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Searchmetrics to Provide SMX West and Adobe Omniture Summit Attendees Free, Live Assessments of Google Farmer Update Impact on their Domains

Search Analytics Leader Details How to Optimize Web Visibility with New Google Algorithms; Identifies Most Impacted Brands

Adobe Omniture Summit 2011, Salt Lake City, Utah – Partner Showcase Area- March 8-11 and SMX West, San Jose, CA – Booth #422 – March 8–10

New York, NY – March 7, 2011– [Searchmetrics](#), the world leader in search analytics software, today announced it will offer attendees at two upcoming conferences free and live checks on the impact of Google's latest "Farmer Update" on their domains. Searchmetrics will provide the scans at the [Adobe Omniture Summit 2011](#) (partner showcase area), which kicks off today in Salt Lake City, Utah and at [SMX West](#) (Searchmetrics booth #422), also beginning today, in San Jose, Calif. Searchmetrics recently published a thorough analysis of sites most affected by the Google Farmer update.

To obtain a quick, insightful scan of their domains, attendees are invited to stop by the Searchmetrics booth at the respective conferences or reserve a time in advance by registering here: <http://www.searchmetrics.com/en/seo-software/contact-form-free-demo/>.

"Google's 'Farmer Update' has impacted nearly 12% of all Web domains, and online marketers as well as SEO professionals are recalibrating their processes for high ROI search engine visibility," said Dr. Horst Joepen, CEO, Searchmetrics. "We'll be completing these scans with our integrated Searchmetrics Suite, which provides unprecedented insight into what keywords may be 'winners' or 'losers,' how performance compares with the competition, and how brands are tracking on social media sites like Facebook."

Google Algorithm Changes – What They Mean for the Industry

Searchmetrics has been closely monitoring the Google Farmer update along with the recent algorithm changes and recently published findings about those sites most affected by the

changes. The analysis is published on the Searchmetrics blog at:

<http://blog.searchmetrics.com/us/2011/03/03/google-farmer-update-whos-really-affected/>

At both [Adobe Omniture Summit 2011](#) and [SMX West](#) events, Searchmetrics will be showcasing its integrated Searchmetrics Suite, a SaaS-based solution that helps enterprise SEO professionals and online marketing agencies gain unprecedented insight into their search marketing campaigns, allowing them to make better, smarter decisions about where to invest their SEO dollars.

Searchmetrics, an Adobe Genesis partner, recently launched its 5.9 version of its flagship Searchmetrics Suite. The new edition features Facebook Response Tracking, Unique Quick Analysis, and Top Keyword Winners & Losers, to capture the growing competitive, social media and marketing needs of its customers.

Added Joepen, "The timing of these two premier conferences could not be more relevant given the current change impacting the search industry. Search marketers are often tasked with tracking hundreds or thousands of domains. Manual approaches or trying to mesh dozens of point solutions are no longer attractive options for them. We look forward to demonstrating how our Searchmetrics Suite can help SEO professionals and online marketers measure the effectiveness of their campaigns as well as provide insights into what they could be doing to improve their visibility on the Web."

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. 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 646-290-5268.