

# BuzzSignal By TransWorldNews

TransWorldNews announces the development of **BuzzSignal**, a powerful new Social Media technology that widens the reach and extends the lifespan of your press release. While our competitors might advertise their ability to generate **Social Media Interest**, and may even distribute their news content to a select number of social networks, BuzzSignal goes far beyond this by guaranteeing a defined number of syndicated Social Media promotions as well as initiating reader interactions through **"Social Signals"**.

## What Will BuzzSignal Do For My News Release?

**BuzzSignal** uses the latest in **Social Media Sharing Technologies** to assist your promotion and help your news release go viral, increase its visibility, spike its traffic and enhance its search engine rankings by creating **Social Signals (aka Social Buzz)**... We call them **BuzzSignals**.

**BuzzSignal** improves the **Social Appeal** of your content by coordinating hundreds or thousands of individuals (depending on package) on your content in order to distribute it and increase its popularity (through Social Signals) within the world's most effective social networks.

### **BuzzSignal generates "Social Buzz" which...**

- Creates **Higher search engine rankings** (due to increased levels of social signals)
- Creates **Higher visibility** achieved by hundreds of individual social references
- Creates **Higher exposure** in the social networks through social buzz
- Initiates the **viral spread** of your content
- **Increases the Traffic** and Eyeballs on your content
- Creates a **Longer "shelf life"** for your release
- **Increases the "stickiness"** of your release through "Social Proof". A crowd draws a crowd.
- **Increases the Length of Visit** which is a positive search engine ranking factor.

Google has been talking about the influence of "human social activity" as it relates to your web presence.

BuzzSignal is a 4 year old technology that is geared specifically to be a **recommendation engine and Social Signal generator**. BuzzSignal recommends your content in the most popular social networks that exist online. In other words...

**BuzzSignal focuses on the social networks where human recommendations count!**

**"When someone recommends something, that's a pretty good indicator of quality, we are strongly looking at using this in our rankings."**

– Matt Cutts



[See Article in AdAge](#)

## Danny Sullivan Asks Google...

"If an article is re-tweeted or referenced much in Twitter, do you count that as a signal outside of finding any non-nofollowed links that may naturally result from it?"

Google Says... "Yes, we do use it as a signal. It is used as a signal in our organic and news rankings." [See Article in SearchEngineLand](#)

## What Do Social Signals (BuzzSignals) Look Like?



**Social Signals**  
cause people to  
**stop and Pay**  
**Attention.**

It's human nature to  
stop and see what  
all the **Buzz** is about.

## Run a BuzzSignal Campaign on Your News Release Today

By adding BuzzSignal to your typical TransWorldNews Press Release you are injecting it with a new type of social promotional strength. The technology behind this new service is not available to any other Press Release company and we are proud to offer it exclusively to our TransWorldNews Clients.

### Read More about Social Signals...

- [What Social Signals Do Google & Bing Really Count?](#)
- [Google Adds Own 'Like' Button in Foray Into Social Search](#)
- [Matt Cutts, Social Signals, Author Authority, Ranking Factors & Google Realtime](#)
- [How Social Media Affects Search and Why You Should Care](#)