

**Challenge**

MSN.com is a content driven Web property that is continually changing. As a result, the pages are often not indexed within organic search results in a timely manner.

**Solution**

Using Marchex Paid Inclusion, MSN was able to index 100,000s of Web pages into Yahoo!'s organic search results including financial tips from MSN Money, MSN Entertainment, and MSN Autos. This rich content now appears in the organic results when a user does a related search on Yahoo!.

**Results**

Using Marchex Paid Inclusion, MSN is now able to generate incremental ad revenue on thousands of pages that are not currently indexed in Yahoo!'s organic results. Additionally, Marchex further increases revenue for MSN by optimizing titles, descriptions, and keywords for MSN.com pages that have the highest Revenue Per Thousand (RPM).

