



StockPhotoFinder.com is the first search engine specifically designed for the stock photo industry. It's mission is to provide image users with the ultimate source that searches the most images from the most creators and agencies, and to do so in an easy-to-use and mutually rewarding manner.

the big picture:

Alexa Rankings

One of the little known (but really cool) tools of the Internet can be found at www.alexa.com. Think of it like watching a horse race with your bet in place. Alexa tracks the traffic to most web sites, then ranks each site with a number to indicate the position of that website relative to all others. If you're in position 1, you're winning the race. If you're in position six million, you have a long way to go to catch up.

At StockPhotoFinder.com, we wanted to see how our "horse" was running. In the process, we gathered a lot of interesting stats on most of the U.S. stock photo agencies. If you're curious to know how your site is doing, as we were, you can view the results online at this URL:

<http://www.stockphotofinder.com/documents/Alexa-Rankings-042105.pdf>

Then, it's off to the races for you. But, like betting the horses, don't take it too seriously. There are many factors that influence the results.

StockPhotoFinder.com is currently running in position 279,904, which is incredibly strong given how short a time this horse has been in the race. Our site launched just six months ago, but only was discovered by the search engines a mere two months ago. The position numbers are a three month average. To move ahead in the pack from position 6,000,000 to a three-months average position of 279,904 in six months is virtually unheard of. The trainers of this thoroughbred are very pleased, and look forward to some great performances ahead.

How does it all work? Glad you asked. Alexa.com does not track every click to a site. It tracks what it knows from various monitoring software that is scattered on desktops and computers around the Internet.

Alexa.com Rankings as of April 21, 2005

Ranking	Website (registration date)	Ranking	Website (registration date)
598	gettyimages.com (1999)	209,820	image100.com (1998)
2,216	fotosearch.com (1998)	210,089	imagestate.com (1999)
2,415	corbis.com (1994)	212,788	brandpictures.com (2000)
5,808	acclaimimages.com (2002)	214,668	photorazzi.com (2000)
8,482	punchstock.com (2001)	218,524	retna.com (1996)
9,726	alamy.com (1999)	229,232	globepphotos.com (1997)
9,834	comstock.com (1994)	238,452	shootingstaragency.com (n/a)
12,342	photovault.com (1995)	246,161	cmsp.com (1995)
16,536	imagine.com (2000)	252,974	artzooks.com (n/a)
21,211	sandiegozoo.com (1995)	256,242	accessstock.com (1999)
25,450	indexstock.com (1995)	261,093	photoresearchers.com (1995)
31,790	photostogo.com (1996)	279,904	StockPhotoFinder.com (2004)
36,488	picturequest.com (1998)	285,136	stockphoto.com (1995)
38,278	superstock.com (2000)	296,202	ddbstock.com (1999)
41,021	agefotostock.com (1997)	306,696	alwaysstock.com (n/a)
43,536	digitalvision.com (1997)	306,702	mediolimages.com (n/a)
49,099	masterfile.com (1995)	325,997	artres.com (1998)
62,517	magnumphotos.com (1997)	338,807	stevbloom.com (1996)
64,541	jupiterimages.com (n/a)	339,215	foodpix.com (1996)
69,552	thinkstock.com (1999)	341,189	zamaexpress.com (1996)
70,815	visualstamlimited.com (2000)	358,018	billbarlow.com (1990)

horse race - This screen grab is from the Alexa.com Rankings report, as of April 21st, 2005, available for full viewing online at: <http://www.stockphotofinder.com/documents/Alexa-Rankings-042105.pdf>

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On some days, Alexa may say your site has zero traffic, which we all know is not true. Fortunately, this inconsistency is evenly handicapped across all web sites. It's just as likely to skip valid traffic at one site as at another.

Some sites have built in handicaps of their own. Because of that, one must take it with a grain of salt when you see a website running near last place that, intuitively, you feel should be doing better. There could very well be an artificial reason that is holding back the numbers.

For example, some sites start at one URL, but then switch to a hidden domain that is the actual technology backend of the website. This might be an IP address or even a different domain name. Alexa.com is only counting the traffic to the home page, not the subsequent pages at the other website.

Alexa.com is easy to use. Just type in the URL of a web site (for example, stockphotofinder.com) in the "Search The Web" box and click the "Go" button. The first page to appear has a screen grab of the home page of the site searched for, together with its three month average traffic ranking.

