

**Trademark Productions Web Talk Radio Show Transcript**  
**Debra Northart**  
**September 3, 2009**



Dwight Zahringer: Hi, you're tuned in to another edition of the Trademark Productions SEO web talk radio show. Hi, I'm Dwight Zahringer with Trademark Productions and today we're going to be talking with Debra Northart of WebVisible. We're going to be talking a little bit about Bing, Microsoft's new search engine, and the impact that's had over this past summer.

Debra is Director of Media Operations for the company WebVisible. They provide software solutions to help small companies develop their interactive advertising online. WebVisible has received numerous awards. Back in

2007/2008 for engineering software company of the year, and internet product of the year.

Dwight Zahringer: Debra's done work for the New York Times, AT&T, local insight media representing more than 85,000 small businesses to medium enterprise initiatives. She's also a writer for Search Engine Land.

One of the things that spiked our interest was her article that was titled "Can Bing change the culture of online search?" which tackles issues of how Microsoft is trying to find its way in the search industry. She highlighted a lot of important issues about this topic and it's exactly why we wanted to have her on the show.

Debra, thank you for joining us. I appreciate you taking the time out of your busy schedule, especially before this wonderful holiday.

Debra Northart: Well thank you for the invitation. I appreciate it.

Dwight Zahringer: Debra, briefly give us an overview of your Bing article and how you feel about Bing really making a change in the search industry. If you could elaborate a little bit on just the background of your article and some of the research.

Debra Northart: Well, I was at SMX Advanced in Seattle at the beginning of June, which coincided with the announcement of Bing's release. Of course being in Seattle, home of Microsoft, it was rather a big deal. I was visiting the various booths in the exhibition hall and standing at the Microsoft display. They were demonstrating how Bing worked on big-screen TVs, and I was standing next to a woman. We were watching the demo and I turned to her and I said, "So what do you think?" She sort of gave me a wry grin and said, "It's kind of

interesting.” She seemed to be intrigued. And then she paused and said, “But it’s Microsoft and so it probably isn’t going to go anywhere.” And then she stopped again and looked at me and she said, “Now if it were Google,” and she sort of let that hang there in the air. And I said, “Yes, but how are we ever going to shake the hold that Google has on the industry,” if that is of any interest to people, “if we don’t give things like Bing an opportunity to make inroads?”

It made me think how I’ve encountered a lot of people who, while they love using Google as a search engine, I also ran into concerns or various issues for people who are buying media for small businesses, such as WebVisible does, and the tremendous attention that’s paid to Google almost exclusively. That is, in trying to buy media, if all of our customers only hear about Google, it makes it more difficult for us to buy cost efficiently, cost effectively, across a variety of different platforms; different providers. I got to thinking how does one contribute to the idea of change? Curiously enough, in an industry where change is paramount—if not for change we wouldn’t have things like Google—how do you begin to shake up the mindset so that people are more receptive to new opportunities, new ideas, new innovations, and something that is so beholden, if you will, to Google itself?

It was sort of a percolation of that experience in Seattle along with thinking about how just in general changing culture is a tremendously difficult task made me come up with some ideas to throw together into an editorial piece. It sort of expands much beyond just the search industry; just in terms of changing culture. You have it in business communities and in work environments. How do you change something that is of relatively long standing? And even though the search industry isn’t something that’s been around for decades it’s amazingly entrenched for such a short existence.

Dwight Zahringer: I think you can see some relationship or relation to that back in the mid '90s or late '90s when Yahoo became a big player.

Debra Northart: Um-hum (affirmative).

Dwight Zahringer: Google wasn't really too much heard of. It was a little bit more of an afterthought. And plus they had no revenue models; text generated type revenues.

Debra Northart: Right.

Dwight Zahringer: So I think we've seen that paradigm shift that has happened over the past decade so to speak. Not to mention you talk a little bit about Google and everybody talks about the evil ship and there's just been a lot of negativity towards Google—not that I'm completely against it—but over the past year or so in a lot of different aspects. Are you familiar with the book *Search?* Are you familiar with how the evolution of how they started the Adwords platform?

Debra Northart: Actually I'm ashamed to admit I have the book but I have not read the book.

Dwight Zahringer: Ah. Well it basically goes back to—just a real quick recap, but—basically how, Overture started back in the late '90s and then sold that off to Yahoo. Well there was a big lawsuit because Google essentially that was their revenue stream. I mean they duplicated the model that was Overture for pay-for-click.

Debra Northart: Um-hum (affirmative).

