



The Political Search Index

Tamar Political Search Index finds party leaders failing to fully protect their online reputations

Damaging oversights in management of the “personal brands”

London, January 2010

While the UK political parties prepare to battle for voters hearts and minds in the coming General Election, new research shows that the leaders in Conservative and Labour parties are failing to fully protect their online reputations.

Tamar, the leading UK natural search conversion agency, has announced the results of its second Political Search Index, which highlights potentially **damaging oversights in management** of the “personal brands” of Gordon Brown and David Cameron as well as other high-profile party figures.

Tamar research has tracked the **reputation management** of leading political figures over the **past two months** to determine how successful they are at positioning themselves positively online. Tamar monitored Google rankings, as well as volume of search, on leadership names.

Its findings indicate that **unofficial and highly negative websites** bearing the names of the Conservative and Labour leaders (www.davidcameron.com; www.gordonbrown.com) **consistently rank high** on the first page of Google for people seeking information on them.

The two party leaders have also not moved to protect their “personal brands” by opening a Twitter account in their names, which could be **costly in terms of reputation** or positive engagement with voters, as the Chancellor of the Exchequer, Alastair Darling has found. An account has been opened on Twitter in his name that ranks highly on the first page of Google search.

Tamar Political Search Index

While the Conservative Party has the [@Conservatives](#) Twitter account and Gordon Brown's official office is represented with [@DowningStreet](#), **neither rank highly** in Google searches for the personalities themselves.

The Liberal Democrats and the Greens have moved more quickly on Twitter, with Nick Clegg, the Lib Dem leader holding an account and the Greens' Caroline Lucas joining in November, although **neither is highly visible** on Google searches.

In George Osborne's case, the Shadow Chancellor had relevant and controlled information about himself on the www.georgeosborne.co.uk website. This **ranked very highly** on Google search returns pages when checked in October but in November the site had slipped down the rankings and was returning a **"404 – not found"** result.

Then, a redirect was inserted into the page that **pushed the site off the rankings** (removed due to duplicate content). While the site is live, showing official information about the politician, it is not ranking at all on the search engine. While a direct search for the address produces a correct result the changes reflect **poor SEO practice** and effectively killed off a very positive personal brand development.

The Liberal Democrats and the Green Party leadership, in contrast, appear to have **full control over their "personal brands"**. Official sites for Nick Clegg, the Lib Dem leader, and the Greens' Caroline Lucas rank consistently at the top of the Google searches. The Greens' leader also has a Facebook page that ranks in the top ten on the search returns.

"With the next general election being fought **online as well as offline**, all parties need to work on the detail of their leadership **reputation management**, minimising the slanderous and negative views. We've seen that Gordon Brown, for example, attracts around **400,000 searches a month** on Google – and around 30,000 of those people searching will see the **unofficial sites**."

"With the explosion of **real-time search** recently, it's even more important for the political parties to take both **factual and 'social' search** seriously. Simple actions such as registering the names of key figures, **opening Facebook accounts** and **engaging on Twitter** would make a big difference."

Neil Jackson
Director of Search, Tamar

Neil comments...

Tamar Political Search Index

Conservatives

Rank	David Cameron	George Osborne	William Hague
1	news: Guardian, Echo, Examiner	www.conservatives.com	en.wikipedia.org
2	www.conservatives.com	www.conservatives.com	www.conservatives.com
3	www.conservatives.com	en.wikipedia.org	www.theyworkforyou.com
4	en.wikipedia.org	images	images
5	www.davidcameron.com	www.guardian.com	www.guardian.com
6	www.theyworkforyou.com	www.theyworkforyou.com	www.guardian.com
7	www.guardian.co.uk	YouTube	www.iiss.com
8	www.guardian.co.uk	www.telegraph.com	www.telegraph.com
9	www.telegraph.co.uk	mpsallowances.parliament.uk	www.greenpeace.com
10	twitter.com/davidcameron	www.ft.com	YouTube
11	www.thisislondon.co.uk	www.georgeosborne.com	
12	blogs	news: Daily Mail	
13	images		