One can find other interesting information at the Alexa.com site. Also on the first page is a list of other web sites that are frequented by common users under the heading "People who visit this page also visit:". This is a short list of frequently visited sites that are visited by the same users who visit the site searched. It's very interesting sometimes to see what type of sites your users are visiting. Are they mostly royalty-free or rights-managed sites? Are they the big, well-known sites or small niches? It can give an inkling as to the mindset of the traffic to a site.

Click on the "See Traffic Details" link to delve even deeper into the data. There, you'll find things like how many pages on average does a visitor view when visiting a site. The numbers change often.

And don't miss the WayBackMachine which is linked to from an advertisement-looking box on the left column of the pages. This function delivers a series of screen grabs of a website dating back to the stone age of the Internet. It can be a lot of fun, and sometimes hold a few surprises. What was "your" site doing in a prior life before you acquired the domain name? How funky was that design that you thought was so cool at the turn of the millenium. You can use the WayBackMachine to find out.

Alexa.com is a great tool that can deliver fun, facts and fantasy, depending on how you look at it.

event reminder:

April 30 to May 1 - PACA Annual, Seattle, Washington
 May 11-12 - BAPLA Picture Buyer's Fair, London
 June 15-19 - CEPIC Congress, Prague
 October 14-15 - 10th Annual PACA International Conference
 October 19 - picturehouse, New York
 October 20-22 - PhotoExpo, New York
 March 2006 - ASPP Educational Conference

features:

"Get A Quote" launches at SPF

We are pleased to tell you about some very special functionality that is now available for you at StockPhotoFinder.com

Introducing "Get A Quote"

On the search results screen, the last icon on the extreme right under each thumbnail image is a dollar sign ("\$\$\$"). Click on it and an email dialogue box opens. Complete the information and a quote request with the image is sent from the user to the Image Provider.

Even better - Users can build a lightbox with many images and simultaneously request a quote from all providers of all the images in that lightbox. To do so, they select "Get A Quote" from the pull down menu in a lightbox and complete one simple email dialogue box. Regardless of how many thumbnails exist from all of the different suppliers, each will receive a unique email containing a quote request from the user for only the images that they represent. If the user wishes, they can select an option to receive a copy of each email that is sent for their records.

The "Get A Quote" function was created in response to a suggestion that was offered by a user. We encourage any suggestions and feedback that you and others might care to offer. It is our goal to continue to add the content, services and enhanced functionality that users need in order to make StockPhotoFinder.com the client's easiest choice for finding images directly at the source.

Best Wishes,

Gary Elsner
 Vice President Sales & Marketing.

site stats:

Curiosity Turns Into Habitual Use

User statistics for the industry's first stock photo search engine are reflecting a shift from first-time visitors to habitual users who repeatedly use the advanced functions.

First "found" by the major search engines only in February and regulated in part by variations in paid search advertising campaigns, site traffic at StockPhotoFinder.com is becoming predictable.

These charts reflect the success of the various marketing approaches initiated by our stock photo search engine, including the growing use of paid search ads in other search engines, such as Google and Overture/Yahoo together with client office visits. And, of course, word of mouth.

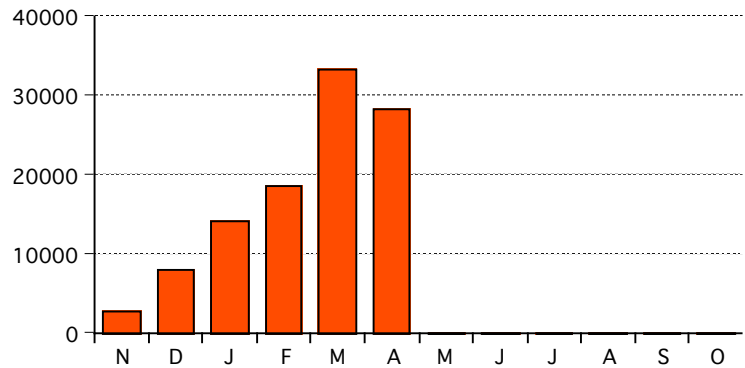
The company initiated first contact with 10,000+ potential new users via email in late April, the results of which are not reflected in these figures which were prepared early, in time for the Seattle gathering of members of PACA.

The company is readying new marketing initiatives targeted at advertising art buyers and additional office visits to textbook publishers are scheduled for May.