Dwight Zahringer: That kind of tells me a little bit more and it's why you were kind of talking about some of these things and I guess explaining why you went in to write

this article and kind of give some different perspective on it. It kind of made me think some of those things as well.

So you think Bing basically has some major differences between what Google and Yahoo are offering. Why do you think they went in these directions?

Debra Northart: Well I think that if Bing is really going to be successful it's got a couple of pretty significant tasks before it. It's got to persuade people that using Bing is going to provide them something that's different and better than Google can currently provide. Now this particular moment in time, whether this is the most opportune moment for Bing to be released, is arguable I suppose from a number of different perspectives. But the idea that – and if you look at Bing the way that their searches are produced and the differences between using it as a search engine as opposed to the way a publisher might use it for a website and how it picks up performance and such, the differences there have to be significant enough for users to want to come back and use it again.

Dwight Zahringer: Sure.

Debra Northart: I've been reading some materials. Tom Costello at Cool wrote a very interesting article in June called, "So how is Bing doing?" and he talks about the significance of spam when you put in a search query, how much is truly relevant; Google relative to Bing relative to Yahoo, how satisfied are users going to be depending upon how many times they have to keep refining their search in order to truly find what they've been looking for, and how long is it going to take before enough satisfactory experiences on Bing are enough to offset what has already developed as a satisfactory experience with Google.

Dwight Zahringer: Sure.

Debra Northart: That's a huge, huge mountain to climb, if you ask me. I mean I would like to think that people, again, in the search industry would be receptive to the idea of trying something different. But I'm not sure that there's an enormous amount of patience. The pace of change in the industry is so important. I mean there's always got to be the new thing. And I'm not sure how long people are going to be willing to experiment and wait and see with Bing in order for it to make significant inroads to Google's market share. I think that the relationship that's developing, that is in the works, with Yahoo could make a big difference. I mean that could really make a difference. But it's not going to be effective for, what, nine months to a year before we truly start to see changes that could make an impact on how Google's reception in the marketplace is going to be relative to the Microsoft/Yahoo relationship.

Dwight Zahringer: Yes, that was going to be my reaction. My response was they are going to be taking over the results and populating those for Yahoo is what they're stating now. So there's already those commitments that are being put in place so that we will have a different type of directory that's going to be filled. And they're going to double the amount of searches that are happening on a regular basis if we look at today's count numbers for the market share that Yahoo holds. So I think it's going to be interesting to see it that way, too, and how that's going to play out.

What do you think are some of the best features Bing has right now? Like maybe such as the cash back program that they're touting a little bit. Do you think these are potential threats for Google?

Debra Northart: I think anything is a potential threat. But I think that anything that Bing has to offer is a potential threat. But the operative word there is potential because if they cannot get users to go to Bing and to discover what is there, all of the

wonderful features in the world are going to be unimportant. They're going to be moot points.

Dwight Zahringer: Absolutely.

Debra Northart: In reading – I'm sure you've read so much in industry writings over the last couple of months since Bing's release. The big obstacle is getting people to pay attention to Bing. And I honestly think, even though it sounds almost too simple and too basic, I think that Microsoft would be best served by promoting Bing to the utmost as a search engine. Because the buzz in the consumer market is going to be 'everybody wants to Google; Google this' Google is now the term that you use for searching. people just aren't Yahooing and Binging to the same extent as they are Googling.

Dwight Zahringer: It doesn't sound as cool.

Debra Northart: {Laughs} Well I think that Bing is a dangerous term. We're going to have to be careful with how we use it. Googling has become a little bit more pervasive in the consumer marketplace so that we know what it means and people don't look at you sideways when you use that term.

Dwight Zahringer: Absolutely.

Debra Northart: But I think that Microsoft needs to consistently promote the usage and the benefits of Bing as a really basic service before they can truly expect people to look at the more enhanced features that they may be able to provide. Because if nobody's going there it won't matter.

Dwight Zahringer: Right. Now another thing, too, is they are touting this or advertising this as the decision engine.

Debra Northart: Um-hum (affirmative).

Dwight Zahringer: Is that the correct – and that’s the part of the thing I agree with you on that point, too, is that they need to relabel and remarket this as a search engine because that’s something that everybody can understand. I have a car. I’m going to go on an airplane. I’m going to use a search engine. And I think from there people can gather from the brand manufacturer, if it’s going to be from Google or it’s going to be from Yahoo, it’s going to be from Microsoft, what their model that they’re using. So I’m going to use the Bing engine. Now I think they’re trying to educate consumers and help them relearn. And I don’t think that’s in their favor right now at this point. And that’s just my opinion.

