New Tool Optimises Website Content to Respond to Demands of Search Engine Users

Contributed by TNS
Monday, 23 July 2007
Last Updated Thursday, 26 July 2007

TNS Infratest announces partnership with Swiss-based ArgYou AGLONDON, 24 July:Â TNS Infratest, Germanyâ€™s leading market research and consulting agency and a member of the TNS Group, is to partner with ArgYou AG, based in Baar, Switzerland, to develop the web-based tool â€˜ArgYouâ€™.

Through ArgYou, clients can optimise their websites in order to bring supply and demand of webcontent more closely together. ArgYou (â€˜Arguments for Youâ€™) reports on the extent to which a websiteâ€™s content, products and services mat the demands of search engine users. This insight allows companies to target their webcontent and services according to the demands of their target audiences, whilst also reviewing the activity of other stakeholders in their market.Â

Search engines are currently the most important and most frequently used information sources on the internet. As 85 per cent of all internet visitor use search engines to gather information about companies, products and news, matching websites are the key to a successful search strategy.Â

A systematic monitoring of internet activities also enables direct competitor or market sector comparison â€“ so that companies can emphasise their unique selling points (USPs) and keep themselves ahead of the competition through their own website.Â

This continuous, targeted monitoring ensures companies can determine a change in current and potential clientsâ€™ profiles.

"This enables the supply side to react proactively and stay ahead at the leading edge of their respective digital marketâ€•, says Dr. Sabine Graumann, Director, Business Intelligence, TNS Infratest.

â€œBeing aware of an enhanced client-oriented view will prompt internet users to become clients of online services more often.â€•Â Â

TNS Infratest is to launch this product to the German market in the first instance, following its successful establishment in Switzerland under the ArgYou AG banner. The product will also be made available in the UK.Â Â For further information, please go toÂ http://www.tns-infratest.com/00_En/06_BI/06200a_ArgYou.asp