



## ***Analytics SEO Announced As A Finalist In 2012 Red Herring Top 100 Award***

***London-23<sup>rd</sup> April, 2012***

Analytics SEO, a leading SaaS SEO software agency based in the UK, has been short-listed for the 2012 Red Herring Top 100 Award

Hot on the heels of closing its first fund raising round, Analytics SEO, a leading SaaS [SEO software company](#), is pleased to announce that it has been short-listed for Red Herring Top 100 Europe award.

The award, which is for privately owned companies and technologies, recognises those that are at the cutting edge of innovation, and evaluates them across a range of criteria such as: financial performance, technology innovation, quality of management, IP creation, CAGR, execution of strategy, and disruption in their respective industries.

The judging panel looked at hundreds of companies from across Europe before deciding on this short-list, so it is a great achievement to have reached this stage. Alex Vieux, publisher and CEO of Red Herring has said "This year was very rewarding. The global economic situation has abated and there are many great companies producing really innovative and amazing products. We had a very difficult time narrowing the pool and selecting the finalists".

Red Herring has great experience in recognising innovative companies, in the past Google, eBay, Skype and YouTube have been recognised by the Red Herring Top 100.

Laurence O'Toole, CEO of Analytics SEO has said about receiving the nomination: "We are only as good as the company we keep, so we are delighted to be nominated alongside so many great technology businesses. We've come a long way from humble beginnings but we still see huge potential to continue to innovate and develop the platform further. These kinds of awards and accolades mean a lot to the company, and motivate the team to continue to provide world class service and software."

On April 23-25 the finalists will be gathering at the Red Herring Europe Forum in Amsterdam, where they will present their company/technology to the judging panel. It is set to be a brilliant event that promises to celebrate the best of European technology and innovation.

## ***About Analytics SEO***

Analytics SEO is a cloud-based Search Engine Optimization platform designed for both [SEO agencies](#) and internal marketing teams, operating from the UK. Its USPs include effortless SEO campaign management across large volumes of websites, fully automated customisable reporting, multi-lingual support, re-brandable [SEO lead generation tools](#), white labelling and a set of APIs for partnering with yellow pages, media owners and website platform publishers to re-sell simple SEO solutions to SMEs.

### Contact details:

Steve Lock, SEO Product Marketing Manager

0208 977 4465

[stevejlock@analyticsseo.com](mailto:stevejlock@analyticsseo.com)