But the next thing is we’ve seen ourselves the rise and the fall of refers for a lot of our clients and a lot of our sites as well in our agency here, for Bing especially, in August. We did see a pretty steady decline as far as refers coming to sites. Have you seen anything like that there and why do you think it happened?

Debra Northart: Well I think that a decline wouldn’t be surprising in light of the spike that occurred with Bing’s release. There was a certain amount of, “Ooh I’ve got to go see what this is about.” And among people – I always think that we need to differentiate, and this sort of addresses something that I wanted to talk about a little bit further along, differentiate between your, if I dare call them, regular user; someone sitting in their den at home who’s looking for a particular product or service and gets online and pulls up a search engine and says, “I need to find a plumber in Irvine, California,” for example.

Dwight Zahringer: Sure, that’s the type of user that – sorry, but that’s the type of user that’s probably logging in through their DSL or their broadband; maybe even dial-

up or satellite still, and they're going to their localized homepage for login; whether it be from their provider. Like in the east coast up here we have Comcast.

Debra Northart: Um-hum (affirmative).

Dwight Zahringer: A lot of people have Comcast and the default search engine with that is going to be Google, but through the Comcast network. And that also meshes results with Yahoo as well. So that's the other thing, too. They may not even begin in utilizing right from a straight search engine such as a Google or a Yahoo or a Bing.

Debra Northart: Um-hum (affirmative). I think that that's a whole segment of the population that is going to have to become familiar with the service. But it's differentiated, or should be differentiated from people work in online advertising, such as the company I work for. We're trying to put ad placements on Google and Yahoo and Bing and other providers in order to generate traffic to merchant websites so that they get business. And so you have sort of a twofold component, two different constituencies that are interested in using and talking about Google and Bing, for example. And while it's – one market attack needs to be in the direction of the consumer base. I think that the other market group that needs to be targeted are the people such as myself who are going on these search engines and saying, "How much is it going to cost me to put an ad here? And how much traffic am I really going to be able to generate for this mom and pop down the street that we're placing advertising for?"

Dwight Zahringer: I agree with you 100% because we've had a lot of lack of success; an increased lack of success using Adcenter for the longest time.

Debra Northart: Um-hum (affirmative).

Dwight Zahringer: A lot of ads for our clients, the search results, the traffic is just not there to sustain any type of interest. And if that's going to drive someone to one of our mom/pop or one of our client sites to have them fill out a lead, buy a product, or pick up the phone and call. And they just never were able to give us the quantity and the volume that a lot of our clients were looking for.

Debra Northart: Exactly, and it's kind of a catch 22 in that respect because if the traffic isn't there, then our customers are going to say, "Well, you know, if you can't get me the business from that provider then I'm really not going to want to spend my dollars there. I want you to put my ads where I know people are looking." And if the consumers are all looking at Google, the ads have to be there. You have to satisfy your customer's needs. You have to be able to give them those sales. And if they – if Bing can't provide the traffic they're never going to get the interest, they're not going to get the business that could potentially be there. And so it just keeps sort of spinning around and around.

Dwight Zahringer: Um-hum (affirmative). Now when did Bing officially launch? Was that back in May?

Debra Northart: I actually think it was about May 28. My understanding based on some conversations I had in Seattle was that they had not anticipated releasing quite as early as they did, but the word got out and they sort of had to jump the gun. So it was right at the end of May, the first part of June. But I think the actual official release may have been around May 28 or thereabouts.

Dwight Zahringer: Okay. So I guess what percentage of the search traffic really is utilizing Google and how does Bing line up against – compared to Google and Yahoo right now?

Debra Northart: Well I was looking at...

{ Crosstalk }

I do have some numbers for August. I was checking out Hitwise for August numbers, which I thought would probably be a good indicator because there was a leveling off after the initial hubbub of, "Ooh, this is a new thing. Let's check it out." It might be more indicative of where the numbers are. Now for volume of searches for the month of August, Google is sitting at just over 70%. And Bing is just under 10%. Yahoo falls in there at just about 17%. So there's an enormous disparity between the kind of search volume that each of those engines are generating. If you break that down into website visits for all categories, Google has 6.7%, which sits at number one in the Hitwise rankings, and Bing is down at 0.76% of visits at number 12. Yahoo comes in at number nine. If you look at just computer and internet search engine time period for the same statistics, Google has 64% and Bing has 7%. So the distinction, the disparity between where Google is, it's a monster compared to virtually anybody. Even if you aggregate all the other engines Google still surpasses virtually anything else that anybody's doing.

