Overtise.com; the Wikipedia of Search Engine Optimization

Chris Ryan February 06, 2010

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Overtise - an Information Storehouse Overtise is taking a stand to be the next social network Wikipedia using their patent pending concept called "wisdom based search". The idea is simple. Combine the best of any website's content - strategic keywords, links, and traffic and integrate that into an easily navigable social network and you've got the makings for a powerful internet marketing force.

What is Overtise? Online marketers know that the success of an online business is dependent upon the strength of an SEO strategy and a business's ability to connect with customers. Overtise provides an affordable avenue for both of those things to happen.

One of the major problems that online business owners encounter is poor visibility on the search engines. In the online world, a low placement on a search index means fewer visits from potential clients and with the growing amount of competition in online businesses, marketers have to work harder to just to compete for keywords. Overtise's solution involves refining a website's existing keyword strategy and content system to help their clientele create a solid SEO strategy that brings results.

Social network meets search engine optimization. The growth of social networks is astounding. With sites like Facebook, YouTube, and Twitter topping the ranks of Alexa, a social media strategy is a recognized as a must do for online entrepreneurs. What Overtise does here is allow their clientele the opportunity to build a social network around their website content and essentially monetize it.

No other website can boast that claim. What can Overtise do? Overtise is changing the landscape of internet marketing. By consolidating online content and tightening up keyword strategies, business owners can expect improvements in their website's authority. Business owners will have an easier time managing their content and their customer base, thus enabling them to focus on growing their business and building customer relationships. The current system of internet marketing involves using a separate website that markets itself on a separate social network.

The outcome is that two strategies are not working to support each other as effectively; Overtise provides a solution. Common problems that online business owners face are low search engine ranking on the index, no or low amount of content available on a social network, and problems managing inbound links to establish their authority. The website

then receives mediocre results.

Overtise offers three solutions to help business owners with their marketing strategy. The first option, Overtise Express ($79/month), establishes a keyword optimized social network around a business owner's content. Online marketers are able to select specific keywords and zip codes to better target potential customers. Overtise Premium ($279/month) includes all the services of Overtise Express and one keyword article produced monthly for as long as business owners retain the service. Overtise also offers Overtise Press Release Sugar Rush ($298) which is a keyword optimized press release and article written by a professional journalist and released to over 50,000 sites on the web. The Benefits of Using Overtise Overtise is cutting edge technology combined with practicality for business owners.

The benefits for online marketers are significant. 1) Increased inbound traffic will be generated by the inbound links created for each article submitted to a network of 50,000 distribution outlets. 2) The more content added to a site along with more social networking activity paves the way for increased visibility on the search engines. 3) Business owners are able to bring the fullness of their content to a social network. No more concern about click-through loss or advertising appearing as spam. 4) Overtise offers the convenience of managing online content and visitors all in one location. Gathering market data is made easy. Business owners finally have help they need in accomplishing their marketing goals through cost effective technology and strategies. Overtise is internet marketing made simple.