Pixsy Backgrounder & Key Trends

The web is becoming visual

More and more image content making its way online

Websites want ways to keep users, add content, and monetize

Image Search is fastest growing search vertical

Pixsy is leader in Private Label Image and Video Search

Image Search SEO Optimization

Image search results pages (iSERPs) create new content rich pages on your site

Submit iSERPs via Sitemaps to search engines for crawling

= higher likelihood for SEO traffic from search engines

Image Search SEO Optimization

Add rich metadata to images (give them context!)

Push out RSS/MRSS and update frequently

Contact and submit feeds to multimedia search engines

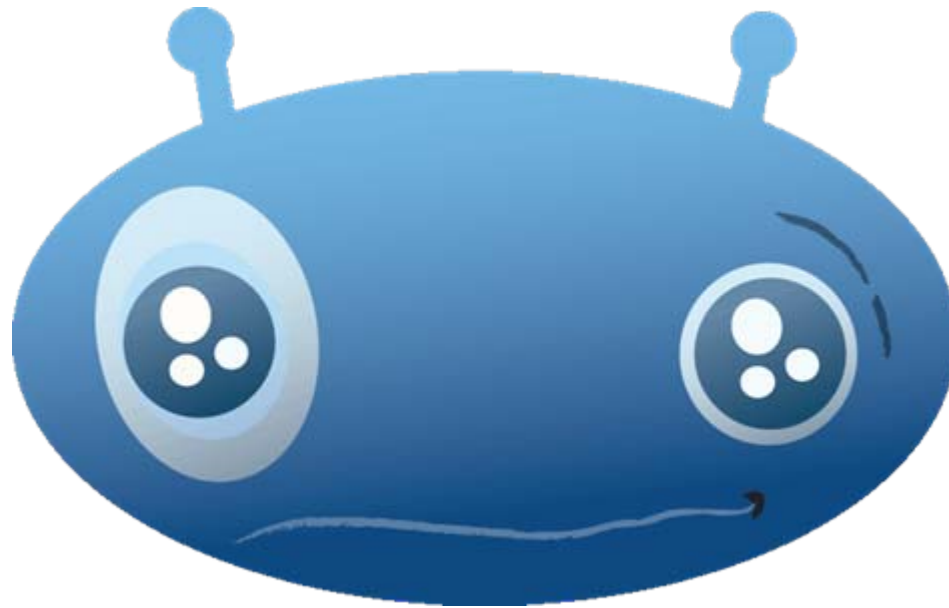# Image Search on your site

Creates new traffic and monetization

Huge database of images for users to search

Users stay on site longer, performing more searches

SEO optimized search results

Analytics platform to monitor search activity

Content updating to the minute

Search Engine
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THANKS!