

Just Search experts heat the theatres up at Internet World

Just Search experts stole the show at Internet World 2011, speaking in packed out theatres on current hot topics; social media and online video as well as the key metrics on search.

There wasn't even room to stand as hundreds of visitors crammed into theatres to hear the latest in internet marketing from Just Search's perspective. For the last few years, Just Search has exhibited at this event, which is Europe's largest exhibition for the digital marketing and online business world, and the company has always made an impact on visitors to the trade show, many coming just to hear what Just Search has to say.

This year, visitors to Internet World were treated to talks by Fergus Dyer-smith, CEO and co-founder of Wooshii, who spoke about online video, Graham Wilkinson, European Marketing Manager of Just Search, who spoke about how to build a social media strategy, and Neil Walker, CTO of Just Search, who spoke on the key metrics of search.

Just Search is always one step ahead when it comes to the latest trends in internet marketing and that is why it has always been seen as a market leader, since it was launched in 2003. And now with social media and online video becoming increasingly important in the industry, Just Search is once again, ahead of the game and is already becoming known for the online video service that it offers to clients. Just Search now offers its clients the chance to improve their online presence by incorporating online video as well as social media into their online marketing strategies.

With Just Search always being at the forefront of the industry, it was no surprise that so many people were interested in their opinions on these two important subjects at Internet World.

Paul Yates, Group Chief Executive Officer for Just Search, said: 'Social media and online video are the hot topics within our industry at the moment, so Internet World gave us a great opportunity to share our knowledge and experience as experts in internet marketing. Offering these services to our clients is what makes Just Search stand out from our competitors and I'm pleased that we are able to embrace the opportunity which also helps us to reach out to our European audience.'

The seminars were filmed by the crew from Wooshii and will soon be available to watch on the Just search website – www.justsearch.co.uk

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Just Search is an SEO and [internet marketing](#) company based near Manchester. The company provides marketing solutions right across Europe and packages include [SEO](#), [PPC](#), [social media](#), online PR, content writing, design, development and [affiliate marketing](#).

Getupdated/Just Search, acquired an initial equity share of 25 per cent of the shares in Wooshii. In exchange, Getupdated and Just Search market an integrated new service offering based on the video know-how of Wooshii.