

Yahoo!'s Nokia Partnership Could Change Mobile Web Playing Field For Google And Apple Claims Seo Company Queryclick.com



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The last few years have seen Yahoo! scrambling to prove it's still a relevant, and powerful company in the face of Google's exponential growth, and SEO experts Queryclick.com think that the company's new partnership with Nokia is a good step in the right direction.

While Yahoo! has lost a lot of ground when it comes to search, the internet company is quick to point out that it has its fingers in many pies. In fact, CEO Carol Bartz recently claimed that Google needed to up its plans for diversification if it wanted to continue to flourish in the future. Now, Yahoo! has revealed a new partnership with Nokia, a timely move when the growing number of mobile web users is taken into consideration.

The deal aims to provide expanded services for those accessing the internet on their mobile phones and will focus primarily on improving maps, navigation and location based functions. Email will also receive the benefit of the deal and it is thought that the partnership will help both companies keep costs down.

Search engine optimisation company Queryclick.com SEO company [Queryclick.com](#) believes that the deal is a smart move for the internet company. A spokesperson explained: "This is a good choice

for both Yahoo! and Nokia and we're glad to see Yahoo! continuing to keep itself afloat by diversifying and keeping an eye on current trends.

"In our view, it's good to see team ups that will help drive innovation towards the mobile web. This is a quickly growing market that is still open to innovation and if deals like this can shake up market leaders such as Google and Apple, then the benefits will appear for the users - in the form of better systems and functions.

The deal should also provide dividends for Nokia, which is the leading handset provider in a number of markets but languishes when it comes to America.

Yahoo! has been subject to some criticism about the amount of time its taking to turn around and recover but considering the death knell cries that surrounded the company only a year ago, Ms Bartz is fiercely defensive of what they have achieved. A recent, hard fought, deal with Microsoft has left the company with far more autonomy than was originally anticipated by industry authorities and [SEO](#) experts Queryclick.com say that smart partnerships will be the way forward for the company.

"Yahoo! can't beat rivals such as Google when it comes to search, but the company has plenty more to offer.

"This could also pave the way for Yahoo! and Nokia to negotiate some good deals on mobile advertising somewhere down the line. Companies with online advertising campaign may be wise to spend some time looking at their mobile advertising budget."

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