 Not official / unrelated

 Slanderous / negative

December 30th: Google rank

Labour

Rank	Gordon Brown	Alistair Darling	Harriet Harman
1	news: Independent, Guardian, Telegraph	en.wikipedia.org	news: Daily Mail
2	en.wikipedia.org	www.alistairdarlingmp.org.uk	www.harrietharman.org
3	www.number10.gov.uk	www.hm-treasury.gov.uk	en.wikipedia.org
4	www.number10.gov.uk	news: Independent, Guardian, Telegraph	www.theyworkforyou.com
5	www.gordonbrown.co.uk	images	images (attack of the 50 ft woman)
6	www.ukpropertyshop.co.uk	www.guardian.co.uk	www.guardian.co.uk
7	www.rightmove.co.uk	www.guardian.co.uk	www.guardian.co.uk
8	www.gordonbrown.com	www.theyworkforyou.com	www.dailymail.co.uk
9	www.guardian.com	www.thisislondon.co.uk	www.harrietharmansucks.com
10	www.theyworkforyou.com	www.wikio.co.uk	www.thisislondon.co.uk
11	www.labour.org.uk	www.telegraph.co.uk	www.telegraph.co.uk
12	uk.news.yahoo.com	www.eib.europa.eu	www.timesonline.co.uk
13	www.gordon-brown.co.uk		blogs
14	blogs		
15	YouTube (Brown picks nose)		
16	images		

 Not official / unrelated

 Slanderous / negative

December 30th: Google rank

Tamar Political Search Index

Lib Dems

Rank	Nick Clegg	Vince Cable	Chris Huhne
1	news: BBC, Guardian	www.vincentcable.com	chrishuhne.org.uk
2	www.nickclegg.org.uk	www.vincentcable.com	chrishuhne.org.uk
3	www.nickclegg.com	en.wikipedia.org	en.wikipedia.org
4	www.nickclegg.com	www.guardian.co.uk	www.telegraph.co.uk
5	images	www.guardian.co.uk	www.theyworkforyou.com
6	en.wikipedia.org	www.timesonline.co.uk	eastleighlibdems.org.uk
7	www.guardian.co.uk	www.theyworkforyou.com	www.independent.co.uk
8	www.guardian.co.uk	www.telegraph.co.uk	www.libdems.org.uk
9	www.theyworkforyou.com	iaindale.blogspot.com	www.guardian.co.uk
10	www.thejc.com	www.newstatesman.co.uk	www.libdemvoice.org
11	twitter.com/ NICK_CLEGG	news: Daily Mail	images
12	www.liberalconspiracy.org	www.vincentcable.com	chrishuhne.org.uk

December 30th: Google rank

Green Party

Rank	Caroline Lucas
1	www.carolinelucasmep.org.uk
2	www.carolinelucasmep.org.uk
3	en.wikipedia.org
4	images
5	www.greenparty.org.uk
6	www.carolinelucas.com
7	www.guardian.co.uk
8	www.guardian.co.uk
9	www.europarl.europa.eu
10	www.newstatesman.com
11	www.facebook.com

December 30th: Google rank

Tamar Political Search Index

Leadership Twitter status

October 1st 2009

Conservatives: @conservatives	David Cameron	no
	George Osborne	no
	William Hague	no
Labour:	Gordon Brown	almost (@downingstreet) many fakers
	Alistair Darling	no
	Harriet Harman	yes (stale)
Lib Dem:	Nick Clegg	yes
	Vince Cable	yes
	Chris Huhne	no
Green Party	Caroline Lucas	no

November 11th 2009

Conservatives: @conservatives	David Cameron	no
	George Osborne	no
	William Hague	no
Labour:	Gordon Brown	almost (@downingstreet) many fakers
	Alistair Darling	no (1 fake)
	Harriet Harman	yes (stale)
Lib Dem:	Nick Clegg	yes
	Vince Cable	yes
	Chris Huhne	yes - very new
Green Party	Caroline Lucas	yes - 2 days old

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Leadership Twitter status

December 4th 2009

Conservatives: @conservatives	David Cameron	no
	George Osborne	no
	William Hague	no
Labour:	Gordon Brown	almost (@downingstreet) many fakers
	Alistair Darling	no
	Harriet Harman	yes
Lib Dem:	Nick Clegg	yes
	Vince Cable	yes
	Chris Huhne	yes
Green Party	Caroline Lucas	yes

December 30th 2009

Conservatives: @conservatives	David Cameron	no
	George Osborne	no
	William Hague	no
Labour:	Gordon Brown	almost (@downingstreet) many fakers
	Alistair Darling	no
	Harriet Harman	yes
Lib Dem:	Nick Clegg	yes
	Vince Cable	yes
	Chris Huhne	yes
Green Party	Caroline Lucas	yes

Tamar™

The Natural Search Conversion Agency

Tamar is a natural search conversion agency that specialises in driving search traffic to web sites and converting more visitors into customers. Tamar's approach is to use its 14 years of online expertise and experience and combine this with clients' customer intelligence to maximise client revenues.

Tamar specialises in working with major financial services, travel and retail brands. Its extensive, high-profile client base includes RBS, Compare the Market and Arcadia.

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