



There are those who search.

And those who find.

# A comprehensive report on media monitoring and search engines.

Presented by



# The search engine dilemma for public relations professionals.

Directions to a client's office... looking up a competitor's product... industry research... they're all ideal search engine functions. But when it comes to monitoring your media efforts, search engines fall dangerously short, for two reasons...

- They find too much information
- They find too little information

Yes, at first this seems like a contradiction, until you do a quick, online search to see how your latest PR effort is going. Your typical search engine results could yield millions of hits—everything from a few, abbreviated press clippings, to thousands of Web sites and information that has NOTHING to do with your search. It's frustrating, to say the least, in a day and age when things move far too quickly and staff is leaner than ever. Who has the time to go through it all?

But, perhaps even more critical, is what search engines *can't* find. We'll get to that in a moment. For now, it's important to understand how search engines work and why they produce the results they do.

## Search engine structure: Where it works, where it doesn't.

Every search engine is its own entity, designed and programmed in a way that's usually a carefully guarded trade secret. But all search engines have certain features in common...

- They search the Internet's vast array of Web pages for keywords, links and more, using "spiders"—robot software that, in essence, records Web page content and traffic flow.
- They keep an index of all their findings, and continually update it.
- They enable you to search the Web, via a word search against their index, for the information you want to find.

For a lot of general research purposes, search engines typically work well—they make the very big, very complex, ever-growing world of the Internet accessible and digestible.

But, to rely solely on search engines to find the articles or postings that were published as a result of your media outreach efforts or that of your competitors, is to expose yourself to a vast, often repetitious, assortment of irrelevant matter—while at the same time missing essential stories simply because you can't gain access to them. In no time at all, you'll be wishing there was a more efficient way to get your hands on the articles that reflect what you're really after... articles that match the *intent* of your search.

### **Search engines don't provide access to "premium content."**

By premium content, we mean the online publications that are only available to paid subscribers. The searches you do online only scratch the surface, because many of the stories that are posted to newspaper and magazine Web sites are not available free-of-charge—and those are the stories you really want to see and know about. So while they may appear in your search results, when you click on the link you will be denied access to the article unless you are a subscriber to the publication.

It may also come as a surprise to learn that free portions of news Web sites typically contain a great deal of repetitious syndicated material that's not necessarily included in the print version of the publication. A recent BurrellesLuce analysis of the Web sites of leading daily newspapers (not to be confused with the electronic versions of the print editions) revealed that *the amount of wire or non-original stories posted can equal or even exceed the total number of articles appearing in the entire print newspaper!*

While you may retrieve some of what you're looking for with an online search, you can most assuredly count on missing a vital portion of your news coverage. You'll also be inundated with syndicated articles that are exact replicas of each other. Sometimes, people like this kind of redundancy (showing all relevant articles that appear in every source), but most PR pros find it exasperating and incredibly time consuming.

*BurrellesLuce monitors thousands of influential blogs, over 5,000 Web editions of newspapers and magazines, nearly 5,800 Web-only news sources and more than 50,000 Web forums.*

*A significant percentage of this source list is "premium content," accessible only through a paid subscription.*

### **Search engines rely on programming—not judgment.**

If you went to a library, walked up to the reference librarian and said nothing more than, "Napoleon," you'd likely get a puzzled look, and maybe an escort out of the building. Most librarians, however, would ask you questions about what you were really looking for—is it Napoleon's military record? His history? His love life? They would help you narrow your search, until you got exactly what you wanted.

Unfortunately, a search engine can't help you drill down like this. **YOU** have to drive **IT** to find the information you need. That takes very sophisticated search applications and probably a lot more time than any of us have on any given business day.

You're also at the mercy of the search engine's index—the words, tags and other information that is stored on the search engine servers. The indexing system that is used by each search engine is unique and dynamic. That's why, when you do the same search on multiple search engines, you get radically different results.

87%

*The percent of PR News readers, in a recent survey, who say that having their clips reviewed by an editor for relevance to their search is "important" or "very important."*

## How to access premium content and eliminate irrelevant hits.

The majority of PR pros turn to professional media monitoring services like BurrellesLuce, because these services can promise to deliver a very comprehensive source list, the advanced searching and the human editing. The combination of these three features is what brings reliable results. *And their benefits are simply irrefutable...*

- **Complete access to premium content on the Web.** Unless you are willing to subscribe to premium content on your own and monitor it yourself, without a media monitoring service that includes premium content in its source list, you'll be missing out on a significant percentage of electronic media that may have carried your news.
- **Advanced search technology that saves you serious time.** Proprietary search engine technology, designed by people who know the media monitoring business inside and out, provides you with the confidence of knowing that intricate parameters will be placed on your search. It's these parameters that will eliminate extraneous or repetitious articles. (Unless, of course, you specify that you want to see every single article.)

• **The latest technology isn't enough... you need excellent judgment, too.**

Seasoned editors, who look at all the news before clients even see it, make the final difference.

BurrellesLuce has found that their editors typically discard 80% of all articles retrieved by their initial electronic searches—proof positive that there's a profound amount of irrelevant news and repetitious material that must be waded through to provide only the stories that are really of interest to clients.

This unique level of "human-touch" editing saves BurrellesLuce clients significant time and money.

## Where the "rubber hits the road." BurrellesLuce vs. free search engines...

BurrellesLuce recently did an extensive study, comparing our search results to those found by everyday search engines. We used **IDENTICAL** keywords in our searches. The results may surprise you...

### CASE STUDY 1

*A general search in which we specifically excluded sources from our search*

	Initial search results	Edited results	Delivered to client
<b>BurrellesLuce</b>	<b>2,056</b>	<b>34</b>	<b>34 highly relevant stories</b>
Search engine	11,400,000	0	11,400,000 "hits"

### CASE STUDY 2

*A search of the top 100 (by circulation) dailies and a few specific publications*

	Initial search results	Edited results	Delivered to client
<b>BurrellesLuce</b>	<b>3,342</b>	<b>2,154</b>	<b>2,154 highly relevant stories</b>
Search engine	439,000	0	439,000 "hits"

### CASE STUDY 3

*A search of the top 50 (by circulation) dailies, excluding local chains and obituaries*

	Initial search results	Edited results	Delivered to client
<b>BurrellesLuce</b>	<b>2,095</b>	<b>1,191</b>	<b>1,191 highly relevant stories</b>
Search engine	2,910,000	0	2,910,000 "hits"

### CASE STUDY 4

*A search for feature articles that aimed to eliminate mere mentions*

	Initial search results	Edited results	Delivered to client
<b>BurrellesLuce</b>	<b>1,544</b>	<b>904</b>	<b>904 feature articles</b>
Search engine	2,270,000	0	2,270,000 "hits"

### The conclusion...

*Sophisticated search and editing capabilities bring real results.*

# What is your time worth?

What the case studies show here is probably all too familiar to you—search engines produce results, certainly. But they also produce loads of irrelevant material that has to be looked at, sorted through and often discarded. While you may initially turn to free online searching in hopes of finding news about clients, competitors or your own company, it's clear to see that there's nothing free about this kind of search.

If you need results that you can confidently rely on, you must turn to a media monitoring service that includes...

- **Premium coverage** in its source list.
- **Sophisticated search techniques** specifically designed with the PR professional in mind.
- **Human intelligence** to make those distinctions technology simply can't provide.

**To learn more about finding all your media coverage,  
visit [www.BurrellesLuce.com/getthestory](http://www.BurrellesLuce.com/getthestory) or call 877.315.8985.**

