



## **American Way Media Launches SEO Fight Club TV Channel on Roku TV**

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American Way Media, a boutique media and online marketing agency, announced on their website that they have launched a streaming channel called SEO Fight Club on Roku.

SEO Fight Club is the brain child of Ted Kubaitis, Kyle Roof and Clint Butler and is a successful set channel on Youtube. American Way Media, with the launch of the TV channel, is ensuring this information is available across North and South America as well as Europe, Ireland and the United Kingdom. Subscribers to the TV channel will have access to special offers of the SEO tools discussed in the show.

"When I first approached them, the guys were interested and pretty much gave me a free hand to develop a channel. We've known each other over the past five years at different SEO conferences and masterminds," said Carolyn Holzman, Head SEO and Director of American Way Media. "This is not for a general audience consumption. Producing a channel for a very specific niche on a streaming platform was the plan. There is no better medium than TV to promote a product, service or training."

Episodes have been edited with an eye to entertainment and educational interest. The initial episodes

discuss testing across a number of topics - keyword density, meta descriptions, ranking factors, SEO test results as well as discuss the general topics within the SEO community that have a wide range of viewpoints.

There are no sacred cows, the idea is to test, discuss and draw conclusions based on data, even data that flies in the face of what passes for conventional SEO principles in the community or what public sources say how search engines algorithms.

Ted Kubaitis is the developer of CORA software, a desktop software for Macs and PCs that measures up to 880 SEO factors and correlates which ones appear to influence rankings the most for the target particular keywords. Cora then tells you exactly how much of each factor you need to be competitive on page 1 of Google.

Kyle Roof invented a method for ranking sites called the Scientific On Page Method. His software, PageOptimizer Pro is based on this method.

It is based on over 300 SEO tests run on Google's algorithm over the past 3 years. His most infamous rise to the top of the SEO field was when he was able to rank pages of nonsense text for competitive keywords in Google to impress upon other SEO's the power of the placement of keywords, LSI (latent semantic indexing) and supporting keywords.

Clint Butler is Head of SEO at Over The Top SEO and has his own agency, Digitaleer. He is developing software and training and recently accepting a lead role at SIA - The SEO Intelligence Agency (S.I.A.) a tight knit group of SEO professionals dedicated to testing SEO methods in a controlled environment.

"Everything that American Way Media does is to amplify. Whether it's a roofing company, a musical performing artist or a software developer, we take their message and make sure the most ideal audience has the opportunity to receive their unique message and to have a platform where their expertise shines," continued Holzman, "SEO Fight Club TV definitely has a unique message and audience."

Within the next quarter, American Way Media anticipates being able to also create channels for Amazon Fire TV.

For businesses and organizations looking to take their message to television can contact American Way Media to develop their own TV channel.

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For more information about American Way Media, contact the company here: [American Way Media](#) Alison

Kane512-853-9484akane@americanwaymedia.com2309 Broughton Ct Suite BAustin, TX 78727

## American Way Media

*American Way Media is a forensic seo consulting firm and seo research publisher. The work is not about how to get to page one, but why aren't you already there.*

Website: <https://www.americanwaymedia.com>

Email: [akane@americanwaymedia.com](mailto:akane@americanwaymedia.com)

Phone: 512-853-9484

