



England 2018 appoints Reform to handle their search engine optimisation (SEO)

Release date: 29th April 2010

England 2018 Ltd, the company leading England's bid to host the FIFA World Cup™, in 2018 has appointed independent search marketing consultancy Reform to handle its international search engine optimisation strategy.

Reform will be tasked with maximising international traffic to the England 2018 website (www.England2018bid.com) for the duration of the bid process. Since the website launched in May 2009, visitors from over 145 countries have registered their support for the England bid, and Reform will use their experience to secure superior international search engine results during the bid process.

Amanda Davie, Managing Director of Reform, said: "Developing an international web presence is an integral part of England 2018's plans to generate mass interest and support for the bid. SEO is the foundation channel of any international digital strategy, with search engines being the first point of call for any football fans looking for information on future World Cup tournaments. So we are proud to play an important role in helping England 2018 in its attempts to win the World Cup bid.."

Jo Vertigan, Head of Digital at England 2018, said: "Reform will provide us with a broad international capability ensuring that we can communicate our messages to supporters of the bid across the world. Their expertise in this sector is key to the digital strategy we are delivering. "

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For further press comment please contact Amanda Davie, Managing Director, Reform:

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Notes to the Editors:

Reform is a search marketing firm with offices in London and New York. Reform develops practical search marketing solutions for clients – from marketing strategy and delivery, through to technology and operational consultancy, market research, auditing and training services.



Reform works with brands, in-house search and procurement teams, agencies, investors and trade bodies. Clients include the IPA, England 2018, the Chartered Institute of Personnel & Development, Toptable and Angel Investment Network.

For more information about Reform, please visit: <http://www.reformdigital.com> or follow Reform on Twitter at www.twitter.com/reformdigital. Join the debate on innovation and change in the search industry with our LinkedIn group, The Reformers. We welcome discussion and comment from search practitioners and specialists, as well as questions and insights from anyone interested in learning more about how search can impact their business positively.

England 2018 Ltd is the company leading England's bid to host the FIFA World Cup in either 2018 OR 2022.

England 2018 Ltd is supported by 12 Candidate Host Cities in the Bid process. These are: Birmingham; Bristol; Leeds; Liverpool; London; Manchester; Milton Keynes; Newcastle Gateshead; Nottingham; Plymouth; Sheffield; Sunderland.

England 2018 will submit its Bid Book to FIFA in May, 2010

The final decision on who will host the FIFA World Cup™ tournaments in 2018 and 2022 will be made by FIFA in December, 2010.

Show your support and 'Back the Bid' at www.England2018bid.com.