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**Kroll Ontrack Selects Searchmetrics to Connect Businesses and Consumers
with First Aid for Data Loss When the Worst Happens**

Leading Provider of Data Recovery Services Seeing Global Search Gains Using
Searchmetrics' SEO Solution to Optimize Visibility

New York and Berlin, January 11, 2011 – When businesses and consumers suddenly find themselves in the painful position of having lost data from their computer storage systems, data recovery leader [Kroll Ontrack](#) now can be located more quickly in online searches, thanks to a new relationship with [Searchmetrics](#), the world experts in search analytics software. Using Searchmetrics' SEO/SEM solutions, Kroll Ontrack already is seeing big gains by raising the company's highest priority keywords into the top 10 positions on leading search engines when people search for data loss or recovery solutions.

Kroll Ontrack is the leading provider of information management, legal technologies, and data recovery products and services. The company came to Searchmetrics to enhance its outreach to businesses as well as consumers, who often face dire predicaments regarding the loss of critical data when there is a computer storage failure. Many organizations now are storing data in a virtual environment, making recovery more complex. Finding the right solution quickly via online searches can make a huge difference in how a company or individual is able to rebound from such a setback.

“Early indications show that Kroll Ontrack is seeing major improvement in the positioning of its top 10 keywords, since incorporating the Searchmetrics SEO solution,” says Dr. Horst Joepen, CEO, Searchmetrics. “At least one or two of its top 10 keywords are in the number one position.”

The Searchmetrics Suite is helping improve the worldwide SEO/SEM capabilities for Kroll Ontrack, which relies on its internet presence for companies to locate them when minutes count. Kroll Ontrack has a variety of regional websites in different countries using different technologies. Kroll Ontrack needed a means by which to gain control of this diversity and develop a more unified strategy first for Europe and then other countries in which it provides services using country-specific search phrases and keywords. Kroll Ontrack also needed better insight into its overall online marketing performance, which varies from country to country.

“Searchmetrics' tools are providing us with the capability to set up monitoring for all required countries and a set of domains for each region, including those for the Kroll Ontrack brand,” says Stefan Schnettler, global marketing director, Kroll Ontrack. “We then can do a deep dive on the most popular

search terms. With these more sophisticated methods, we are able to make more strategic decisions about our online marketing.”

Searchmetrics is providing support to Kroll Ontrack by identifying the top 10 keywords for data recovery service, based on search volume. The input is then used to optimize the web sites and their content to improve and better manage performance on an ongoing basis through automated reports.

Specifically, Kroll Ontrack is using the Searchmetrics Suite to help the company monitor its market presence and identify new relevant regional keywords used in searches. Additionally, Searchmetrics’ solution is enabling Kroll Ontrack to conduct a more general independent performance measure of websites, such as ranking on technology, web code and other tips to optimize web pages. Searchmetrics is expected to play an important role in helping to monitor and manage the migration of its international websites to a new web architecture in the next year, notes Kroll Ontrack’s Schnettler.

About Kroll Ontrack Inc.

Kroll Ontrack provides technology-driven services and software to help legal, corporate and government entities as well as consumers manage, recover, search, analyze, produce and present data efficiently and cost-effectively. In addition to its award-winning suite of software, Kroll Ontrack provides data recovery, [data destruction](#), [paper and electronic discovery](#), [document review](#), [computer forensics](#), [secure information services](#), [ESI and jury consulting](#), and [trial presentation](#) services. Kroll Ontrack is the technology services division of [Kroll Inc.](#), the global risk consulting company. Kroll is a subsidiary of [Altegrity](#), an industry-leading provider of information solutions. For more information about Kroll Ontrack and its offerings please visit: www.krollontrack.com; www.ontrackdatarecovery.com.

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, the company's wholly owned US subsidiary, Searchmetrics, Inc., delivers real web intelligence to a growing North American customer base from offices in New York. For more information, please visit: www.searchmetrics.com or call 646-290-5268.

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