Dwight Zahringer: By leaps and bounds.

Debra Northart: Yes. And for that reason the potential for the Microsoft Yahoo merging, if they can bring that up to someplace in the vicinity of 26-30% of search volume, then that's something that I think people are going to be required to pay a little bit more attention to in terms of buying media.

Dwight Zahringer: Oh, yes; absolutely.

Debra Northart: The regular user, I'm not so sure. But I think those things are tied together, especially for a company such as the one I work for. Because we are working with small businesses, which really get a sense of the pulse of the consumer base because they are so closely in touch with their customers and convey that information to us. If their customers simply aren't paying attention to anything but Google, that's what they're going to want and we're going to be caught in that catch 22 unless we can show them by some means that buying media elsewhere is going to be as beneficial to them. Because a dollar's a dollar's a dollar, right? If our local merchant gets a lead that converts to dollars in his pocket as a result of an ad that we're running on Bing, why is he going to argue with that?

Dwight Zahringer: No, he's not.

Debra Northart: But it's going to be something that has to be demonstrated, I think, in order to really convince business and consumer that this is a viable alternative to Google.

Dwight Zahringer: Absolutely. You know we've never been, like I mentioned, big fans of Adcenter, but that's completely correct that if when they do do this merger, I'm only hoping—and I have my fingers crossed—that we remove the Yahoo search marketing platform. I don't know how big of a fan you are of utilizing that for placing at least for the online paid ads.

Debra Northart: Not greatly. {Laughs}

Dwight Zahringer: Well then I think we're in the majority of a lot of people out there.

Debra Northart: I think so.

Dwight Zahringer: And it's funny now, with the announcement of this it's one of those things where all the pieces kind of fit into place, so to speak. You kind of do a little reminiscing and look back and say, "You know what? This all kind of makes sense." Because I've never been a big fan of it and when they did do a switch over, that was over a year and a half ago, probably two years ago in January, to the new platform, which is all flash based, it seemed like things just started going downhill. And then our communication with a lot of our reps and the changeover, it just seemed like things were always dwindling.

Debra Northart: Um-hum (affirmative).

Dwight Zahringer: Becoming more decrepit and just getting worse and worse. And the connection with the advertisers and some of our account reps just seemed to be becoming more and more distant. And the level of care wasn't there as much as it was before either. But then again, too, consumers on the other end—what we had said—Bing is just maybe not a cool word to say.

Debra Northart: {Laughs}

Dwight Zahringer: It could be about, you know, going on Yahoo or doing Googling. But in your article, you state that online search needs to constantly change in order for the industry to move forward, which I'm in total agreeance with. At times also having an agency and working in the industry like you do, I wish we could pause it. I wish we could slow it down a little bit. It seems like just when we're starting to get involved in something and figuring it out and now it's optimization of social media. By the time we figure out the optimization of social media, the next big thing will be coming along. But you're stating, basically, do not surrender to Google's dominance, which I agree with, too. Do you think it's possible for the search industry to become a two player market?

Debra Northart: Well I'd like to think so. I'd like to think that it becomes more than a two player market, but I probably am dreaming in that respect. There was a time, of course, when Google was only an infant, that there was no notion that there was a monster in the sector that was going to dominate everything. I can remember, and I've been working in the industry for about ten years, when Google was not on the radar anywhere. When our company started doing search ads Google was an afterthought. They couldn't do anything locally. They didn't have the capacity to do very small media buys, which is for our small businesses. Our business is largely an aggregate because we work with a lot of small businesses. We're not buying millions of dollars of media for one client.

Dwight Zahringer: I hear you.

Debra Northart: And so Google was not in the forefront of our activities. Now obviously they've revised and changed and accommodated in the sense that the industry has to continue to change in order to accommodate what the merchant base, what the customer base really needs. But I would like to think that at some point in time there's more than just Google out there. This is a greater philosophical point, though, because I think the point that I ultimately was trying to make is that I don't think it ever serves the marketplace or the consumer most effectively to only have one choice.

Dwight Zahringer: Well now it's coming to an antitrust issue (inaudible).

