

ContentSieve Breaks Down Market Entry Barriers For Small Web Content Providers

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Bochum, Germany More and more information providers offer their content on the Web. In order to be successful they have to attract a large number of users to their site. There are two main ways of achieving this. One can either advertise on other sites or once can try to improve the site's search engine listing through optimisation of site and link structure.

Attaining a reasonably good listing in the usual search engines becomes increasingly difficult. There is intense competition for each search term. Many companies hire professional search engine optimisers for gaining a prominent position in search engine results. Each year millions of euros are spent on this.

Smaller competitors increasingly fail to participate in this market. In the meantime the best search engine optimisers charge up to a whopping 1,000 EUR per month. The prices for creation of content that is considered relevant by search engines keep climbing with no end in sight. Even interesting information frequently is only displayed by search engines if it complies with the complicated rules set up by search engines. This drives up the cost of content creation and creates market entry barriers which hardly any small competitor can handle.

ContentSieve (www.contentsieve.com) is a new online service helping Web content providers to overcome these barriers.

"As of lately, it has become more difficult to differentiate one's Web site in order to capitalise on its content." says Björn Wilmsmann, CEO of MetaSieve, the provider of the new service. "High costs for editorial content, AdWords and search engine optimisation leave the online content business to but a few large competitors."

With ContentSieve online service providers now can add up-to-date and thematically matching content to their sites. This way, news flashes or search results for a specific topic can be displayed. This content is integrated as widgets into existing sites. Permanently updated content makes a Web site more attractive to users and brings about a better search engine ranking. The content is already optimised so there is no need for expensive search engine optimisation anymore.

"Our goal," explains Wilmsmann "is to offer access to attractive online marketing opportunities, especially to small content providers."

Relevant Content After Just a Few Clicks

ContentSieve is ready for use after just a few clicks. After having registered, the user can create widgets and include them in her own site with a small code snippet. Subsequent editing of this code snippet is not needed anymore as third party content

can be delivered through this code as well. Billing works through ordering packages, which contain a certain number of widget views at a fixed price.

ContentSieve immediately begins to deliver relevant content until these widget views are used up. To allow extensive testing each new user will get 5,000 widget views for free as a welcome gift.

ContentSieve currently is available in English and German.

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MetaSieve is a software producer that specialises in search engine technology and web applications. Their products range from simple desktop widgets to online services and whole search engine clusters. MetaSieve helps consumers and enterprises to find and organize information that is crucial to their success.

[You can find this press release here](#)