



Increase your search engine footprint with user-published content.

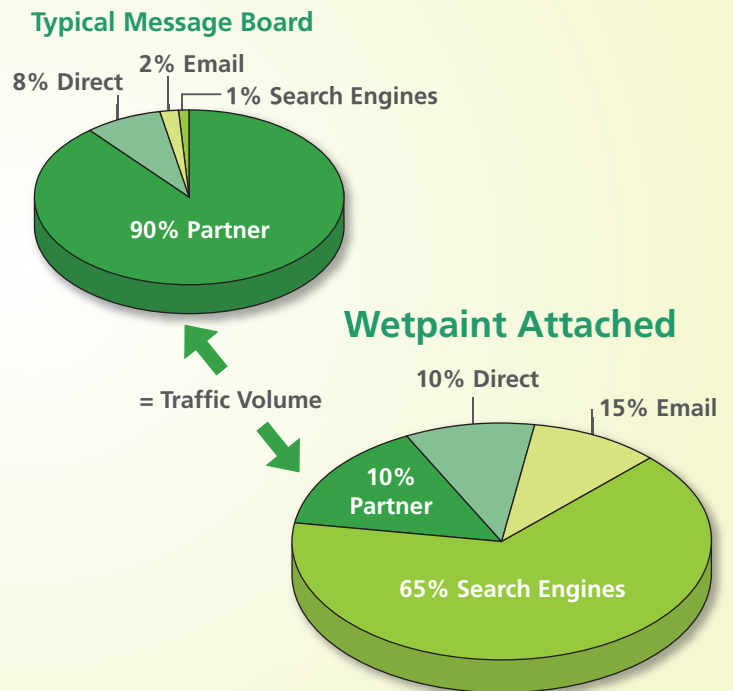
- Wetpaint sites average **5,500+ members** who collectively create volumes of valuable content for free
- As the site content grows, so does the brand's **search engine reach and ranking**
- Wetpaint sites can derive up to **85% of site traffic directly from search**

Social Publishing and SEO

Forget hiring an expensive SEO consultant — improve your brand's search engine performance the beneficial and free way, with reams of unique user-published content.

As user-generated publishing works on three fronts:

- **Lower overall cost of content:** Publishing greater volumes of exclusive editorial content to meet the demand of your users is an extremely expensive proposition — get their industrious help!
- **Naturally search-optimized content:** As subject-matter experts, your users author content in the same voice and with the key popular terms that other users search for
- **Quality content:** Page creation and an editing toolset empowers users to author enduring content that is more accessible to both users and search engines than message boards



Wetpaint Partner Sites: By the Numbers

2,000+

Unique Pages of Content

The ease with which users can **add new pages and content** on a Wetpaint site as the subject demands vastly **increases search engine footprint**

64%

Traffic From Search

Nearly 2x what partners experience on their main sites, **reaching new audience members** who otherwise would not have been attracted into their network

+80%

Long Tail Search

The granularity of user-published content on Wetpaint sites produces a **desirable "long tail" effect** with respect to search queries

Complete

Branding Advantage

Wetpaint gives brands an opportunity to **increase their footprint on page one** — owning more precious search engine real estate that actually **generates clicks!**

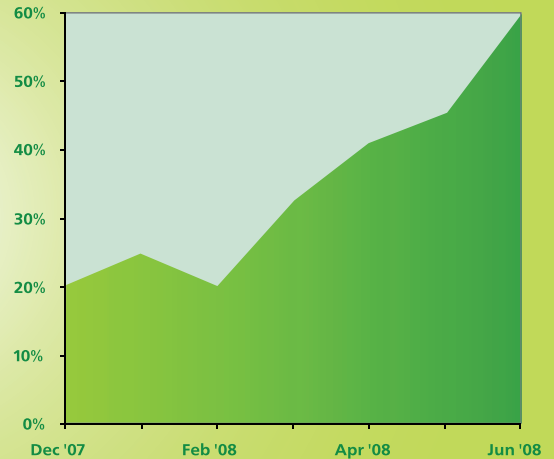


The Discovery Channel launched branded Wetpaint sites for their most popular shows to harness the boundless enthusiasm and creativity of their fans. What they didn't anticipate was the resulting increase in search engine performance garnered by these fan communities.

The Wetpaint-powered MythBusters site in particular has enjoyed amazing results:

- **8,600+** pages of user-generated content created
- **17,000+** user contributions to date
- Google page one **rankings for over 90%** of the individual myths from the show

MythBusters % Traffic from Search



Why Choose Wetpaint?

Major media, consumer, and technology brands that are seeking a turn key service to engage their users in a meaningful way are partnering with Wetpaint to create custom hosted online communities. Wetpaint Attached offers a unique opportunity for brands to **engage their most passionate customers, extend audience reach, and increase revenue or reduce direct cost.**

Features of Wetpaint Attached include a 100% turnkey solution, the most powerful social publishing features, and the ability to apply a custom URL, brand look and feel, and ads.

What's included in the turn key site creation, you ask?

- Design, Development, and Editorial Services
- Site Moderation & Monitoring
- Hosting
- Priority Support
- Promotion within the Wetpaint Network
- And more!

Get Attached

Three Simple Steps to Ignite Your SEO

- 1. Contact us**
Visit www.wetpaint.com/attached or email: bizdev@wetpaint.com
- 2. We get to work**
Based on your requirements, we create a unique, custom site for you and populate it with starter content to attract initial users
- 3. You get results**
Watch your community of users generate content, interact and become much more frequent visitors to your site