



## **Click Consult reveal Google BPF, the secret destroyer of Search Agencies**

*As the search industry continues to evolve, 2009 will prove to be a tough year within the search industry, with the removal of Google's best practice funding programme, some agencies will face tough challenges.*

Cheshire, United Kingdom, April 18, 2008 --(PR.com)-- 2009 proves to be a tougher year for search agencies than ever before, with the removal of the Google best practice funding programme, some agencies have a massive gap of net profit to fill, of course many agencies quote they predicted this happening and that it has been built into there forecasts for sometime.

This is no more than words, look at the industry activity closely, many agencies actively promoting themselves through paid search, not only this, but offering free trials, this is the first time Click Consult has seen such activity from certain agencies who seem to be suddenly making a desperate attempt to get clients on board.

Not only this, but the activity in the search recruitment market suggests that many staff are jumping ship, looking for agencies that maybe are more stable.

Finally, there is alot of activity in businesses looking to also move agencies, many comments being described as, not happy with service levels versus fees.

Matt Bullas Comments; What does this mean for the customer, well it could mean a number of things, but ultimately clients must look at the facts, biggest is not always best, there are so many good search agencies in the UK that have been built from scratch, Click Consult is one of such agencies, we employ more than 20 search engine marketing professionals across Pay Per Click, Search Engine Optimisation, Affiliate Marketing, Email Marketing, Shopping Feeds & Online PR. Our business model is simple, we minimise overheads and maximise service. Fees are certainly not cheap when it comes to outsourcing online marketing, so what do you really get for your money? And how much of that fee are you paying to "turn the lights on". It is so important to ensure your fees are maximised through service levels, and not because an agency has high overheads before it provides the service.

The removal of the Google BPF programme is in no doubt affecting some agencies this year. Click Consult support this decision because we clients will be looking for stability and results within there agency relationship, and not feel the effect of reduced service levels in an attempt to make up the gap the programme will create.

### About Click Consult

Click Consult has been providing search marketing solutions since 2003, they specialise in all aspects of online marketing including, [Pay Per Click Management](#), Shopping Feeds, Affiliate Management, Email Marketing and also they have a specialist business for [SEO \(Search Engine Optimisation\)](#)  
[www.seoconsult.co.uk](http://www.seoconsult.co.uk) .



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