



Corporate Companies Pay Per Click and Search Engine Optimisation (SEO) Strategies; Can They be Questioned?

What do corporate companies look at when selecting a search agency? Their nice flash office, maybe they here a few big brands and think oh they must be good; well let's get down to the facts about who is good and who is bad, and on what one should measure a search agency.

Cheshire, United Kingdom, May 17, 2008 --(PR.com)-- At Click Consult they have a myth, just make a search in Google.co.uk for [SEO](#), [Pay Per Click](#), [PPC](#), probably the biggest buzz words in the search marketing industry, who appears, well Click Consult and SEO Consult appear on page one and have done so for a long time; but the myth is, where are the big boys, the agencies the big brands go for? Exactly, spend some time searching.

Matt Bullas, Managing Director of Click Consult and SEO Consult commented, "I cannot understand how companies make their decisions when selecting a search agency. I saw a really interesting article recently from a company that stated, 'we selected our agency because of the consistent results we have seen on there own business when it comes to search marketing.' How sensible are they! At Click Consult and SEO Consult we base our results as leading by example, we have had page one listings for key industry buzz words for a long time. What amazes me is the fact that when you search core keywords relevant to our industry, many agencies are nowhere to be seen. Forgive me for leading by example but how do there clients make there decisions when selecting such agencies. Organisations and there people must become results driven, look around, keep there suppliers on there toes, and ultimately get results, my feeling is, search marketing is still so new that people stick with what they know, not because it is right, but because they know no different no matter if there results are good or not, because there is no comparison."

About Click Consult; Established in 2003 Click Consult is one of the UK's leading search marketing agencies, specialising in Pay Per Click, [Search Engine Optimisation](#) (SEO), Email Marketing, Affiliate Marketing, Shopping Feeds, Web Development and Online PR. They have been maximising results in online search since 2003, and have an established team of 20 + staff who specialise in all aspects of Online Marketing. Click Consult are also a Google Adwords Qualified company and a certified member of [SEOcertificate.org](#).

Contact;

PR@clickconsult.co.uk
0845 205 0283
Chester House
21 Parkgate Road
www.clickconsult.co.uk
www.seoconsult.co.uk
www.impactwebdesign.com



###



Contact Information:

clickconsult

Matt Bullas

08701451017

matt@clickconsult.co.uk

www.clickconsult.co.uk

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/85814>