Red Herring 2012 Winners - Analytics SEO awarded place in Top 100 Europe

London - Analytics SEO Limited, a leading Search Engine Optimisation software platform in the SaaS space, today announced that it has been named a winner in the 2012 Red Herring Top 100 Europe award, a prestigious award honouring the most innovative and promising technology companies throughout Europe.

Red Herring's Top 100 Europe list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognise that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

Laurence O'Toole, CEO and Founder of Analytics SEO commenting on the award said, "We are delighted to be recognised amongst such a fine group of companies and contenders. It's this kind of recognition which drives the team on to settle for nothing less than building a world-class SEO software solution."

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe **Analytics SEO** embodies the vision, drive and innovation that define a successful entrepreneurial venture. **Analytics SEO** should be proud of its accomplishment, as the competition was the strongest it has ever been."

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of start-ups relative to their peers; allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe.

To celebrate the award, for a limited period the company has released a fully featured free version of the SEO tool.

For more information on Analytics SEO, please visit our website.

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 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.

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