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Advanced Web Metrics Ltd is the company founded by Brian Clifton in 1997. Starting life as a web development and hosting agency, it built an international reputation in SEO and analytics. After researching and publishing whitepapers in 2002 on the state of web analytics and its

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future, it was recruited as the first UK Partner for Urchin Software (which went on to become Google Analytics), and was therefore one of a handful of the first pioneering Google Analytics Certified Partners.

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