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## Google Surviving Advertising Decline & Credit Crunch

Despite many predicting bad times for Google it has surprisingly announced above expected profits reflecting earlier opinion I gave.

Despite the worlds current problems Google , ourselves and other digital agencies are actually doing well almost because of everyone elses problems. It seems that broadly speaking pots of money for advertising are dwindling (isnt it always the 1st thing to go?) yet no so it appears for Google advertising, pay per click and SEO.

My own feeling is that smart businesses instead of reducing advertising and therefore reducing sales - which isnt what you want in a financial crisis - look to make the advertising spend go further and produce better results. Step in Google. As ive always said you have to fish where the fish. Where the fish are right now is Google. Recent surveys indicatye this Xmas will continue to see online sales steal away from the high street and recently over 30% of young people said that the current worlds problems havent affectign their retail spending at all.

- Andy

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