

Search is big business – a billion dollar business according to the experts. Don't believe it? Just open your web browser and go online to any company website and you'll see two things: a Search box and advertising. Whether it's pop up or banner ads, contextual text ads, pay per click (PPC), sponsored ads, or ranked results – everybody's in the online advertising business. The difference between the folks who do it really well – those that make a ton of money from it – and those that are mediocre at it – is *good Search*. In order to have good Search, you have to have two things: *good Search technology and a really good understanding of what people are looking for when they come to your website*.

We've done the first part. Morris has entered into a partnership with FAST Search and Transfer, one of the best Enterprise Search Technology companies in the world, to help us build a new Site Search. Also, as a part of the Newspaper Consortium with Yahoo!, Morris will use Yahoo! for Web Search and Yahoo! Search Services (Content Match and Sponsored Search) to build online revenue.

The second part, the part that is incredibly complex, involves using FAST to build Site Search coupled with the analytics we get from FAST and Yahoo! so that we understand what our users are looking for and we give them the results that they expect. Without going into a lot of the technical detail – that's the essence of our Search Initiative.

Implementing FAST and Yahoo! might be viewed as two separate initiatives. But the effort is being integrated where possible so that there is one Search box and functionality is consistent across all Morris newspaper websites.

### **FAST Site Search**

Keep in mind that implementing a new Site Search is no trivial task. Our newspapers are in different markets –each with a different sense of community, etc. So in order to get site Search done right, we will be working very closely with each newspaper. And to increase our chances of success this time around (because I know some of you are thinking we've done this before), we're starting "*simple*". By that I mean -- we're building site Search using *some* of our data and content – just the stuff that is common to most of our newspaper websites.

And we're not trying to deploy this "*baseline*" solution everywhere all at once. We started with a *baseline* search *internal* to Jacksonville. While the MDW Search Team is working with FAST and the Jacksonville staff to establish best practices, we are beginning to roll the new baseline Search out to other newspaper websites. And that's not all. After this first baseline Search is up and running at all of our newspapers, we will *iterate* -- digging deeper to explore the full potential of Search. That's the plan for our new site Search.

### **Yahoo! Search Services**

As previously mentioned, Morris will be implementing Yahoo! Search Services on all of our newspaper websites. Yahoo! Search Services include:

- Web Search (including the Search box with Yahoo! logo)

- Content Match or contextual text advertising (similar to Google and Quigo)
- Sponsored Search or keyword based text ads on Search results pages

These powerful features will increase site functionality, drive traffic to our sites, and boost revenue.

MDW will implement Yahoo! Sponsored Search for Site and Web Search Results pages. We will also provide design guidelines, sample code and instructions on how to implement the other features of Search Services to each of our newspapers. And we will be there to help with the implementation at each of our sites as necessary.

The first Morris newspapers to implement Yahoo! Web Search, Sponsored Search and Content Match features will be Lubbock and Topeka. Both of these newspapers are scheduled to launch in July. After these implementations have been successfully completed, a schedule will be developed for deploying Search Services at all other Morris papers.

### **What's Next**

We plan to work with each of our business units individually and collectively – so that as a team we feel comfortable about the path forward in what is deemed a very large and potentially far-reaching effort. Our objective is to ensure that corporately everyone is on board and actively engaged in the process.

That said, during this first phase of the Search initiative, we will accomplish the following:

- Successfully deploy Search at all of our newspapers
- Learn how to measure and manage Search as a key business initiative at Morris
- Become educated on SEM and SEO as well as the area of PPC advertising
- Develop business models for Search
- Analyze the impact of integrating these new search technologies into our products

And when we complete these objectives, we will continue to move forward until Search is an integral part of our business. So what can you do in the meantime? Share your experiences and ideas about our new Search with us. The sooner we receive your comments and suggestions, the better.

Our goal is to have *good Search* – to provide our users with a web experience that is everything that is expected and more....and to boost traffic and revenue in the process! We are looking forward to working with each of you on this exciting initiative.