



the digital marketing group

## First Rate Announced as Finalist in 2011 IAB Awards

First Rate, leading Australasian search and performance agency were named as finalists in the Search Marketing (Organic Search) category for the submission

Sydney, Australia,

Monday, June 20, 2011 - Today the IAB announced the list of finalists for the annual IAB awards. First Rate, leading Australasian search and performance agency were named as finalists in the Search Marketing (Organic Search) category for the submission The Power of Longtail: Focus Property.

This is the first year that has seen the Search category split into Paid vs Organic with the increase in entries for the category over recent years. This year also marks a jump in entries of 19% from the previous year, and with the awards ceremony already nearly at capacity, is proving to be a highly competitive event.

The First Rate team, based in Sydney, devised a strategy that not only saw a significant increase in unique visits and visits from organic search but also an increase in ranking for head and secondary terms securing the head term as ranking number 1 for a leading Australian property company.

Were pleased to see the search category is so highly competitive and has gained momentum in recent years, it reflects the importance that marketers are putting in online activities such as organic and paid search, no longer can companies simply build a good looking website, they must also have a savvy digital strategy to accompany it in order to stay competitive in e-commerce today said James Ward, CEO of First Rate.

The winners are announced at an awards ceremony on the 28th July in Sydney.

-ENDS-

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First Rate First Rate (a wholly own subsidiary of Q Ltd ASX:QXQ) is a leading internet marketing consultancy that provides; search engine marketing (SEM), search engine optimisation (SEO), email marketing, performance marketing, conversion optimisation and website analytics services direct to a range of blue chip clients. First Rate offers a 1-tier paid search technology and service solution through its exclusive partnership with IgnitionOne (formerly SearchIgnite).

Q Ltd (ASX:QXQ) owns a group of specialist interactive advertising and digital marketing communication companies. Each company is a leader in their area of expertise. The Q Ltd Group provides an integrated spectrum of interactive advertising and digital marketing services needed to interact with today's digital consumer. We provide: digital strategy & planning services, creative & technical development, search marketing, & performance marketing, media sales (display, email, mobile, performance & data) and digital publisher representation. Q Ltd companies include: Thinq, Market United, First Rate, 3D Interactive and QEDigital (The Performance Network, The Great Sites and Great Promotions).

Q has offices in  
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