

Biocompare Info February 2015

Happy New Year from everyone at Biocompare – wishing you Health, Wealth and Happiness.

Starting the year off with an introduction to a great tool from **SimilarWeb** – which, if you don't already know it, can give you fantastic data about your own website (and your competitors'). And Biocompare's. So do check it out - www.similarweb.com. These guys are behind the blog post '**How to Find Amazing Keyword Ideas**' and lots more. Hope you find it, and all the other items here useful and look forward to seeing you at SLAS or AACR in the next few weeks. At any time, drop me a line or call if you think I can help with anything you need for Biocompare - hturnbull@comparenetworks.com / +44 (0)1875.825700.

How to Find Amazing Keyword Ideas

Any search engine marketer or PPC campaign manager knows that finding those fresh keyword ideas is an ongoing effort which involves going over many different sources and tools...

[Read the post →](#)

<http://www.similarweb.com/knowledgebase/acquisition/webinar-finding-keyword-treasures-with-similarweb-pro/>



They lied - Looks really do matter!

Now don't worry, I'm not here to tell you that I don't like your face or that your shoes need to match your outfit! I'm talking about the image your business portrays – I'm talking about your brand.

Now loads of people that I speak to have the misconception that a brand is just a logo and as long as it's semi-professional looking then it'll do. Quite simply, that's wrong.

Your brand is so much more than just a logo or a colour scheme. Your brand is who you are, it's how you think and it's what people feel when they think or talk about your business.

Richard Branson's company Virgin are a great example when it comes to really great branding. Out of the top 20 brands in the world they are the only one to have successfully carried their brand through several very different industries. I say Virgin – you think quality products and good service.

Here's what Branson has to say about it...

“Brands exist as a means of communicating what to expect from a product or service. The Virgin brand tells you that using this credit card is rather like using this airline, which, in turn, is rather like using this health club, staying in our hotels, and paying into this pension fund. It is a guarantee you'll be treated well, get a high-quality product that won't dent your bank balance, and get more fun out of your purchase than you expected.”

So not just a logo then... Get your branding right and it makes the rest of your job so much easier.

February Editorial / Articles that will post on Biocompare

3rd February HPLC/FPLC

5th February Antibody tools

10th February DNA vs direct protein vs mRNA delivery

12th February Digital PCR vs real-time PCR

17th February Next-gen sequencing 2015 update

19th February Scaling up protein production/purification

24th February Tools for live-cell imaging

26th February Microarrays: "Not dead yet"

Editorial Previews - Remember, you can send in editorial at any time to Editor Jeff Perkel and you can target your Featured Products and Web Banners to appear with these articles, email news@biocompare.com.

Meet the Editors and Biocompare Team at -

SLAS: Feb 7 – 10, Washington, DC

AACR: Apr 18 – 22, Philadelphia

If you'd like to fix up to meet, please email Hilary Turnbull – hturnbull@comparenetworks.com – to arrange, or call +44 (0)1875.825700



How Google has changed and What you Need to Do About it. Get the free SEO Climate Report from <http://www.pinnacle-marketing.com/google-changed-can/>

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