{Crosstalk}

Debra Northart: Well, and certainly there are plenty of people who've raised that point and brought litigation aimed at Google; just like any other industry. I mean

Microsoft certainly has had its own share of difficulties regarding its software and its dominance in the marketplace; the bundling of Internet Explorer and things like that that show up on computers. I think that as long as consumers don't have any opportunity to go elsewhere it's easy for the dominant company to become complacent.

Dwight Zahringer: Right.

Debra Northart: I don't think that's a good thing. I don't think it's a good thing for any of us. Now your point about I wish we could slow it down a little bit, we could sort of catch our breath and figure out how to do things better, certainly we encounter that all the time. Just about the time you think you've got a handle on how best to craft your website or how best to create your campaigns with your ad copy and your keywords and the way you target it, something changes and you have to re tweak it and figure it all out again and start working on those silly quality scores all over again, and page rankings and everything else. And that's a good thing in that it keeps us sharp, but I also think that if we're only doing it – one of the points that keeps coming up in everything I read is the question of optimization of pages and are we going to have to start revising websites so that you actually have dual websites; one that is created to accommodate the pieces that Bing is really targeting and another that looks at Google.

As long as Google is the monster in the space and can pretty much set your standards by what they look for and what works best on Google, it makes it easier for us. But it also can make us complacent in terms of how we craft campaigns and how we craft websites. And I don't necessarily think that that's in the best interest of any of us; both the side that's working on campaigns because it tends to make us lazy, and for customers. You know you want to constantly be trying to figure out how better to present yourself. And

it's not good for the services either. It's not good for Google because, while I hardly think that they're sitting around twiddling their thumbs and thinking they've got it made in the shade, I think that the willingness to interact with people who use their service becomes a little bit more difficult.

We work with Google closely regarding campaigns that we place on their pay placement and even organic search. And it's always easy if you feel as though you don't have to worry about your customer base because you've got it cornered. It's easier to let things ride and not pay as much attention to your market. And, again, I would not presume to say that that's what is going on at Google because they're entirely too innovative to have that set against them, but there's the danger of that. And I like to see more competition.

Dwight Zahringer: Right. I mean we've been, here, in the SEO industry or in search since the early break of the millennium, so to speak.

Debra Northart: Um-hum (affirmative).

Dwight Zahringer: And I agree with you, too, that Google never was a big player until they came out with the Adwords system. And then it was an immediate skyrocket. And that's when everybody started really hearing about all the excitement of Google and everything; maybe around 2002/2003. They've always been innovative in the fact of they have great publicity. If you speak to any people that work over at Google, they are genuinely very nice people, very good humans, and very well behaved...

Debra Northart: {Laughs} Yes.

Dwight Zahringer: ...how they speak publicly about things, and even in private. They've always been innovative to move forward and to change their algorithm, to

change aspects of many components and how they do things. And that's continuous. We've seen the update recently with Vince and now with the Caffeine product that is being integrated over a short period of time here as well. We used to have a company that was very highly involved into linked placements that we recently separated with. But those always been issues with Google, so I think that they're going to continue to keep that rise going. They're going to continue to be a leader and they do have to take notes and pay attention to what has happened with the defense and the offense that Yahoo is and with the introduction of Bing.

Now we got a little bit into SEO, there, in talking about some of the algorithmic aspects of how websites would be ranked organically; how search results are going to be placed. And that was a big, big discussion and still big topics of discussion as far as how are we going to have to build client sites or optimize client sites or landing pages and this and this and that, and point specific user agents at one page and then to another one so that we can gain our rankings and manipulate these things. Google has always given, traditionally, more weight—or in my opinion, as I have a long history in link building—but in my opinion that's been the demise of the page rank algorithm. And their (inaudible) they put such a large value on inbound links and the anchor text in regards to it, and also with the content.

Where we see Bing now as focusing more on the keywords in the content as opposed to just having your anchor text on all of your backlinks. If they continue to rank pages differently, how do you see the search industry changing? Do you think – I mean what do feel that's going to happen? Is this going to become required of SEOs and businesses to acquire a high—I don't want to use the term page rank because that's kind of a bad word in our office here—but a good ranking on both search engines? Do think its going to become more critical in the future as we see SEO growing?

Debra Northart: If there's any interest in generating attention from something other than Google, then I do think there are going to have to be accommodations made to the kinds of triggers that are going to generate attention from places like Bing. There just doesn't seem to be any alternative to that. But I think that that's going to be determined largely on whether or not Bing is considered a viable partner in the whole marketing process. Is it going to be worth your trouble? And, again, I think that 30% market share is going to be the driver. If Bing/Yahoo—I don't know what that's going to turn into—Bing/Yahoo becomes a big enough player so that people recognize that, "Okay we need to be there," and if needing to be there and be effective there means that they're going to have to revise the way their websites are structured, then I think they'll do it.

