



SpyFu Crosses the Pond – Leading US Search Engine Analytics Site Launches UK Service

The United States' most-visited online marketing analytics site is proud to be the first to offer comprehensive United Kingdom-based data.

SCOTTSDALE, Ariz. – June 24, 2008 – The playing field is now level for UK online marketers, thanks to the launch of [SpyFu UK](#). The first analytics service to provide competitive information culled from United Kingdom search engine data, SpyFu UK fills a critical void for UK online marketers and pay-per-click advertisers long forced to base vital marketing decisions on guesses and approximations.

“Just like the original SpyFu service revolutionized US online marketing analytics, SpyFu UK identifies your online competitors and their UK-specific tactics. Never before have you been able to actually see what your competitors are doing, and now you can use that information to improve your campaigns and beat them at their own game,” said Michael J. Roberts, president of Velocityscape, the creator of SpyFu. “Without data from the United Kingdom it was impossible for our friends across the pond to make informed decisions about their search marketing efforts, but that changes today with the launch of SpyFu UK.”

While some services offer tools for the UK market, such as general keyword research and big-picture trends, SpyFu UK is the first service to offer comprehensive data, including natural and paid search competitors, as well as their keywords, cost per click, rankings and more.

The launch of SpyFu UK comes on the heels of a tremendous growth year for SpyFu. Since launching in May 2007, the Web site has grown to more than 1 million unique visitors each month – exceeding other industry-leading sites, such as [compete.com](#), and putting its visitor count in the top 1 percent of all Web sites.

“With our tremendous growth over the past year, we were considering several opportunities for expansion,” Roberts said. “We found that UK data was the most-requested feature in the [SpyFu.com forums](#). Listening to our customers and addressing their needs is always our first priority.”

SpyFu UK is the first of several planned expansions for SpyFu, with additional launches scheduled for 2009 in several countries. For more information, visit www.SpyFu.com, or view all [SpyFu and SpyFu UK subscription options](#).

About SpyFu

Founded in 2006, SpyFu is a cutting-edge resource designed to help search engine marketers and pay-per-click advertisers understand their competition – and take action. Using powerful data extraction tools, SpyFu compiles data from 125 million paid search ads and natural search results each month, providing subscribers with valuable information on their competition.

SpyFu is a division of Velocityscape, LLC, a privately held software products and services company based in Arizona. Founded by Michael J. Roberts in 1999, Velocityscape is also the developer of Web Scraper Lite, Web Scraper Plus+ and Web Macros – data extraction platforms that help businesses automate site navigation, submit data and move information from the Web to spreadsheets and databases.

For more information on SpyFu and SpyFu UK, visit www.SpyFu.com. For details on Velocityscape's other projects, visit www.Velocityscape.com.