

## Obama Topples Romney in Online Marketing Performance Index

Written by Australian Business  
Friday, 20 April 2012 07:00

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### Obama and Romney Online Performance

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gton, District of Columbia      April 20, 2012  
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) The Michigan-based  
[internet marketing consulting firm](#)  
, Spartan Internet, continues the widely acclaimed Spartan Internet Political Performance Index for the 2012 Presidential Election.

Rick Santorum dropped from the republican race, all but giving the GOP nomination to Mitt Romney. With such a dramatic change to the 2012 election's landscape, Spartan Internet Consulting has made a major change to their SIPP Index by adding Barack Obama.

The addition of Barack Obama to the Internet Marketing performance index means that Mitt Romney will now be competing for internet market share against the President of the United States. Not only is Barack Obama our president, but he is the president whose 2008 election campaign changed the way politicians approach campaigning on the internet. Barack Obama is a season veteran when it comes to using the internet to his advantage and it shows when looking at his internet market share. Mitt Romney has his work cut out for him.

Mitt Romney had been making progress over the past month within the SIPP Index. His internet market share compared to the remaining potential republican candidates was greater than 3% and his closest competitor was Rick Santorum. However, with the addition of Barack Obama, Mitt's internet market share dropped dramatically.

This week's results can be found weekly at:

<http://www.spartaninternet.com/sipp-2012-presidential-election.php>

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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 Internet:

Spartan Internet Consulting is a leading internet marketing consulting firm that provides strategic internet plotting and implementation services to global clients as well as [SEO for small businesses](#)

. Spartan Internet has more than 30 specialists on staff with offices in Lansing, metro Detroit, Fort Lauderdale, and Washington DC.