



Through competitive analysis competitors discover who is getting the most online traffic

Momentum Web Solutions, June 06, 2006

URL: <http://www.pr9.net/business/marketing/3908june.html>

Search engine optimisation company based in Oxford announces competitive website analysis service that is affordable for small businesses

PR9.NET June 06, 2006 - Oxford, UK – Momentum Web Solutions Limited, a provider of website optimisation services to start-up and SME organisations in the UK, today announced its competitive positioning analysis services to provide greater insights into the performance of online competitors in major UK search engines.

Many businesses have realised the web is up to five times more cost-effective than other marketing channels. For many SME and start-up organisations it is the only way they can reach customers worldwide. However without strategic competitive analysis many SME organisations find it difficult to plan effectively in order to succeed online.

A Competitor website analysis enables them to gain crucial insights into the levels of online competition in their market as well as discover which of their competitors are getting the most online traffic. Research and planning allows SME organisations to implement website strategies to precisely target online efforts towards customers who are most likely to make a purchase through their website or e-shop.

A crucial element for competitive analysis is applying online competitive insights to help set benchmarks so that the ROI is clearly visible from online campaigns. This enables online businesses to demonstrate the power and effectiveness of web marketing to colleagues and helps in targeting online marketing budget where it will be most effective. In addition competitive analysis can help in researching new products and geographic markets through gaining an understanding of the levels of web competition.

###

About Momentum Web Solutions

About Momentum

Momentum Web Solutions provides online marketing services to small and medium-sized enterprises (SME) and start-up organisations in the UK. Momentum's services are particularly relevant for organisations in transition, or for whom the results of current online activities do not match business aspirations. The benefits to clients of Momentum's services are intended to be dramatic and compelling, providing visible results and clear ROI for online investments. Momentum web marketing services include online sales optimisation, web competitor research and web marketing services, including search engine marketing, optimisation and promotion.

Contact Information

Momentum Web Solutions Limited
The Oxford Centre for Innovation
Mill Street
Oxford
OX2 0JX

Phone: 01865 811146

Email: info@momentum-web-solutions.co.uk

Web: www.momentum-web-solutions.co.uk

| | |
|-----------------|---|
| Phone: | 01865 811146 |
| Website: | http://www.momentum-web-solutions.co.uk/ |
| E-Mail: | sales@momentum-web-solutions.co.uk |
| Address: | The Oxford Centre for Innovation Mill Street Oxford OX2 0JX |