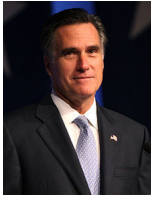


European Swing Gives Romney Increased Online Marketing Exposure

Written by Australian Business
Wednesday, 01 August 2012 07:00



[Mitt Romney continues to take internet market share from Barack Obama](#) ([PRLEAP.COM](#)) Mitt Romney seems to be making the progress on his attempt to scale the mountain that is Barack Obama's internet market share. According to [online marketing firm](#) Spartan Internet, Mitt Romney's internet market share has reached an all time high versus Barack Obama's internet market share.

The Spartan Internet Political Performance Index (SIPP Index) shows Romney at 26.06% of the total market share. Romney's 26.06% is a 1.7% increase from his previous high, a percentage he reached just last week and is still 47.88% behind Obama's total internet market share of 73.94%.

A big part of the reason behind Romney's results took place abroad. On his trip "Across the pond" for the Olympics, he met with British Prime Minister David Cameron, made some comments about the Olympics, headed to Jerusalem, and then headed into Poland to participate in meetings, thus leading to his acquiring 45.61% of the news presence. A number 3.8% higher than his previous high obtained the week of May 13. His comments on the Olympics seem to be the biggest topic because of the apparent controversy they've caused.

This week's results can be found [here](#) :

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 online marketing consulting firm and strategic internet

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planning and implementation services provider. We service global clients, as well as small businesses with SEO and [paid search marketing](#) . Spartan Internet has more than 30 specialists on staff with offices in Lansing, metro Detroit, Fort Lauderdale, and Washington DC.

Spartan Internet, Internet Marketing