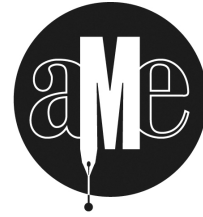


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## New Internet Marketing Programs Raise the Bar on SEO

*Author Marketing Experts, Inc. launches new programs that connect readers to authors and books, like never before*

NEW YORK, NEW YORK - Author Marketing Experts, Inc., San Diego, CA. Driving Search Engine Marketing to new heights, Author Marketing Experts, Inc (AME) has launched a new paradigm of Internet marketing and promotion programs. This approach is based on the science of Internet traffic movement and direction.

The new methodology harnesses the power of Web 2.0 and connects authors and their books to readers. **AME cuts out the “middleman” and drives traffic directly to clients’ websites.**

AME’s methodology is designed to remove as many variables and hurdles as possible to driving traffic to its customers’ portals and webstores. In today’s Web 2.0 world, individuals congregate in communities, create buzz and generate traffic. This is markedly different from the “old days” of just a few months back when “big media” and major corporations were driving content and eyeballs. This is exactly why Microsoft invested in Facebook.

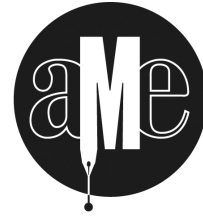
Reveals Penny C. Sansevieri, AME CEO and author of *Red Hot Internet Publicity*, “Recently, the reach of book reviews has diminished and now readers’ buzz is much more pervasive and expansive. Our AME Internet author promotion programs are organized to leverage the tremendous growth of social networks and search engine spider systems. Our systems are built to convert buzz into traffic and this drives sales.”

AME’s roster of new programs: ‘**AME Social Networking Tours**’ that utilize Web 2.0 social networking sites as traffic feeders that direct targeted traffic to an author or book website. The amazing ‘**AME Social Bookmarking Tour**’ harnesses people-powered search engines to convert socially created bookmarks into traffic. And the unique ‘**AME Red Hot Video Tour**’ capitalizes on the extraordinary video trend that is sweeping the Internet by placing short book trailer videos on video hosting websites that include but are much more far reaching and narrowcast than YouTube.

Susan Gilbert, one of the top Search Engine Marketing experts in the US, primarily developed this new line of programs. “We’ve already produced exceptional results for our early adopter clients,” reports Gilbert, recently named chief of AME's Internet Marketing

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Division. “Authors end up with thousands of high-quality, high-traffic inbound links. Each link is a channel to potential new customers depending on how many other sites pick up the link, and these links continue to multiply long after AME’s campaign has ended. And these long-lasting traffic pathways drive traffic and convert sales.”

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About Author Marketing Experts, Inc.: AME, founded by Penny C. Sansevieri, is a full service marketing and publicity firm that has been specializing in Internet author and book marketing and publicity since 2003. AME created The Virtual Author Tour™ that specifically promotes authors on the worldwide web through social networking sites, blogs, ezines, and relevant and genre-specific websites to drive an author’s message into the virtual community and connect with websites related to the book’s topic, positioning the author in his or her market. For more information, visit <http://www.amarketingexpert.com/>.