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Top search marketing agency, Bronco, signs up to the Searchmetrics search analytics service

Bronco becomes Searchmetrics' latest UK agency partner

London, UK- 23 March 2011 - Leading UK search marketing agency, Bronco, has signed up as an agency partner to Searchmetrics' online search analytics service which provides data to help maximise search engine optimisation (SEO) campaigns.

The owner of [Bronco](#), David Naylor, said: "Searchmetrics delivers reliable up-to-date metrics that support and complement the analytics data that we already generate with our own in-house tools. I come across hundreds of SEO tools and Searchmetrics is one of the six or seven that I actually use."

[Searchmetrics](#) is an on-line subscription service that automates many aspects of SEO analysis, monitoring and reporting for agencies and in-house search marketers. It provides search performance data and analysis relating to multiple domains, including those of competitors.

"I particularly like the fact that I can use Searchmetrics to very quickly check the search performance of my clients' competitors to get a comparative view of what's happening," added Mr Naylor.

Searchmetrics is designed to bring into one place the wide variety of tools that search marketers rely on. As well as retaining a cumulative history of how a brand's web sites rank for its chosen keywords over time, it includes features for analysing back-links, technical site structure (including tracking elements such as site speed that affect SEO performance), keywords and on-page keyword density.

A recent addition to the service is a Link Manager module which handles every aspect of the back-link management process: from automatically checking the status of links every 48 hours, to managing contacts and exchanges.

-Ends-

About Searchmetrics

Searchmetrics delivers the most comprehensive, integrated suite of search analytics available to help companies move their web content into the top positions of all leading search engines. With one of the world's largest keyword databases enabled by a globally distributed cloud-based infrastructure that constantly refreshes the keyword data, Searchmetrics replaces conventional single-purpose tools and manual processes with an integrated cockpit of sophisticated search analytics views. The results are unprecedented competitive insights and actionable recommendations for targeting SEO investments with predictable ROI.

Headquartered in Berlin, Searchmetrics now delivers real web intelligence to a growing UK customer base from offices in Bracknell, Berkshire. You can follow Searchmetrics on Twitter @Searchmetrics or on Facebook at www.facebook.com/Searchmetrics. For more information, please visit: www.searchmetrics.com or call 01344 393 456. .