tablet allows you to view videos much more clearly than you can on a phone. It allows you to read books, blogs, and other text-heavy content without having to scroll down every couple of sentences. Tablets are the perfect combination of mobile and immersive content. So whatever content your company produces, be it blogs, videos, podcasts, or interactive games, it should be optimized for consumption on tablets.

Mobile phones and tablets are prevalent enough that they can't be ignored. If you want your business to succeed online, you need to cater to both. Consumers want everything they need to be right at their fingertips. It's important to be able to provide them with that, no matter what device they're using.

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**3. Target Keyword:** THE POWER OF REVIEWS FOR CONVERSION

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Many people make the mistake of thinking that content marketing is all about bringing people to your site. That's important, but it's only the first step. The main goal of marketing is conversion. Converting visitors to your site into leads, and converting those leads into sales. As such, your tactics need to go beyond simple SEO, to present your products in a light that will encourage people to buy them. One way of doing this is with user-submitted reviews.

The power of reviews for conversion isn't necessarily something you'd think of. But statistics show it works. The British online store Argos, which sells products of all types, introduced a review and rating feature a few years ago and

encourages their customers to review the products they've bought. They report a 10% higher conversion rate on products with good reviews than on products without reviews.

Part of the reason for this is just that it offers customers a second opinion. It's your job to say that your products are great, but what do the people who have bought them think? Peer recommendations are a major factor in influencing purchase decisions. If customers look at a product and see that it's rated 4 or 5 stars by the others who have bought it, they'll have more confidence in their own satisfaction with that product. And if they can browse through reviews, it can give them a better idea of what the product is like from people who have actually used it: what their experience was, whether or not they're satisfied, how the various features hold up, etc. The power of reviews for conversion should not be underestimated.

But what about negative reviews? No matter how confident you are in your products, you can't please everyone all the time. The occasional bad review is inevitable. There's nothing you can do about it, and you shouldn't try. A website with nothing but stellar reviews on it will arouse suspicion and tip people off that you're sweeping things under the rug. Therefore, don't worry about negative reviews here and there. A product with 10 good reviews and one bad one will still have an overwhelmingly positive rating, and customers will see that. And if you have a product that's getting a significant number of negative ratings and reviews... well, that's constructive feedback. Maybe there's something you need to be doing differently.

The power of reviews for conversion can't be denied. It gets people involved in your website and gives them a perspective on your products that your own descriptions can't provide. Good reviews lead to more confidence from prospective buyers, which lead to more sales. It's free publicity from your satisfied customers. You can't beat that.

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**4. Target Keyword:** BUDWEISER HAS A REAL BRANDING PROBLEM  
**Page Title:** BUDWEISER HAS A REAL BRANDING PROBLEM - CAN THEY WATER IT DOWN?

Budweiser has a real branding problem. For years, they've heralded themselves as the "King of Beers." They were the all-American brew, and a staple of baseball games, barbecues, and hot summer days. But now they're fighting to maintain their image.

A \$5 million class action lawsuit has been filed by beer drinkers across the country, who claim that Anheuser-Busch, makers of Budweiser, Michelob, and other brands, are watering down their beers, so that the alcohol content is lower than what it says on the label.

The allegations come from former employees of the company, who claim that every batch of beer is watered down, some a little bit and some a lot, to cut costs. Anheuser-Busch has denied it, but the accusations continue to spread, and whether it's true or not their public image is in serious jeopardy.

The watered-down image has been a common perception for years about a lot of mainstream American beers, particularly among "serious" beer-drinkers. Now with these accusations hanging over Budweiser, they are finding it harder and harder to be taken seriously as a quality beer. It's clear Budweiser has a real branding problem. So what can they do about it?

Well, they've come up with a pretty clever idea to help their image. It's a new campaign that focuses on the people who brew their beer, and the passions that drive them. Each commercial features a genuine "brewmaster" who works at Budweiser, examining ingredients to make sure they're of the best quality, while talking about how much they love what they do and care about the beer they make.

