

## Pingology Serves Up a Skill-Based Alternative to Pay-Per-Click Search Engines

*Pingology (<http://www.pingology.com>) allows users to find more relevant information in less search time. Web site owners are offered a skill-based alternative.*

For Immediate Release

GOLDEN, Colo./EWORLDWIRE/Jan. 30, 2008 --- How it Works

(1) Users answer a search questionnaire in addition to entering key words. The questionnaire is designed to provide more specific information to the site owner than is available from only key word text-descriptors and simplistic tags such as "image" or "video."

(2) Site owners "ping" users by responding to the questionnaire in advance.

(3) The closer the two questionnaire responses match, the higher the Web page is ranked in search results.

Pingology ('<http://www.pingology.com>') allows users to find more relevant information in less search time. Web page owners are offered a skill-based alternative to costly pay-per-click on a fixed-price subscription basis.

Businesses are finding consistent high ranking on pay-per-click search engines very costly. ROI can be variable to say the least. A \$1000 pay-per-click budget will often not purchase a week's worth of top ranked placement; pay-per-click is a \$10 billion a year industry. Pingology offers a fixed-cost, skill-based alternative.

Web page owners and users effectively ping each other, engaging in an anonymous, ongoing dialogue between needs of users and content offerings of the Web page owner.

Searches in Pingology are highly personalized for users and evolve proactively by the ongoing interaction with Web page owners via questionnaire responses - not by bidding for position.

Pingology users and registered Web page owners will have access to short-form, long-form and specialized questionnaires. A Reports area allows Web page owners to monitor searches and realign Web page content and Questionnaire responses. Users may view results from similar searches to their own.

A unique social questionnaire allows both users and Web page owners to create their own questions, inviting the search synergy of millions of users and Web page owners.

Pingology user rollout is set for June 10, 2008. Between January 1 and May 31 Pingology is offering Web page owners a free short-form questionnaire for one homepage URL. Pre-rollout discounts on questionnaires and other Web page owner services are also being promoted.

Web page owners may submit the free short-form questionnaire from the Pingology homepage.

Advertising will be offered but will not affect rankings or placement. Pingology will be free to users. Visit '<http://www.pingology.com>'.

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