

Edinburgh company expanding to London

✘ Fast growing online marketing company QueryClick has announced the launch of a new London office, underlining their ambitions for further growth.

The specialist marketing company, which helps businesses improve their online return on investment, already works with a number of household name clients from its HQ in Edinburgh, but believes a London base is an essential platform to grow across Europe.

A newly-appointed senior business development officer will open and head the new offices in Marylebone, a stones throw from both Regent's Park and Oxford Street. The London expansion is a crucial element of QueryClick's business strategy, which aims to see the agency expand beyond Europe and into the Far East within the next three years.

Founder Chris Liversidge said: "We've had a series of sensational months in terms of performance for our clients and that keeps increasing. With this expansion under way, there's never been a more exciting time for the company."

Chris said a move to London had been a specific aim for QueryClick, as a base for key client managers and business development.

He added: "We are expanding and dealing with more clients across the UK and Europe, so it makes absolute business sense for us to have a presence in London. It will also help us build upon our reputation and better position our credential as one of a handful of companies who can handle truly international campaigns. We are at the forefront of agencies with multi-national SEO and PPC services. "

QueryClick's Edinburgh office will remain the company's HQ, and the bulk of future staff will be based in the Scottish capital. It will also become the company's dedicated training centre.

Chris said: "We provide excellent training for all of our people to ensure they are the best in the sector. That ensures the quality of our service and the performance of our campaigns.

"Members of the London team will spend time in Edinburgh to get fully trained and to experience working as part of the QueryClick team. It is vital there will be constant communication between the offices to create a fully functioning successful agency."

QueryClick is a full service search marketing agency, specialising in Search Engine Optimisation (SEO), Pay Per Click (PPC) and Conversion Rate Optimisation (CRO) tactics to help websites perform better and help its clients win more business from search engines.

The company, which launched in 2008 with just three members of staff now employees 13 people working on a diverse range of clients including Classic British Hotels and multi-national FTSE 100 company, Aggreko.

QueryClick has built a reputation as one of the UK's leading search engine marketing companies, with Chris Liversidge sought out as an expert columnist with the two most influential blogs in the sector, Search Engine Land and Search Engine Watch.

QueryClick won the E-Commerce Award at the 2010 Herald Digital Business Awards for adding 23,500 bookings for a travel and tourism client, after taking over their search marketing campaign from a major rival agency.

- ❑ More information about QueryClick and the services that they offer can be found at <http://uk.queryclick.com>