In addition, there's a website: [TrackYourBud.com](http://TrackYourBud.com). It allows you to enter the date (listed on the label) your Budweiser was first brewed, and shows you the journey the beer has made, listing the characteristics of that particular batch of beer like a bottle of fine wine ("...a touch of bitterness and a clean, crisp finish"). The message is clear: the image they want to convey is one of high quality and class, putting them on a par with the connoisseurs who have been tearing them down. And they're conveying that message using clever and innovative forms of content.

Of course, if the court ultimately finds that the allegations of watered-down beer are true, then this ad campaign about Budweiser's proud brewmasters and quality craftsmanship might end up doing more harm than good. It's an issue of trust. If we find that Anheuser-Busch isn't on the level, then it will be difficult for them to regain that trust. But until then, this new campaign could be just the image makeover they need. Even though Budweiser has a real branding problem, it looks like they're on track to fix it.



**5. Target Keyword:** HOW TO GET 100 MILLION IMPRESSIONS IN 14 DAYS  
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It all started with Quicken Loans' sponsorship of NASCAR in a campaign called Quicken Racing. They wanted to increase brand awareness, so they produced a fun video that featured NASCAR stars Ryan Newman and Tony Stewart, and a few lucky children, in a go-kart race.

But producing a video is only the first step. After that, the question becomes how to get enough people to see it to get a justifiable return on investment and ultimately use the content to promote your brand. And the answer, in this case, was to use social media. Specifically, they chose an all-out campaign, with Facebook as the content hub, to boost views, clicks, and other interactions with their content. The result was a textbook example of how to get 100 million impressions in 14 days.

The first step was content. Obviously, they already had the video, which at the beginning, had only around 50 views. But they needed more, to keep people's interest and get them to click through. So they designed a "Fan Zone" section on their Facebook page that included things NASCAR fans would be interested in: articles like "Best NASCAR Moments of 2012" and "What to Expect from NASCAR in 2013," along with a photo gallery, and of course, right in the middle, their video.

Then, they promoted their content and page like crazy, including a push to be linked from third party websites and other brands' newsfeeds. The result? In just two weeks, they had over 99 million impressions, over 78,000 clickthroughs, and their video went up to over 6,000 views on YouTube.

What was their secret? Here are some tips for how to get 100 million impressions in 14 days.

- **Have a great headline.** Come up with something timely and compelling that will draw people's attention and entice them to click.
- **Have a great payoff.** So they've clicked on your link. But if it just leads to an ad, they'll click away again immediately, and you get nothing. Make sure your content is compelling, to get people to stick around.
- **Have a call to action.** They've clicked your link, they like your content... Now decide what you want them to do next. Sign up for a newsletter, enter a contest, watch a video... something specific that relates to the content they've just seen.

Paid distribution is a great tool for gaining exposure, and can garner terrific results, but it's not an end in and of itself. Always have a specific goal in mind, for turning your audience into leads, and turning your leads into sales. Knowing how to get 100 million impressions in 14 days is great, but it's only the beginning. You need a plan for what to do with those impressions once you have them.

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**6. Target Keyword:** HOW TO PLAY ON GOOGLE+

**Page Title:** HOW TO PLAY ON GOOGLE+: DARIA MUSK MASTERS THE ART OF HANGING OUT.

Have you heard of Daria Musk? If you use Google+, then you probably have. She was a small-time, struggling musician living in Connecticut. But she was able to tap into the power and resources of social networking, using them to become an overnight Internet sensation and launch a whole career. She's a textbook example of how to use content marketing to promote your brand, as well as the poster child for how to play on Google+.

Google+ Hangouts are small, intimate affairs that allow up to ten people to chat together via webcam, through Google's social network. They're used by family and friends who want to stay connected across great distances. But Daria had a different idea for it. As a singer/songwriter, she decided to hold a concert. Google+ and the Hangout feature were still relatively new at the time, and it may well be that she was the first person to use them this way. It was a resounding success.

