
Busy busy busy 18/6/08

Over a month since my last blog - shocking! Open Eye Marketing has been inundated with new Google advertising clients as well as new business systems this last month.....

We've been slowly introducing our sister agency & products to our clients which has led to a great deal of organic position campaigns being pitched for and undertaken.

The rise of this website in Google's organic rankings particularly for the keyword 'pay per click' (currently 2nd only behind Wikipedia) has created an awful lot of additional enquiries and work for us on top of our pay per click advertising. We are gradually evolving into a broader SEO company but with our roots firmly based in Google Advertising and pay per click management. We still have alot of work to do to effectively merge our various Google Advertising and promotional products and we may be rethinking our current branding to reflect this - watch this space!

We've also got ourselves a new accountant and introduced direct debit and phone and payment billing for our clients. From August 1st - no more cheques (thank God). This has meant Laura has been busy in the background setting up new admin systems and familiarising herself with the relevant new software.

- Andy Maclean

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