

( [PRLEAP.COM](http://PRLEAP.COM) ) The Michigan-based [internet marketing consulting](#) firm, Spartan Internet, continues its widely acclaimed SIPP Index for the 2012 presidential election.

Currently holding the top two positions on the [SIPP Index](#) are Mitt Romney (28.68%) and Rick Santorum (26.22%). The biggest mover of the week is Rick Santorum losing 2.50% of the market share. Mitt Romney takes over the 1st spot on the SIPP after holding the 2nd position last week; it's the 2nd time he has held that spot. Newt Gingrich leveled out and even after a big drop from Santorum, Newt is still over 5% off 3rd place Ron Paul.

Mitt Romney sits atop of the SIPP Index for the second time in three weeks. No Primaries were held between the last SIPP update and this one, so Mitt's climb could be attributed to his recent support from George H.W Bush and Marco Rubio. Mitt's rise could signify a good showing at April 3rd primaries.

Spartan Internet has leveraged its web expertise to objectively develop the SIPP Index to quantify 650 relevant factors into a single representative score for each candidate's overall internet market share out of 100%. The 650 factors are derived from numeric values from across the Internet such as [social networks](#) , candidate websites, and blogs, news media and search engines. The resulting score is indicative of each candidates overall online ability to reach individuals and connect on key issues.

About Spartan InternetSpartan Internet Consulting is a leading internet marketing consulting firm that provides strategic internet plotting and implementation services to global clients. Spartan Internet has more than 30 specialists on staff with offices in Lansing, metro Detroit, Fort Lauderdale, and Washington DC.