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FirstClick for Google guys

SEARCH marketing agency FirstClick has nabbed two experienced former Google employees.

Stuart Bartram will head business development, based in Sydney, while Mark Armstrong will lead FirstClick's new operations in Melbourne.

Bartram will focus on generating new business, optimising revenue and maximising value for clients.

"Search has moved on from nice-to-have to must-have for any company with an online presence. Every executive is, more than ever, aware of the return on investment and measurability of search marketing and this makes it a very dynamic place

to be. I want to move beyond FirstClick's successful referral business model."



Bartram

Bartram has more than six years experience in online marketing and online technology and joins

FirstClick from Doubleclick, a Google company, where he was the business development director for Australia and New Zealand, most recently launching and developing the Ad Exchange business.

Mark Armstrong has more than 12 years experience in search and online marketing, and is regarded by many as a leader in the Australian search engine marketing and search engine optimisation sector.

He joins the company after three and half years at Google Australia as head of auto, local and classifieds.

FirstClick is a strategic search marketing agency that helps clients increase their online visibility, make money out of websites and bridge gaps between businesses and their online customers. It was established in July 2005.