

# Mediaaudience Guide

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## Mediaaudience™ Increases News Page Views, Increases Market Share, Increases Ad Revenue & Saves Journalist Jobs!

Welcome! We are glad you're interested in learning more about Mediaaudience™, the commitment to quality that draws traffic. Committing to being error-free can be quite lucrative for news media.

Here are some tips to help you get the most out of your interaction and journey with us.

### Service Selection Strategies - What you should know.

**Primary Selections - Free To Media:** For traffic purposes the hot selections are **L** (Broken Link) , **G** (Grammar), **P** (Punctuation), **T** (Typographical Error), **MS** (Misspelled Word) , **?** (Lack Of Clarity)

It is best to choose the primary error categories for your news site as these tend to exist in news copy more often. Our hunters realize this, and are attracted to news sites with these selections. Also, these selections are best for getting visitors to read content more deeply and spend more time on news pages.

**Secondary Selections With Paid Subscription:** **B** (Bug), **SEO** (Search Engine Optimization Tip) , **SEM** (Search Engine Marketing Tip), **SK** (Suggest A Keyword or Key Phrase), **SL** (Suggest A Link), **SC** (Suggest A Code Change), **AP** (Affiliate Program Suggestion), **VIT** (Valuable Industry Tip), **BA** (Banner Ad Suggestion), **BNT** ( Biz Networking Tip, **DS** (Design Suggestion Website), **WF** (Website Flow Suggestion), **SNI** (Suggest Needed Info), **SP** (Suggest Website Page or Section), **MG** (missing graphic), **Bullseye**, (**Intentional hidden error**)

Secondary selections provide a wealth of assistance to businesses, while focusing on the long term growth and business success. This is essentially a great testing method for new websites and websites that aren't sure of why their websites are performing.

**Buzz Related Selections: Not Recommended For News Organizations.** **PFP** (Relevant Positive Forum Post), **PBP** (Relevant Positive Blog Post), **PCP** (Relevant Positive Comment Post), **VVP** (Viral Video Post)

Buzz related selections are continual traffic drivers for businesses but are more difficult to control as you are asking visitors to come up with their interpretation of what would help your business be seen and heard and then post the idea to a 3<sup>rd</sup> party site. . This has its risks as some people aren't as savvy in this area as others. Please use these wisely. You have to make the decision on how this will work for you and your goals.

### Region Focus:

**P** (Page) or **W** (Website) Depending on your goals, you can choose to have our users focus on a single page or you may want them to pay attention to your entire website. If you only have one product, you may want to choose the page option to get our users to focus on that page alone.

Choosing the "website" option provides the most benefit.

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Choose as many help categories as you like but please keep in mind that hunters will look for them.

## Bounty Payments:

In order to participate in the ReadThrough Marketing™ method, you will need to place a “bounty” or cash reward for instances particular types of errors that may exist in your web copy or help services you want to encourage our users to perform.

The minimum bounty that can be placed is \$2.00 and can go as high as the news org desires to go. The bounty amount determines what page of TypoBounty.com you will appear. Larger bounties appear higher on our pages than lower bounties.

Also, higher bounties encourage hunters to return over and over again. Using a combination of help categories and bounty amounts is your best bet.

## Hunter Interaction Options:

When reviewing a help attempt from one of our users, you can either “**Approve**” the report and pay, “**Disagree**” with the report and NOT pay or Inform the user that he/she is “**Too Late**” . Please keep in mind that your responses are viewable by the world in the latest findings section. Being dishonest can back fire. Being honest in this social media era is key.

## Ad Types:

There are three types of ads on TypoBounty.com.

- Free For Media Bounty ads
- Bounty ads require a category selection and bounty offerings. You can choose between a link bounty ad and a banner bounty ad.
- Premium ads are normal banner ads. .

## Help Us Get Better:

Don't see what you need? Send an email expressing the need that would work for you and we will review your suggestion ASAP. [Media@typobounty.com](mailto:Media@typobounty.com)

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## TypoBounty Legend Overview

	Missing Graphic
	Broken Links
	Grammar
	Punctuation
	Business Suggestion
	Typographical Error
	Misspelled Word
	Bug
	Search Engine Optimization Tip
	Search Engine Marketing Tip
	Suggest A Keyword or Key Phrase
	Suggest A Link
	Suggest A Code Change
	Affiliate Program Suggestion
	Valuable Industry Tip
	Banner Ad Suggestion
	Biz Networking Tip
	Design Suggestion (Website)
	Website Flow Suggestion
	Relevant Positive Forum Post
	Relevant Positive Blog Post
	Relevant Positive Comment Post
	Suggest Needed Info
	Suggest Website Page / Section
	Viral Video Post
	2 day reserve in place
	Intentional Hidden Error
	Plays Fair
	Doesn't Play Fair
	Pending Report Limit Reached
	Reached Monthly Limit
	Lack Of Clarity
	Directory
	Page
	Website

There is a vast array of service selections to choose from. You use these to limit the scope of help you will receive.

You can hide an intentional error on your website for our users to hunt for, you can select this option.

These show whether you are playing fair. Hunters avoid unfair ads.

These symbols appear beside listings when the advertisement has reached the set limits of reports and or monthly payouts.

Choosing these options for pointing and limiting scope of the help you receive.