Within minutes of beginning the concert, Musk, who at the time had only a few people in her Google+ circle, suddenly had hundreds of people wanting to see her perform. Since only 10 people were allowed in a Hangout together, some changes had to be made, quickly. Google administrators got involved as the concert went on, writing new code that allowed for "daisy chaining": each of the 9 people listening to Daria play could add 9 more people of their own, who could in turn add 9 more people, and so on, to accommodate everyone. Only the 9 directly in Daria's Hangout could interact with her, so the fans rotated throughout the night, to give everyone a chance to say Hi. The concert lasted 6 1/2 hours.

Her next concert was livestreamed, to avoid the cumbersome daisy-chaining, and it was viewed by over 9,000 people all over the world. Daria's popularity has led Google to create a new feature for their Hangouts: Studio Mode. Choosing this setting during a Hangout automatically optimizes your audio for music, rather than for chatting, so that your audience can get a clearer, cleaner sound.

If you want to know how to play on Google+, Daria Musk is the person to look at. She's positive proof of the power of social media to promote a brand. Her innovative idea and unique content helped her go from relative unknown to worldwide celebrity in a matter of days. She went on to partner with Verizon for a

livestreamed "rooftop concert" overlooking New York, and to record an album with the same producers who work with pop superstar Adele. And it all started with a creative way to share a concert online. Now THAT'S how to play on Google+.

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**7. Target Keyword:** THINK OF SOCIAL MEDIA AS A PARTY

**Page Title:** THINK OF SOCIAL MEDIA AS A PARTY - AN INTIMATE EVENING AT BUZZFEED.

Mike Lacher and Jeff Greenspan of the popular site Buzzfeed recently gave a talk on brand promotion in social media. They said to think of social media as a party. There are do's and don'ts that can mean the difference between being the life of the party, and being the obnoxious lout whom no one is sure who invited. Here are their tips for navigating the party.

### **Faux Pas**

1. **Focusing on Yourself.** Social media is about two-way communication. If all you're doing is talking about how great your product is, you'll come off as self-absorbed and miss out on feedback from others.
2. **Interrupting.** Don't look for ways to steer every thread and every conversation on social media to discussing your product and your issues.
3. **Seeking Approval.** Encouraging your followers to tell their friends how great your brand is makes you seem desperate and insincere. If they like your content, they'll share it on their own.
4. **Rehearsing Everything.** It's easy to tell when you're genuinely conversing and caring about your followers, and when you're rattling off a prepared statement. The latter is impersonal and patronizing.
5. **Telling the Same Stories.** Making all the same points over again on Facebook, Twitter, LinkedIn, etc. makes them sound like rhetoric, rather than genuine conversation.
6. **Trying to Talk to Everyone.** Social media is all about different niches. If you try to make your content broad enough to appeal to everyone, it won't really resonate with anyone. Reach out to smaller groups individually, focusing on what makes them unique.
7. **Promoting Your Smaller Party.** Trying to coax people from a social media site back to your own microsite can come off as self-serving.

### **Etiquette**

1. **Listen.** What conversations are going on around you? How can you join in?
2. **Really Listen.** It's not just about what people are talking about, but how they're saying it. Address people on their level.
3. **React Genuinely.** When interacting with the content around you, think about your brand's personality and react from that standpoint.
4. **Nobody's Perfect.** Just create and release the best content you can. You can always change and improve it later.
5. **There Will Be Other Parties.** If you miss the opportunity to release some specific content, don't worry. Keep it on file for another opportunity.
6. **Take Risks.** Nothing ventured, nothing gained. If all your content is geared only towards gaining your audience's approval, you'll miss the opportunity to be extraordinary.
7. **Leaving the Party.** If you're trying to get people to come to your own site, make sure there's something there they'll want to experience, not just you trying to sell them your brand.

Most importantly, have content that adds value to the party. Dull, empty conversation has people running for the bar. In the case of your content, it's the navigation bar, to click away from your page.

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**8. Target Keyword:** Facebook's New Advertising Model Means More for Your Brand Than You Think

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Facebook is constantly adjusting the way they provide advertising. Sometimes there's an uproar among their users about how these changes are applied. Other times, the improvements are so small they go unnoticed. But when you're promoting a brand, it's important to keep abreast of all the changes being made and how they affect the way you do business, because Facebook's new advertising model means more for your brand than you think.