Statistics:

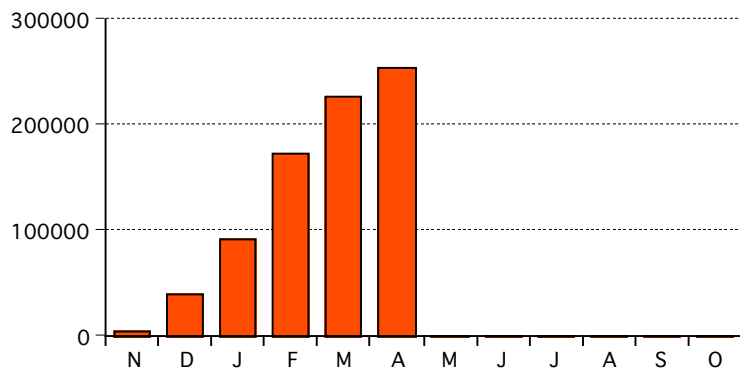
- **28,375 client visits in April**
- **253,566 site users to date**
- **42,155 lightboxes created to date**
- **154,591 searches in April**
- **101,834 click throughs to the web sites of image providers to date**

Quantity of Users (Unique Visits)



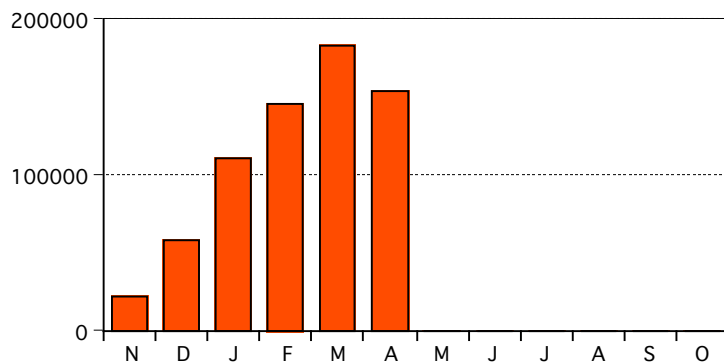
During March, 28,375 clients used StockPhotoFinder.com at least once.

Total Site Users



In five months since soft launch, over 253,566 clients have used StockPhotoFinder.com, creating over 42,155 lightboxes.

Page Views Per Month



154,591 page views (approximately the quantity of searches) occurred in April

statistical close up:

Top Keywords Searched

The following list contains the words or phrases most frequently searched at StockPhotoFinder.com in the six months since launch through April 26th of 2005, together with the quantity of those searches.

992	medical	190	drought	135	polar bear	115	sky
738	elevator	187	women	134	soccer	115	nature
601	woman	181	sunset	134	cars	113	porn
510	business	181	sneezing	133	frank lloyd	113	kids
462	people	179	phagocytosis	132	sydney, australia	113	coffee
392	sneeze	175	EBOLA	132	blood clot	112	model
384	barbeque	164	food	131	pakistan	112	earth
354	oxygen mask	162	computer	130	iraq	112	child soldier
341	video game	161	yoga	129	house	111	jail
337	family	161	mako	129	demolition	110	laptop in nature
313	physical therapy	156	las vegas	128	vaccination	109	senior citizen
304	cat	154	injury	127	stomachache	109	hand
275	wedding	153	monument to the	126	water	109	country street
275	beach	discoverers		126	flower	108	store
246	bikini	147	golf	126	couples	108	death valley
236	barefoot	146	virus	123	football	108	birds
235	man	146	children	119	pizza	107	pharmacist
231	massage	143	tree	119	debt	106	dress up
224	dogs	143	animals	119	beach chair	105	girls
220	nurse	142	girl	119	Italy	105	gay
208	tiger	141	flowers	118	police	105	alaska
206	Working Person	141	feet	117	sleep	104	secretary
in Wheelchair		139	baseballwright	116	workers	104	overweight
191	baby	136	homeless	116	black currant	104	hockey
						104	amish
						103	on phone and
						using laptop at home	
						103	lacrosses
						102	model brunette
						104	hockey
						104	amish



range of service - StockPhotoFinder.com is expanding to include new area, not just traditional stock imagery. From a Pershing II missile launch to Monument Valley, Caribbean bliss to Audrey Hepburn. You name it, this search engine is adding it to search.

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