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**FARECOMPARE** **FIRST**

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# Who is FareCompare.com?

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- Top 25 Travel & Leisure Travel Site
- Next Generation Airfare Consumer Research Site
- “Secret Sauce” Technology and Expert Advice
  - ATPCO airfare pricing & OAG flight schedules
  - Technology Above a GDS
- Airfare information from over 300,000 Global Markets (City Pairs)
- Cover over 500 Commercial Airlines World Wide!
- Largest Current & Historical Airfare Pricing Database in the World
- Free – Real Time Email Price Drop Alerts
  - Sent in Real-Time -- Hours before it Hits Reservation Sites
- Ad Revenue Model

# Thinking About Blogging?

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- Get Over the Fear
  - People Can Say Anything About Us
    - Have a liberal comment policy
  - Read “Naked Conversations”
    - Corporate Do’s & Don’ts of Blogging
- Be Prepared to Invest Some Time
- Have to Join the Community
- Understand the Lingo
  - Technical
  - Social
- Content Must Be “Good” & Unique
- Stay the Course



# Blogging Best Practices

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- People Don't Read They Scan
  - Pictures provide creativity and Click Thru
  - Post All The Time
  - Headlines Matter
    - SEO
    - RSS Readers
  - Technorati to See How Your Doing
  - Follow As Many Blogs as You Can
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# Benefits of Blogging

- Search Engines

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## PR -- Good Things Happen to Those that Blog

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### European Airfare Deals This Summer

Learn How the Open Skies Agreement Should Cut Your Ticket by Hundreds of Dollars

By **RICK SEANEY**  
 FareCompare.com CEO  
 April 2, 2008

[Post a Comment](#)

You know the saying, your money's no good here? Well, it has taken on a whole new (and depressing) meaning in Europe.

Example: You're in London, feeling a little homesick. You stroll into a Planet Hollywood, just to grab a taste of home: a burger. No cheese, no fries, no drink. Just a plain old hamburger.

Unfortunately, that little exercise in nostalgia just cost you \$20.

Welcome to Shrinking Dollarland and be careful, or you really will be taken for a ride on the current U.S.-European economic theme park.

(AP/ABC News)  
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Thank You and Please Ask Questions!

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