

FOR IMMEDIATE RELEASE

High Tech Approach to Automated Content Updating Designed for Today's Busy Web Owner

BlogOverdrive.com adds content to user's website automatically by reformatting and posting any RSS feed based upon users list of keywords.

Cleveland, Ohio – Dec. 10, 2007 – Internet Marketing Technologies, Inc. unveiled BlogOverdrive.com (www.BlogOverdrive.com), a state-of-the-art web based application that makes adding relevant content to any website a breeze. BlogOverdrive is the world's first web-based application that posts content (articles, news stories, product information, etc.) from any RSS feed to a user's website, giving the user complete control over how this content appears on their website.

One of the biggest challenges website owners face is keeping their website up-to-date with relevant articles and news stories. This content is important for search engine optimization as it provides "keyword related" content which helps website get better rankings with the search engines. As far as search engines are concerned, "Content is King".

Seeing the need to automate the process of adding website content, Internet Marketing Technologies, Inc. began developing BlogOverdrive.com over ten months ago. "We were looking for a web based solution to the problem facing every website owner, adding relevant, targeted content to their website on a timely basis," said Company Spokesman, Kenneth Middleton.

"Our programmers outdid themselves when they developed BlogOverdrive.com" said Mr. Middleton. "They came up with a program that not only adds content to a website but gives the Blog Overdrive user the power to reformat the content and replace search words in a RSS feed with an unlimited number of their own keywords. This is one of the most powerful features of Blog Overdrive as it modifies the RSS feed with a different user defined keyword each and every time it posts to their website."

What initially started out as a simple program to add content ended with an innovative, high tech web based solution designed for today's busy website owner or web marketing professional. Even with the following sophisticated features, Blog Overdrive is affordable and easy to use:

- No software to install – Blog Overdrive is a web based application.
- Add an unlimited number of keywords and auto-replace them in the RSS feed
- Use the keywords as the post title
- Control title & keyword formatting - bold, underline, italics and more!

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- Back link the RSS title and keywords to the URL of the user's choice, including affiliate links.
- Responsive Support Staff

“We wanted to give website owners an opportunity to try Blog Overdrive before subscribing by offering a Free 15 Day Trial Period,” said Middleton. “After which we are confident users will want to continue, especially since the 500 article package starts at only \$19.95 per month.”

About Blog Overdrive

BlogOverdrive.com was developed by Internet Marketing Technologies, Inc. a full service technology company offering its customers the very best in web and software development, site design, marketing and search engine optimization. For your free 15 day trial of Blog Overdrive visit <http://www.blogoverdrive.com>.

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For more information or interviews, contact:

Kenneth Middleton

(330) 666-8600

k.middleton@blogoverdrive.com