

SAS gives companies FREE online marketing performance boost

Submitted by: Clickthrough Marketing Ltd

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Clickthrough Marketing Ltd. (www.clickthrough-marketing.com), the UK's leading online marketing and web analytics consultancy focused on helping companies reach new customers online, has today announced it has launched a FREE performance audit service that shows businesses their web sites are performing and how visitors are using their sites.

The service labeled Site Audit Scheme (SAS) is the first of its kind in the UK. It gives businesses a comprehensive snapshot of their web sites performance as a sales and marketing tool.

"Just about every business today has a web site, yet incredibly only a small percentage of businesses can tell you how their sites are performing as a marketing tool. Businesses are spending thousands of pounds on setting up nice looking site, but have no idea what Return On Investment they are getting" says Phil Robinson, Founder & Managing Director.

As part of the SAS, Clickthrough Marketing give companies FREE access to ClickMetrix, a real time visitor tracking solution that is used by some of the world's leading companies. ClickMetrix gives companies FREE access to over 50 visitor tracking reports via a web browser for 14 days and includes the following:

- Traffic Reports – how many visitors your site is receiving?
- User Behavior Reports – how are visitors using your site?
- User Profile Reports – who are your visitors? Where do they live?
- Referrals Report – where are your visitors coming from?
- Search Phrase Referrals – which keywords drive the most traffic?
- Marketing Campaign Tracking – what is the success marketing campaigns such as email, banner and advertising campaigns

Robinson continues, "We have the technology, so we decided it would be a good idea to give all businesses the opportunity to access it for a limited period to help them understand how their web sites are performing and how their visitors are behaving. 14 days is long enough to build up a picture of how a site is performing as a marketing and sales tool"

To apply for the Site Audit Scheme, visit

<http://www.clickthrough-marketing.com/clickmetrix/free-trial.php>

NOTES FOR EDITORS

PHOTOS

Go to press library at www.clickthrough-marketing.com/corporate/press-kit.php

INTERVIEWS

Phil Robinson, Founder & Managing Director is an experienced online marketing consultant and writes

articles about several areas of online marketing.

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ABOUT CLICKTHROUGH MARKETING

Clickthrough Marketing are a specialist Online Marketing consultancy focused on helping companies reach new potential customers within the online market place and search engines. Our world leading expertise has led to the development of our powerful web analytics technology, ClickMetrix – a powerful real time visitor tracking solution that tracks online visitor behaviour and activity.

Formed by a team of marketing experts and search engine specialists, our mission is to deliver an outstanding level of service that provides an unbeatable Return On Investment and help business take advantage of online sales and marketing opportunities. Our services include; Search Engine Optimisation, Pay Per Click (PPC), Website Traffic Analysis, Link Building, Search Phrase Analysis.