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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 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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