

TMS Factory uses MetaTxt to Increase Visibility on Mobile Web Searches

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Press release from: [TheTMSway](#)

After the successful launch of the TMS Factory at TechCrunch50 in California, TheTMSway continues to embrace technology advances by associating the 'MetaTxt' format on the TMS Factory's site (tmsfactory.com).

Recently, TheTMSway targets incurring global penetration about the TMS Factory as an online self-service 'media to mobile' platform which provides boundless connection between brands and normal mobile users. And one way to achieve its goal is to strengthen the appearances of the TMS Factory in all mobile web searches through the 'MetaTxt'.

The 'MetaTxt' is described as an extensive text format based on robots.txt where it lists down the site's description, keywords, title, PC and mobile URLs, feeds, mobile and PC sitemaps, and 'geolocation'. Researchers from Waterford University discovered this metadata and now, it is supported by Visibility Mobile. High-acclaimed technology enthusiasts refer the 'MetaTxt' as the best solution to detect the mobile-related websites from non-mobiles'.

Consequently, some of the Mobile sites builder companies are already adapting to 'MetaTxt'; and TheTMSway as one on the list, is very optimistic that the MetaTxt-aware search engines would perform accurate reading of the TMS Factory's mobile web sites and redirect the search users to the appropriate version. TheTMSway highly anticipates the 'MetaTxt' as a huge help for the mobile campaigns, built with the TMS Factory platform, to reach even greater visibility on all mobile searches.

About TheTMSway

TheTMSway (www.theTMSway.com) is the provider of 'TMS Factory' the Media to Mobile self-service platform to connect with the NorMobs (Normal Mobile Users). The platform allows to build Mobile rebound campaigns and to display direct access to the Mobile offers on all Media (Print, Web and Social) via customization of Cross Media widgets.

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