Dwight Zahringer: Yes, this is going to be a very, very interesting next couple months. I'm really looking forward to the rest of the year. Are you going to be going out to SMX? Do you ever get out to the east coast or you just pretty much plant yourself on the west side?

Debra Northart: I'm largely west coast based. I'd love the opportunity to rub elbows with the eastern crowd. I've lived in the eastern part of the country for a number of years, so getting back there does not happen frequently enough for me. But largely I'm out on this side of the world.

Dwight Zahringer: Well we are going to be out at SMX, which is in early October in New York. And then we'll also be over on your side, are you going to be going to PubCon this year?

Debra Northart: I haven't actually made any future plans {laughs} to be perfectly honest. So the calendar is kind of open and unscheduled at this point.

Dwight Zahringer: Well I'm interested to see how this is going to play out in the up and coming months. I'm also interested to see, at both of these different conferences, how these topics are going to be discussed, and what's going to be different by that point. Hopefully there'll be a little less emphasis on Twitter and Facebook and social media myself.

Debra Northart: {Laughs}

Dwight Zahringer: I'm a big advocate of optimizing a site for the users for usability based off of your traffic history and analytics and that definitely works well.

Debra Northart: Um-hum (affirmative).

Dwight Zahringer: And of course, you know, we have some of these new points into fray and maybe now we're going to start to be building sites to say, "Well if you want," it's almost like the child going to mom and then going to dad asking the same types of questions and getting different answers and figuring out which one they like best.

Debra Northart: Interesting analogy. I think that's going to be really critical. If we actually do see tweaks made to websites so that they can channel to the respective search engines, and then as a consequence we start seeing the data come back and there's a significant difference in performance and responsiveness one to the other. That, I think, will encourage either the segmentation so that people say, "Well if you're in this business, this really seems to work better on this provider, but if you're in this business it works really much better on this one," you may see a break in that regard. Or you may just see individual businesses that say, "I'm getting better results here than there and therefore I'm going to spend my money here." It's all so tied together, though. You

can't – it's very difficult, I think, to untangle the threads of what will happen, what might happen, based on speculation at this point where we are. We're going to have to see results. And results of a variety of sorts; look at that analytical information and find out where are you getting what it is that you want, how cost effective is it, and then what do you do?

Dwight Zahringer: Yes. And it's tough, too. It seems like your company has a pretty good niche buying large amounts of media for smaller businesses and helping to break that up and has a good process put in for doing so. For a smaller digital agency like ourselves, Trademark, that poses another problem because we spend a good amount of time, as well, working with some of our clients. Some of them have been burned a couple of times or tried dipping into it themselves, or have hired the in-house optimizer or SEO expert or gave it to their webmaster or their marketing person. It's another wrench into the fray of something new now that they have to be doing or have to be aware of to a certain aspect of now what's up and coming and now "How do I have to modify my website and different aspects to be specific to the user base that's coming from a Bing/Yahoo result or that's coming from a Google result?"

Debra Northart: Um-hum (affirmative).

Dwight Zahringer: That's also going to be a challenge moving forward, but I guess these are the curveballs we are thrown in our industry and this is why we got into it, supposedly. But that's why we love it and we come to work every day and keep moving forward.

Debra Northart: Well and that's that piece of innovation that makes this a really exciting business to be in.

Dwight Zahringer: Yes, you're absolutely correct; absolutely correct. Debra, I want to thank you again very much for joining us this week. Is there anything that you would like to plug out there for us?

Debra Northart: Just that WebVisible is the best provider of media online for small and medium businesses, so come see us online.

Dwight Zahringer: {Laughs}

Debra Northart: {Laughs}

Dwight Zahringer: And that web address is...

Debra Northart: [www.webvisible.com](http://www.webvisible.com).

Dwight Zahringer: And if you want to hear more of Debra's innovative thoughts on a lot of great topics, make sure to head over, on a regular basis, over to Search Engine Land if you're not already reading that should be definitely on your radar. Debra, again, thank you very much for joining us and giving us the insight and I hope to be meeting up with you in the near future at one of these shows once I get over to west coast.

Debra Northart: I hope so too.

Dwight Zahringer: Alright, we'll talk to you real soon. Thanks Debra.

Debra Northart: Thank you very much.

THE END