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Digital Agency Redweb Signs Up To Online Search Analytics Service From Searchmetrics

Integrates Google Analytics with Search Analytics to support SEO campaign planning and measurement

London – 28 November, 2011 – Full service digital agency Redweb has signed up to use the Searchmetrics online search analytics service to inform its organic search engine optimisation (SEO) strategies and demonstrate return on investment (ROI) to clients.

Sandy Lee, Search Strategist at [Redweb](#), which won the Most Innovative Digital Agency 2011 award in the Econsultancy Innovation Awards, feels that data is at the heart of its SEO work:

“Everything in SEO is data driven. We need good solid data to allow us to plan and drive decisions, as well to measure and demonstrate what we’re achieving for clients – it also helps SEO professionals to get away from the ‘snake oil salesman’ perception that still lingers.”

One of the agency’s key reasons for choosing Searchmetrics was its ability to integrate external data such as third party web site analytics as Lee explains:

“Searchmetrics lets us easily marry up keyword position data with our clients’ Google analytics traffic data - across a large number of keywords – to help us spot opportunities and see how our search campaigns are translating into traffic. We can view Searchmetrics data and external feeds such as site analytics on a single dashboard.”

[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. 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.

"The automation that Searchmetrics provides is great, because it means we minimise the time we spend gathering and reporting data, freeing us up for thinking and implementing," added Lee.

About Searchmetrics

Searchmetrics is the global expert in search and social analytics software, empowering marketers to increase visibility and market share on the world's leading search engines. We create value by providing the best quality data on a global scale. Clients and partners worldwide rely on Searchmetrics to maximize return from search investments with actionable insights that help better manage, improve and scale search marketing campaigns

Searchmetrics' robust search marketing tool, Searchmetrics Suite, is supported by a unique server infrastructure that offers monitoring of over 100 search engines in over 30 countries worldwide. Searchmetrics Suite is also home to the Searchmetrics Essentials data modules, SEO+SEM and Social, encompassing the largest, fastest databases for search and social media available.

Headquartered in Berlin, with subsidiaries and offices in New York, London and Paris, the company delivers real web intelligence to a growing international customer base. You can follow Searchmetrics on Twitter @Searchmetrics or on Facebook at www.facebook.com/Searchmetrics. For more information, please visit: www.searchmetrics.com.