

Edinburgh Company Nominated for Award

Staff at a fast growing Scottish digital company are celebrating after being nominated for a top industry award.

Since QueryClick launched three years ago, it has built a 10-strong team in Edinburgh and has carved an excellent reputation for helping businesses perform well online.

Now their hard work has been rewarded, with a nomination in this year's Marketing Revolution Awards, which recognise the most creative, challenging and successful digital marketing campaigns.

The team have been nominated for the 'Best Use of Search in Leisure and Travel' in the 'Leisure and Travel' category for their work with hospitality chain Classic British Hotels, which provides a collection of some of the UK's top independent luxury hotels.

Specialising in Search Engine Optimisation (SEO) and Conversion Rate Optimisation (CRO) QueryClick were able to increase the company's website traffic by 250% as well as increasing conversion rates (visits into sales) by 107%.

Mhairi McLeod Search Marketing Client Account Manager at [QueryClick](#) said: "We are delighted to have been nominated for this award, as it reflects the success of our work not just with Classic British Hotels but also our other clients.

"We have been nominated alongside some major leisure and travel campaigns including Easy Jet and VisitBritain, so for us to be considered is absolutely fantastic, as it really shows the value of what we do.

"QueryClick not only provides excellent return on investment

for clients, but we also offer outstanding customer service. No matter how big the project or client is, we give them all equal care and attention and the same standard of service and the success of the Classic British Hotels campaign really show this.”

Now in its 14th year, the Marketing Revolution Awards are hosted by Revolution Magazine and recognise those companies, who are at the forefront of the world’s most dynamic and fast moving communications industry.

The winners will be announced on 14th April 2011 at an award ceremony to be held at London’s Grosvenor House hotel.

✘ QueryClick is a full service search marketing agency, working with a range of blue chip and multinational companies across Europe, with particular strength in travel and leisure, e-commerce and finance. Clients include Aggreko, Mint Hotels and BrewDog.