

SEO Company Queryclick.com Welcomes News That US Online Ad Spend Reached A Record High In The First Quarter



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While the worldwide economy is still struggling in the aftermath of the global recession, recent research has revealed that the online advertising market has bucked trends and has continued to expand regardless.

According to figures from industry bodies Interactive Advertising Bureau, PricewaterhouseCoopers and comScore, the market has experienced record breaking growth that takes total advertising spend for the first quarter of 2010 to the highest total ever recorded for an equivalent period.

The news is likely to be welcomed industry wide, and SEO company [Queryclick.com](#) has announced it is pleased to see that the sector is performing as well as it predicted. With an increase in US online advertising spend to the tune of 7.5 per cent, the SEO experts are confident that the figures will help companies realise that money is well spent in online ventures - even when budgets are tight.

A spokesperson for Queryclick explained: "It's great to see that online advertising is proving its market strength despite the recent economic downturn. We hope that news such as this will help businesses recognise the many cost effective advertising options that are available online."

"The huge advances in technology have made it possible for business of all shapes and sizes to interact online, and we hope that this news is merely the tip of the iceberg when it comes to the ways in which online experiences will continue to improve for users and businesses alike."

Coming after a tough year in 2009, when online advertising spend dropped in the US for the first time since 2002, the recent figures will provide a boost to the American economy as well as a boon to marketing departments championing online venues for their services.

The benefits are also predicted to make themselves felt across Europe, as online marketing spend continues to remain strong in 2010, and comScore revealed that display advertising in the US broke the trillion mark Q1 with a staggering new high of 1.1 trillion new ads in the US. This represents a 15 per cent rise.

In response to the news, Queryclick said: "The reversal of fortunes when it comes to online advertising in the last year is very welcome and we see it as a sign of things to come. We recommend that businesses take heed of the news, and implement any necessary changes for them to make the most of their advertising budgets as we move further into the year.

"By making strategic use of [search engine optimisation](#) techniques in tandem with online and display advertising campaigns, businesses can find ways to streamline their budgets while still attracting all-important new customers to their sites."

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