


## LOOKSMART – AN AUSTRALIAN SUCCESS

**UPDATE JULY 2004**

Looksmart have announced that they are closing the business and that the assets have been sold to Sensis. Sensis will be announcing a new search product early next month.

Although Looksmart put on a brave face when Microsoft dropped their services in early 2004 it is obvious that they were unable to replace the 65% of revenue that Microsoft contributed. If they tried to change their business model to overcome the loss it was not immediately evident. On several occasions we asked them about new pricing structures that the market could arguably expect with the loss of exposure at [www.ninemsn.com.au](http://www.ninemsn.com.au) there was never a positive response; indeed the questions were always glossed over and instead we got the hard sell.

The news is not surprising.

 The Article below was written in September of 2003. Although it is not relevant to Australian search and directory options now, we are keeping it in the resource library for historical reference.

In 1995 when the Internet was taking its first steps in the Commercial world a small Australian husband and wife team created a company called LookSmart. Soon they took off to the US and participated in the heady Internet boom. Their goal was simple but ambitious – to help people find what they are looking for.

LookSmart, like Yahoo took the directory approach, whereby website owners would nominate their sites to be listed in specific directories and subdirectories within their listings. Submitted sites were then examined by people who would either OK or decline the site.

This dependence on using multiple “necktops” to do the examination had its pros and cons. On the positive side it gave very good search results to its users, initially. On the negative, listings were slow, particularly through the boom period. Also, websites are very prone to change and as business owners began to refine or change their online business LookSmart listings became out-dated and useless. This led to multiple submissions and listings.

By July 2001 LookSmart was providing portal services to ISPs including CNET and MSN (Microsoft Network). They had offices in San Francisco, New York, Los Angeles, Detroit, Montreal, London, Tokyo, Melbourne, and Sydney. This is really where the Looksmart story becomes interesting to us as Australian website owners in 2003.

### **NINE MSN**

Today a listing in [www.looksmart.com.au](http://www.looksmart.com.au) also provides you with a listing in [www.ninemsn.com.au](http://www.ninemsn.com.au) which is arguably the most important portal in Australia. Its

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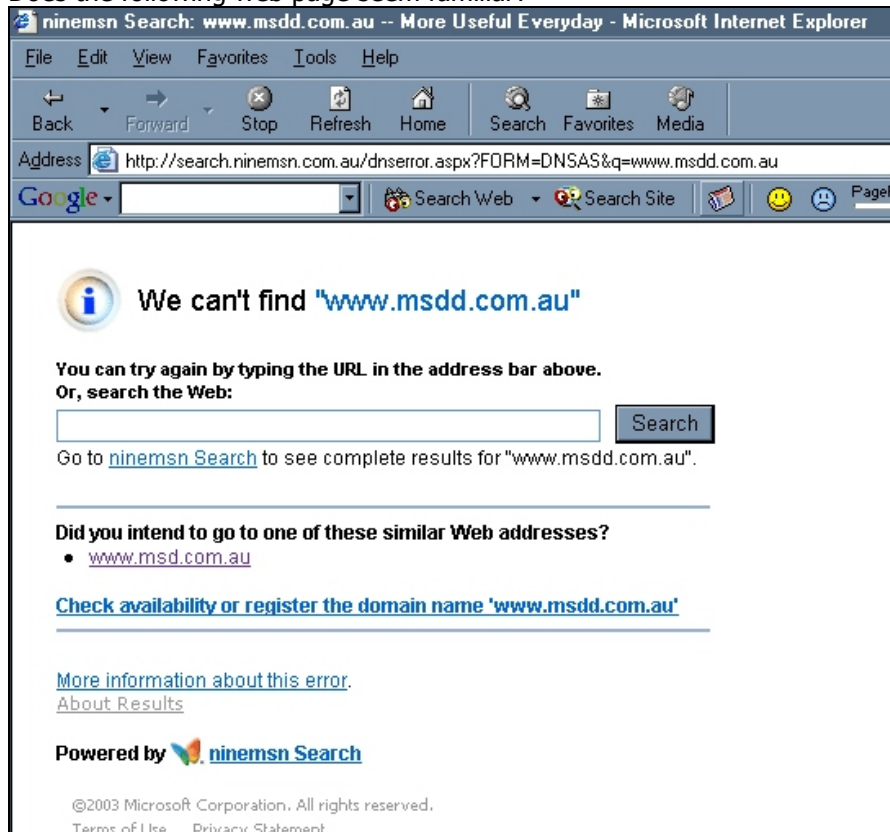
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popularity is entirely because of its association with Microsoft and the behaviour of Internet Explorer. If you use Internet Explorer you will probably know what we are referring to.

Does the following web page seem familiar?



Entering a query in the text box or clicking on the ninemsn Search link gives results delivered by the Australian LookSmart Directory. This is an absolute coup for LookSmart and a great piece of information for you to know. Many websites get great value from their LookSmart listing in this way.

## TWO TYPES OF LISTINGS

LookSmart offers two types of listings; they are described by LookSmart as follows:

LookListing	SmartListing
Premier positioning in the search results Drive qualified leads deep within your site	The fastest and easiest way to get your site listed
Premier search positions across the LookSmart Network	General directory results
80% of Australian Internet users*	65% of Australian Internet users*

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The entire LookSmart Network, including Yahoo! Australia & NZ, ninemsn, OptusNet, GOeureka, Ozemail and LookSmart Australia	ninemsn, OptusNet, GOeureka, LookSmart Australia and over 20 other partners in the LookSmart Network
Unlimited URLs	Up to 3 URLs per domain
Variable cost per click model	Flat annual fee model

With the LookListing pay per click service your website will be positioned at the top of search results. These are usually called "sponsored sites". At ninemsn the listings will look like this when you enter the keyword perfume.

#### SPONSORED SITES - ABOUT **(THESE ARE LOOKLISTINGS)**

- **Latest Perfume Deals at Parfum1.com**  
Check out the range of discounted new, classic, and hard-to-find designer fragrances on offer. Choose from brands CK, Armani, Dior, 4711, Ralph Lauren, YSL and more.  
<http://www.parfum1.com/>
- **Perfumes - eBay Australia**  
Features a selection of perfumes, fragrances, promotional and tester sizes and **perfume** bottles and atomisers. Place bids online.  
<http://www.ebay.com.au/perfumes>
- **graysonline auctions - Perfume**  
Online auctions for designer range perfume and aftershave including Gucci, Dior and Chloe. Checkout the upcoming and current auction catalogues.  
[http://www.graysonline.com.au/type.asp?TYPE\\_ID=...](http://www.graysonline.com.au/type.asp?TYPE_ID=...)
- WEB DIRECTORY SITES - ABOUT **(THESE ARE SMARTLISTINGS)**
- **MySuperDeals.com.au**  
Shopping site specialising in cut-price designer fragrances and mobile phone accessories. Make purchases online and have them delivered.  
[www.mysuperdeals.com.au](http://www.mysuperdeals.com.au)

To use LookListings you will need to set a budget for your monthly spending. Your listing will be displayed at a frequency that will absorb that budget. Places for any category of LookListings are limited to the inventory they have to offer.

#### REGISTERING WITH LOOKSMART

If you are thinking of listing with LookSmart LookListings or SmartListings we would be more than happy to do the registration on your behalf; the cost is the same whether you go direct to them or through us. (But it's our bet that you will find the Web Assets staff provide a higher level of service.)