



Mitt Romney has made steady progress with his Internet marketing strategy. (PRLEAP.COM)

Spartan Internet Consulting reports that Barack Obama boasts a 70-30 percent advantage over Mitt Romney in Internet market share. The SIPP Index quantifies 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.

"What we saw during the Republican primary, just like in the 2008 general election, was a constant jostling of position. The president has had four years in office to build a substantial Internet presence and, if you look at the trend over the last six months, Mitt Romney has done a good job of chipping away." said CEO Ryan Vartoogian Romney became the probable Republican nominee in April and has since gained over 10% market share – no small task against the campaign that pioneered the digital political campaign. Most notably, Romney's campaign has increased its [paid search marketing](#) by over 500% from August through October, outspending the Obama campaign by nearly \$1,000 per day in paid advertising. About Spartan Internet:

Spartan Internet Consulting is a leading [Michigan digital marketing](#) firm and strategic internet planning and implementation services provider based in Lansing, Michigan. 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.

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