



Content Hound

Current content brings visitors to your website time after time.

Content Hound Advantages

- Visitors will return to your website each day to view your timely, relative content.
- Improves search engine rankings.
- Integrates with the design of your existing web site and online publications.
- Keyword specific articles provide accurate content for your industry.
- Support for e-publications
- Reduce time spent gathering and publishing content
- Content is aggregated from thousands of current Internet sources

Do your visitors have a reason to come back?

One of the biggest challenges facing companies and organizations that invest in a web presence is providing current content on a continual basis that appeals to their target audience. Without fresh content visitors won't return, search engines won't recommend your website, and potential sales opportunities will slip away.

How can you differentiate your company's web presence? Provide timely news, links, books, jobs and information that keeps your prospects and clients coming back to you? Content Hound by Broadlook brings visitors to your website and keeps your audience coming back.

Solutions



Web Portals

Adding Content Hound to your portal website is the quickest way to increase visibility to the search engines and attract visitors. Our clients have created vast newsrooms of current information providing an essential resource for their visitors. Industry jobs, links to whitepapers, and recommended reading provide a complete solution that will make your portal the resource of choice in your industry.

Take a look www.voipaction.com

E-publications

If you publish an e-zine, newsletter, or other electronic publication you know how importance of engaging content. If your target audience doesn't see value at first glance, your publication is bound for the trash bin. Content Hound makes it easy to find and add relative content to your e-publications, providing your subscribers a true value-add while minimizing preparation time.

Company Homepages

Defining yourself as an industry leader means knowing the latest events in your industry. Using Content Hound on your corporate website differentiates yourself from the competition and provides your partners, clients, and prospects by giving them an information source related to your mutual industry.

Employee Intranets

Educate employees with competitive intelligence, market news, and educational resources using Content Hound.

What our users say:

“ Thinking up reasons for visitors to keep coming back to the site is not an easy task, but a necessary one. Content Hound helps us do just that. It's been one of the best investments we've made to help us build visitor traffic.

- Webmaster, www.dieticiancentral.com

For more information about Content Hound

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