Last fall, the popular social networking site introduced "Facebook Exchange": a way for advertisers to target customers based on their browsing activity, not just on Facebook but across the web. Users who purchase something on a particular website are tagged with a cookie, to identify them and what they bought. Through Facebook, the company can then target those customers with advertising geared toward more things they might like, based on that information.

In late March, Facebook made some changes to that model. They seem small, but they're actually quite important. Now, instead of appearing in the sidebar, these targeted advertisements are integrated directly into the user's newsfeed, dressed up like any other update.

So what does this mean for you and your band? Well, it allows you to put your advertising literally front and center for your customers. But more than that, it allows you to connect with your customers in ways that traditional advertising doesn't.

First of all, the customers you're reaching aren't just random people out in Facebookland. They're people who have been to your website and know who you are and what you do. You're a familiar face, and they've already expressed interest in your products. This will make it easier to convert them from leads to sales.

Second of all, the positioning of the ads makes a difference. When people see something in the sidebar, they think "advertisement" and automatically tune it out (if their ad blocking apps haven't done it for them already). But when they see something in their newsfeed, it registers as something of interest and importance, that they're more likely to pay attention to.

And finally, it gives you more of a chance to integrate content into your advertising, making it more relevant and dynamic. Facebook provides a visual example in their announcement of the change: a Facebook Exchange ad for Jasper's Market, a high-quality grocery store in California. "It's officially fall," says the ad. "Come get some fresh apples and try our favorite apple pie recipe." And with it is a link to recipes for apple pie on FoodNetwork.com. This sort of dynamic content is a perfect way to entice people into buying your products. And it's just one of the ways you can use Facebook's new advertising model to target customers and increase sales.

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**10. Target Keyword:** should consumers forgive JCPenny?

**Page Title:** When Brands Plead Should Companies Forgive? How JCPenny Made us All A Bit Uncomfortable

Popular department store JCPenney recently made a bold marketing move. First, they got rid of CEO Ron Johnson, formerly of Apple, after seeing losses of over \$4 billion during his short regime. Then they did something even more controversial: they apologized.

With a commercial called "It's No Secret," the company acknowledged, both on television and on their YouTube channel, that they've made some mistakes and poor decisions recently. Then, they promised to do better, and listen to their customers and what they want in the future. The commercial ended with a plea to the customers they've lost, to forgive JCPenney and come back.

The commercial does its best to retain a gentle poise, but it's hard not to come off as at least a little desperate. Then again, if you lost \$4 billion, you'd be a bit desperate too. And desperate times call for desperate measures. So rather than skirt the issue and "reinvent themselves," as they already tried to do unsuccessfully under Johnson, they chose to be brutally honest and straightforward.

So the question is, should consumers forgive JCPenney? Response to the ad has been largely positive. Investors and customers alike are optimistic about the department store's new attitude and are ready to give it another try. Of course, they're not out of the woods yet. They still have a long way to go to get their sales and customers back up to where they want them. But it's proving to be a good start.

The other question is, what can you learn from JCPenney that will help you with your brand? First of all, no company is immune to problems, or poor public opinion. The JCPenney company is more than 100 years old and for years was one of the most popular and respected department stores in the country. If even they can get into a predicament like this, then no one is beyond reproach.

And second, when you do make a mistake, it's important to own up, and to fix it. You can ignore the issue, but negative press will just keep coming. You can gloss over it and try to avoid responsibility, but you'll end up losing your customers' trust. The best thing you can do is to address the issue, and your customers, directly and publicly. Apologize, let your customers know you care, and do your best to learn and move on. Regaining your reputation and your sales takes time and hard work, but it can be done.

Should consumers forgive JCPenney? Only time will tell. But whether they should or not, it seems that they have. The company recently released a follow-up video to their apology, done in the same style. The message of this one? "Thank you."

