

Press Release

Snazaroo appoints Mediarun to deliver growth from search in 2012.

Global leading arts materials supplier ColArt International Holdings chooses Mediarun to assist migrate SEO equity onto new ecommerce platform for their Snazaroo brand and to drive online revenue during 2012

London, 19th December 2011, SEO specialist digital marketing agency Mediarun (www.mediarunsearch.co.uk), is taking responsibility for assisting the Snazaroo brand (www.snazaroo.com) achieve a smooth migration when the brand launches its new ecommerce platform in the first quarter of 2012. Having built exceptionally strong organic search visibility over the years it is critical that the platform migration is handled seamlessly to ensure minimum impact on rankings and traffic from search engines. Post migration and launch Mediarun has been tasked with improving search visibility and driving revenue in the UK and US markets in 2012.

Managing Director at Mediarun, Alex Wares explains, "for a brand like Snazaroo which has a very established position in the online space it is important to successfully manage not only the web development side of a platform migration but also to ensure that valuable 'SEO equity' is not put at risk. Mediarun are delighted to be appointed as [SEO agency](#) for the the Snazaroo brand building on the relationship we have with ColArt to date".

The appointment comes on the back of a successful [SEO](#) campaign delivered during 2011 for another ColArt brand the art supplies business Liquitex.

Commenting on the appointment, Gordon Wilkinson Global Digital Marketing Manager at ColArt, adds "During 2011, Mediarun has helped ColArt to strengthen and implement an SEO strategy for one of our Fine Art brands, Liquitex. They have shown an ability to deliver results while also demonstrating a strong grasp of the technical side to SEO, which will assist us during the platform migration".

Notes to Editors

About Mediarun - www.mediarunsearch.co.uk
Mediarun helps companies find customers online by focusing on enhancing online visibility, generating leads and improving revenues. Based in central London the company specialises in performance Search Engine Optimisation (SEO), Pay Per Click [PPC management](#), Social Media Optimisation (SMO), Mobile marketing, website optimisation and design related services.

Mediarun is committed to combining technical expertise with an innovative approach to deliver high returns on investment for businesses in UK, USA, Asia and Europe. Mediarun understands

its clients need to find customers online and ensure that for any marketing spend the company is able to deliver a healthy and quantifiable return.
www.mediarunsearch.co.uk

About ColArt International Holdings Ltd – www.colart.com

ColArt is the worlds leading supplier of artists' materials. There are a number of brands within the business including Winsor & Newton, Lefranc & Bourgeois, Liquitex, Reeves and Snazaroo.