



Online Marketing Insight from Simply Clicks

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Can we trust Google?

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Having caused PR and legal headaches around the globe for Google, the company has decided to permanently discontinue its Street-View-based WiFi data

collection.

At the time of questions being asked, Google said it was a mistake and blamed a junior engineer for the blunder. Really? Would writing this kind of advanced data collection program really be a job for juniors?

The ICO (Information Commissioners Office) has just this week announced that a new investigation into Google breaking privacy laws in the UK will finally be launched. Google has already been fined in Spain, and in Canada the company is being given a deadline to delete all personal or sensitive information it collected.

According to a document issued by the Office of the Canadian Privacy Commissioner, "Google still intends to offer location-based services, but does not intend to resume collection of WiFi data through its Street View cars. Collection is discontinued and Google has no plans to resume it."

On a more positive note, local and location based marketing is clearly on Google's agenda. Could Facebook Places be the reason for that?

Dear David,

Welcome to Online Marketing Insight from Simply Clicks.

We aim to share with you some of the latest online marketing insight that will help you create and extract value from your online presence. We cut through complexity bringing clarity to the changing online landscape.

Our search marketing experience and methods are based on real online business experience - we manage the strategic and tactical online needs of our clients on a day to day basis. We understand the influence and impact of the individual marketing components involved in creating the platform for long term online competitive advantage.

We welcome you to join the dialogue!

Opinion

It is sometimes difficult to recall that the UK economy is still growing. Even at the current 1.7%, it is going in the right direction. Given that some parts of the economy will be growing at a lesser speed means that there are pockets where growth is much faster than this. Some significantly more so.

Markets are rarely static. At the market category level, you could well expect to take market share by just being smarter than your competitors. So in many respects, growth is just a state of mind - or being in the right place and doing the right things at the right time.

If you're prepared to be agile there are opportunities to be grasped. Competition may be tough but many of your competitors may be pre-occupied with the doom and gloom fed to us by the media, or non-productive internal issues such as organisational change and downsizing. This could be your opportunity - if you focus on choosing the right customers, communicating with them in the right way and delivering a product or service they value, you could be the one with the profitable growth.



David Burdon
Simply Clicks

Real Training - not just theory

The complexity and speed of change in online Marketing is unprecedented. With Google, Facebook and Apple continuously launching new products and services, online marketing is becoming more complex by the day. Today's successful marketing organisations have an increasing need to cut through the complexity and identify what online components really make a difference to the bottom line.



The need for updating online marketing skills and knowledge has never been more critical for success. Simply Clicks has been training organisations in Search Engine Marketing including search engine optimisation (SEO), pay per click advertising (PPC) and web analytics since 2004.

Each of our training courses is unique. They are tailored to the needs of individual organisations and market categories and are conducted in small groups or on a one to one basis. We listen and investigate your challenges, analyse your own and competitor websites and campaigns prior to each course and, along with theory, work with you in solving real problems during our training sessions. Our

extensive client list includes organisations of all sizes in B2B and B2C, based in the UK, Ireland and mainland Europe.

Can you measure your online performance today? What is the real return from your online marketing budget? Do you understand the impact and influence that the various online components and strategies - such as search engine optimisation, pay per click advertising or social media - have on your web sites performance? Do you have the skills to generate reports that help you analyse the results of your online

Client of the Month



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