

PointMetric Releases the Health & Fitness Top 50 as Part of the SEO Industry Intelligence Report for the Health & Fitness Industry

RALEIGH, NC February 5, 2008 - **PointMetric**, a full-service search marketing firm and developer of search marketing intelligence technologies, announces the release of the **Health & Fitness Top 50** as part of the **PointMetric Health & Fitness SEO Industry Intelligence Report**.

The PointMetric Health & Fitness Top 50 represents the most stable of the high-ranking web properties across a defined set of industry keywords. These are the sites that represent the “standard” on the key search marketing metrics measured by PointMetric across a range of keywords in the Health & Fitness category.

The PointMetric Top 50 is only one component of the PointMetric SEO Industry Intelligence Reports, which provide in-depth scientific analysis of a particular industry across a chosen set of keyphrases selected to represent the industry. This report provides detailed competitive intelligence and contains comprehensive search engine optimization data and analysis for search marketing professionals seeking to optimize web properties for the **Health & Fitness Industry**.

“The PointMetric Top 50 list is not a measure of web properties that have the highest rankings or the most traffic. The list reveals the sites with the most stable top positioning and should be viewed as a measure of who is least vulnerable to being supplanted in their organic search results position,” said PointMetric's CTO Michael Marshall.

Health & Fitness Top 50 Preview

RANK / DOMAIN OF THE RANKING PAGE

1	http://www.whitehouse.gov/
2	http://www.fitnessmagazine.com/
3	http://thyroid.about.com/
4	http://www.diabetes.org/
5	http://www.weightloss.com/
6	http://www.weight-loss-diet-help.com/
7	http://www.meredith.com/
8	http://www.ext.colostate.edu/
9	http://www.girlshealth.gov/
10	http://faqs.org/

Other notable Top 50 listings

RANK / DOMAIN OF THE RANKING PAGE

11	http://www.goldsgym1.com/
12	http://www.overstock.com/
13	http://www.healthclubs.com/
17	http://www.mayoclinic.com/ (<i>also 18, 35, 40, 42</i>)
19	http://allrecipes.com/
20	http://www.menshealth.com/
22	http://www.sparkpeople.com/
24	http://dictionary.webmd.com/
26	http://www.24hourfitness.com/
27	http://www.lafitness.com/ (<i>also 31</i>)
29	http://www.ballyfitness.com/
30	http://www.bodybuilding.com/
44	http://www.fitnessmagazine.com/
48	http://www.goldsgym.com/

The complete Health Fitness Top 50 list is available at http://www.pointmetric.com/health_fitness_top50.html

The PointMetric Health & Fitness Industry Intelligence Report represents a small fraction of the analytical power offered by the PointMetric technology platform. The complete **Health & Fitness SEO Industry Intelligence Report** containing the **PointMetric Health & Fitness Top 50** is available for purchase at www.pointmetric.com.

ABOUT POINTMETRIX INDUSTRY INTELLIGENCE REPORTS

PointMetrix Industry Intelligence Reports provide concise, specific, time sensitive and actionable data and insight for a specific industry. This data can easily be used for web properties trying to compete for organic search results in a particular industry. PointMetrix reports produce actionable search engine optimization data for a particular industry and timeframe so that web properties attempting to compete for organic search traffic in that industry can quickly optimize their own web pages and align their keyword/keyphrase specific optimization efforts with top ranking pages in that industry.

ABOUT POINTMETRIX

PointMetrix (www.pointmetrix.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. PointMetrix'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.pointmetrix.com.

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