

# Google plans education software for app shop - SEO company Queryclick.com says 'smart move'

Submitted by: Query Click Ltd

Thursday, 6 January 2011

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SEO experts Queryclick.com thinks Google is on the right track with plans to sell education software through its app store.

Always a company keen to look ahead for potential expansion, it's been revealed that Google is planning to sell education software through its app store.

The industry for online learning products in the USA has been predicted to reach a value of as much as \$5 billion in coming years, and recent reports that Google has been talking to educational software companies suggest the search king is eyeing a slice of the educational-pie.

Google App Marketplace already has games and instruction tools for teachers but the online powerhouse is said to be in the process of luring new developers onboard, to help it broaden its offerings. This would allow outside developers to market their products to educational establishments and would be a new venture for the search engine, which already works with schools by providing teachers and students with free software.

Google is wise to continue looking for ways to remain relevant, said a spokesperson for SEO company Queryclick.com (<http://uk.queryclick.com>). "Google didn't get where it is today by sitting back and letting new innovations roll over it. Time and time again we've seen the search giant snap up start ups or established players in markets that are set to heat up.

"What's more, apps are where it's at right now, largely thanks to Apple and the original iTunes model, so it seems sensible for Google to find ways to offer unique content and applications to users."

If Google's foray into educational apps is successful, it could provide the company with a substantial new revenue stream, but could also prove invaluable when it comes to netting new customers for the company. By giving Google products prominence at an education level, the Mountain View giants could build brand recognition at an early age and ensure it remains relevant for the next generation of internet users.

Speaking of the initiative, Google's business development manager for education, Obadiah Greenberg, said: "If we can provide access to education apps to our 10 million users in thousands of schools, then that would be a win all around."

Queryclick agreed with the view that Google could be making a tactical brand movement as well as a revenue driven one, explaining: "For Google, brand is incredibly important and, despite hanging on to the title as the biggest search engine, it can't afford to sit back. Recent news that Facebook has overtaken the search giant as the most popular site for American users is sure to have the company searching for new opportunities, and the educational business could be the perfect opening.

By reaching out to young people and those with educational roles, Google will have the chance to access a

huge variety of users and instil an invaluable sense of brand loyalty. And while Google makes a lot of money from PPC (<http://uk.queryclick.com/en/pay-click-ppc/>) and online advertising, it could open up a new and very lucrative revenue stream with the help of educational developers.

#### About Queryclick

The UK's leading provider of search marketing solutions for businesses ranging from blue-chips to SMEs and everything in-between.

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