

# NetLingo to offer free Internet Dictionary Search Box

Submitted by: Elemental Communications

Thursday, 2 December 2004

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London, UK and Seattle, Washington, USA

NetLingo, the Internet Dictionary to Start Marketing With Free NetLingo Search Box

----Begins----

NetLingo, the Internet dictionary, <http://www.netlingo.com> is offering the NetLingo Search Box <http://www.netlingo.com/programs.cfm> for website owners for free. The Search Box combines NetLingo's most popular search features; the Search Function and the Browse Feature, and gives users quick and easy access to the extensive NetLingo dictionary.

Created in 1995, NetLingo is a source of insight for millions of Internet users from around the world every month, helping them make sense of the jargon that consumes the Internet. This authoritative reference guide on Internet language has won numerous awards including 'One of the top 100 websites' by PC Magazine two years running, and ranked at number 656 in Google's top 1,000 websites.

Erin Jansen, Creator of NetLingo explains, "The NetLingo Search Box was created to help Web publishers integrate NetLingo.com into their websites. It is also beneficial for businesses as it was designed to assist in customer service and retention and to train new users and industry professionals about the technology and community of the Internet. Many companies currently find it useful on their Intranet or website including Daimler-Chrysler.

Our reason for offering free use of the Search Box is ultimately to raise the profile of NetLingo globally, and provide Internet users with a flexible and consistently updated tool on their own websites and Intranets. There is no payment or permission necessary, and website owners can find clear and simple instructions on the NetLingo site on how to incorporate the Search Box, in their own choice of colour, on our site," concludes Jansen.

The NetLingo Search Box is being promoted using an integrated marketing and PR campaign managed by UK PR consultancy Elemental PR <http://www.elementalpr.co.uk> with a soft launch approach for the rest of 2004.

Consultancy and production work is to commence until the end of 2004 and will address B2B, B2C and P2P audiences, and includes raising the profile of NetLingo's Creator Erin Jansen.

"Elemental PR will be working with NetLingo to use a self-perpetuating strategic linking campaign to promote the use of the Search Box, in line with working with key offline media. We are hoping that in time, this campaign will have a natural integrated viral effect (word of mouth offline and as well as online); especially with the added incentive of organisations having the option to be being listed in NetLingo's reciprocal links directory <http://www.netlingo.com/resources/menu.cfm>" Tim Gibbon, Account Director at Elemental PR comments.

"In addition to this, our support will help NetLingo complete the latest version of the NetLingo e-book

(to be published in 2005), commence their SEO and SEM (search engine optimisation and marketing) and enhance the first communication of NetLingo's 'Newsletter of New Internet Terms' <http://www.netlingo.com/newsletter.cfm>. We will be guiding NetLingo and Erin through the main steps and developments mentioned above, which will ensure that they are introduced to their target media, and can then build relationships as the rest of their proposition and marketing activity unfolds throughout 2005," concludes Gibbon.

----Ends----

----Notes to editors----

This press release is available in PDF, plain text and Word formats. Photographs are available of Erin Jansen, Creator of NetLingo.

The media spokesperson for NetLingo <http://www.netlingo.com> is Creator Erin Jansen. Send enquiries about the NetLingo book for competitions, giveaways and/or reviews to Elemental PR.

The instructions to download and install the NetLingo Search Box can be found at <http://www.netlingo.com/programs.cfm>.

Benefits:

- The NetLingo Search Box is free and is flexible enough to be installed on any website or Intranet.
- NetLingo updates daily, keeping the terms fresh and up-to-date.
- The Search Box provides free access Internet terms, abbreviations, acronyms, SMS (text-messaging) language and new and emerging language and culture.
- The NetLingo Search Box is suitable for a range of sectors and websites including education, public sector, information and librarians.
- Organisations have the option to be listed in the NetLingo reciprocal links directory <http://www.netlingo.com/resources/menu.cfm>.

About NetLingo

<http://www.netlingo.com/epr>

What is NetLingo™? NetLingo™ is a dictionary of Internet terms used in the online world. It began in 1995 as a Web site, NetLingo.com, which began tracking hundreds of new words and terms that were emerging on a daily basis surrounding the community and technology of the Internet, the World Wide Web, computers, and the high-tech industries. It acts as a digital reference guide that helps millions of people around the world learn about the most commonly used words, smileys, acronyms and so on, that keep sprouting up on the Internet. Dubbed "the semantics storehouse of cyberspace" NetLingo™ tracks the new vocabulary surrounding the technology and community of the World Wide Web...all of the "net lingo"

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Elemental PR:

Tim Gibbon, Account Director, Elemental PR

Email: [netlingo@elementalpr.co.uk](mailto:netlingo@elementalpr.co.uk)

Direct Telephone: +44 (0)870 745 9292, Mobile: +44 (0)7930 375663,

Fax: +44 (0)870 745 9293, Website: <http://www.elementalpr.co.uk>

Address: Second Floor, 145 -157 St John Street, London, EC1V 4PY, England, UK

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