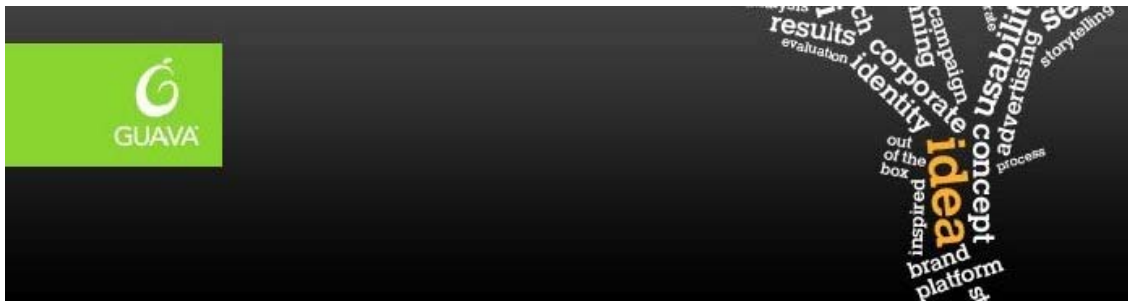


Guava Receive IMA award Nomination in 'Best Use of Search Marketing' Category



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Press Release Author: Lotte Mahon

Industry: [Marketing](#)

Press Release Summary: One of Guava's most ambitious search engine optimisation campaigns, rolled out for Confused.com, has been awarded a nomination at the forthcoming IMA awards.

Press Release Body: The campaign, which began last year, has focused on extensive [SEO](#) modifications of the website and integrating **Confused.com's** offline marketing activity with a new online strategy.

Chris Dyer, Project Manager at Guava commented:

"Working on the Confused.com project continues to be a thoroughly rewarding process. We have worked closely with the Confused.com team in Cardiff and built up a solid working relationship. Comparison



websites is a highly competitive market so we're proud of the results that we have achieved."

Sarah Baldwin, Marketing Manager at Confused.com feels that **Guava's IMA award** nomination is well deserved;

"We've been impressed with just how much Guava has managed to achieve in a relatively short period. Confused.com is one of the UK's biggest comparison websites so we needed an innovative [SEO](#) strategy. Through a combination of tools, research and in-depth SEO knowledge Guava has produced excellent results."

The IMA awards ceremony will take place at the Royal Lancaster Hotel, London on 30th October 2008 with representative from Confused.com and Guava in attendance.

About

Guava

Guava is a fresh thinking, digital marketing agency specialising in Search Marketing and Web Development in the UK. Part of the pan-European Guava group with over 200 employees, the UK division is headed up by UK CEO, Graeme Radford with offices in Berkshire and Cornwall. Current Guava clients include Confused.com, Black & Decker and CNET.

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