



News Release

PointMetric Announces the Release of the PointME Suite of Services Designed to Help Marketing Executives Maximize Their Online Marketing Investment

RALEIGH, NC – January 8, 2008 - [PointMetric](#), a full-service search marketing firm and cutting-edge research technology company, announces the release of the [PointME suite of services](#), powered by the [PointMetric technology platform](#).

PointMetric offers marketing executives a [scientific approach](#) to search marketing by leveraging the 'analytical power' of the PointMetric research technology to identify and implement the changes needed to improve rankings within the search results pages on major search engines such as Google, Yahoo! and MSN.

The PointME suite of services was designed for marketing executives to produce, analyze and implement the industry's most accurate and actionable [search marketing data](#) and [competitive intelligence](#). A full analysis for each keyphrase examines over 5.9 billion data points to provide detailed intelligence and specific recommendations for important SEO factors. Using complex mathematical, statistical, and linguistic methods, PointMetric analyzes top ranking web properties to produce time sensitive and actionable data.

"PointMetric is the science behind search engine marketing," explains Scott Young, Director of Sales and Marketing for PointMetric. "Our proven technology is what differentiates us from other SEO firms. We eliminate 'trial and error' from the search marketing process."

PointME combines industry leading intelligence with proven tools and methodologies to provide the following [solutions](#):

- **Competitive Intelligence**
- **Search Engine Optimization**
- **Paid Search Management**
- **Online Marketing Consulting**
- **Strategic SEO Consulting**
- **Keyphrase Research**
- **Link Reputation Management**
- **Search Trend Analysis**
- **Corporate Blog Consulting**

"Our full-service search marketing firm is built around our robust technology," stated Young. "Our science and process impose the efficiencies of math to generate [prioritized blueprints](#), taking the guesswork out of the search marketing equation."

[About PointMetric](#)

PointMetric (www.pointmetric.com) is a full-service search marketing firm and cutting-edge research technology company that provides high quality **competitive intelligence, industry specific data reports, natural search engine optimization (SEO), paid search management and corporate blog marketing services**. PointMetric's proprietary technology platform produces the industry's most accurate and actionable search engine marketing data and analysis. Our science and methodology produces optimal results and eliminates "trial and error" from the SEO process. Headquartered in Raleigh, NC, the company services clients around the world. For more information please visit www.pointmetric.com.

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