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**11. Target Keyword:** When It's Time to Invest in a Dynamic Mobile Website

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In the past, "mobile computing" meant stuffing your laptop into a briefcase or bag and bringing it to a meeting, or to the local coffee shop. It was cumbersome to carry and a bit of a to-do to set up, so unless you had some specific purpose for it, it would usually stay at home.

Nowadays, tablets and smartphones are designed to go everywhere you do and be accessed at a moment's notice. So computing is increasingly being done on the go. This includes e-mail, social media, online shopping, and more. People are constantly connected, needing to do everything immediately, at the touch of an icon. But what about your customers? Are they connecting via their mobile phones? If so, then you need to be there with them.

Most websites can be accessed from a mobile device in some form. But that form isn't always an appealing one. If your site is heavy on graphics and media, it can take a long time to load from a smartphone. And without mobile-optimized formatting, your site's visitors will constantly need to scroll from side to side as well as up and down, in order to view your site's content, which is a big turnoff for mobile users.

This is why it's important to know when it's time to invest in a dynamic mobile website. If your customers access your site via their mobile phones, you need to make sure you have a mobile-optimized version that's easy to load, browse, and navigate on a phone or tablet.

So how do you know when it's time to invest in a dynamic mobile website? Well, do a little research to find out what the demand is in your field. How many of your customers and potential customers access the Internet using some form of mobile device? You can use Google to look up statistics on this sort of thing. If it's a significant number, you should definitely make sure your site is able to accommodate them.

When you are ready to make the investment, look into farming out the mobile version of your site to someone who specializes in mobile web design. You could try to do it in house and save some money, but it's better to send it to someone who knows what they're doing and can give you and your customers the aesthetics and functionality that you need in a mobile site.

Technology is moving and progressing very quickly. It's important that you move and progress with it. Your customers know what they want, and they'll go to the

company that can give it to them. If you don't know when it's time to invest in a dynamic mobile website for your brand, then you'll get left behind.

**12. Target Keyword:** A CLOSER LOOK AT THE CONTENT WARS  
**Page Title:** THE BATTLE OF THE HOME PAGES - A CLOSER LOOK AT THE CONTENT WARS

When Marissa Mayer, CEO of Yahoo, unveiled the site's newly revamped homepage, the world sat up and took notice. Then they complained about how much they didn't like it. Then finally, they sat back down, deciding that it wasn't really different enough from the old homepage to be worth thinking about.

It's difficult to stay competitive in the battle of the homepages. Yahoo, Google, and AOL all want to be the first page you see when you load your Internet browser, and that means staying on top of the content you want. And staying on top of the content you want means changing their content and their format regularly, to remain relevant. So what does each of them have to offer? Here's a closer look at the content wars.

## **Yahoo**

Yahoo used to be mainly a search engine. But when Google came along, it opted to focus on content instead. Their homepage has boxes, lists, and a scrolling newsfeed with current popular stories and videos. But in many ways, their content is still based on the principles of a search engine. There's a sidebar with tabs for all sorts of information, from movie show times to travel accommodations to job listings. Possibly useful, though many people already have favorite sites they frequent to find each of those things.

There's also a "Trending Topics" box featuring a selection of current search terms based on what's going on in the world. Terms like "Will Smith Photobomb" or "Chef Killed" tease you over what the story is without telling you anything useful until you click the link and are taken to a page of search results. Most of Yahoo's featured stories are entertainment-related, rather than important news.

## **AOL**

AOL's homepage looks similar to Yahoo's in its above the fold layout, but scrolling down, it's got more variety in its stories, with a list of categories including Latest Headlines, Weather, Sports, and Business News. Trending topics are done in the form of headlines rather than search terms, and each is accompanied by a picture.

## **Google**

Google's basic page is stark: the search bar front and center, with tabs for different information you may need, from pictures and videos to maps and more. It has options for personalization, though. iGoogle lets you choose the categories that are important to you using a dialogue box, along with providing your location and even selecting a theme, to provide you with news stories, weather, YouTube videos, and more.

Each homepage has different content to provide, and a different format in which to provide it. They each have their strengths and their weaknesses. But in the end, it comes down to one thing: what content is important to you, and how do you want it delivered?