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Searchmetrics First to Provide Search Performance Data for Canada

Search Analytics Leader Enhances Commitment to North American Market, CEO Dr. Horst Joepen to Present at SES Toronto

SES Toronto, June 13-15, Booth #10

New York, NY and Toronto – June 1, 2011 - [Searchmetrics](#), the global leader in search analytics software, today announced a significant milestone in search analytics platforms with the addition of Canada to its search performance index, giving search marketers unprecedented visibility into their online campaigns in Canada. Searchmetrics is the first search analytics provider to include country-specific search data for Canada for the country's six major search engines, in both official languages. Searchmetrics offers tracking of a total of 90 search engines worldwide to date.

Previously, search marketers seeking country-specific data or results from the latest Google algorithm changes (e.g. Panda update), for example, would not be able to differentiate Canada-specific search performance data from U.S. data. With the addition of the Canadian market to the Searchmetrics Suite, online marketers will be able to access such features as a Quick Analysis research of their domains and competitor domains to obtain country specific insights into their search engine visibility on a weekly basis.

"Canada is an extremely important market for us, so we are pleased to be the first search analytics provider to offer Canada-specific search performance metrics in our products," said Dr. Horst Joepen, CEO of Searchmetrics. "With this launch, Searchmetrics continues to demonstrate its deep commitment to the North American market."

Searchmetrics will make this debut for the Canadian Market at [SES Toronto 2011](#), June 13-15, Hyatt Regency, Toronto. Also at the conference, Searchmetrics CEO Dr. Horst Joepen will speak on a panel titled, "Meaningful SEO Metrics: Going Beyond the Numbers, on Monday, June 13, 2011 from 2:00 – 3:00 p.m. SES

attendees can view Searchmetrics' Quick Analysis for the Canadian market and receive free scans of their domains at booth #10.

"Searchmetrics is a leading innovator in the industry. We're delighted by their continued participation in SES events and that they have chosen SES Toronto for this important launch for Canadian Online marketers," said Matt McGowan, managing director, Incisive Media, which wholly owns the SES Conference and Expo Series and SearchEngineWatch.com.

About Searchmetrics

Searchmetrics is the global expert in search 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. Searchmetrics' robust SEO tool includes access to one of the largest, freshest online databases of 25 million keywords/55 million domains and 90 search engine/country combinations. Clients and partners worldwide rely on Searchmetrics to maximize return from SEO investments with actionable insights that help better manage, improve and scale SEO campaigns.

Headquartered in Berlin, the company's wholly owned U.S. 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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