Cayenne Red - Google Deaths

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London, United Kingdon (RPRN) 11/29/11 — Cayenne Red learns that Google is killing off a number of its products in an effort, say the search engine giant, to “simplify” its portfolio of services.

Cayenne Red is one of the UK’s largest digital marketing agencies and as well as doing a “spring clean”, it may be a way of focusing on its relatively new social platform called Google+. The backdrop is a set of media and blogger reports which claim that Google+ is struggling to get traction and has failed to make a significant impact against Facebook, or Twitter.

Gone are Google Wave, Google Bookmarks List, Google Friends Connect, Google Gears, Google Search Timeline, Knol and Renewable Energy Cheaper than Coal.

Mr Duncan Cumming, CEO of Cayenne Red, said:

“Product portfolio spring cleans amongst technology companies are quite the normal thing in this sector, but Google watchers are always anxious to examine the tea leaves to see what they actually mean. When Google says anything, the watchers are there to digest every word and nuance.

“Killing off products which haven’t exactly lit the public’s imagination is no surprise and it might be safe to assume that Google do want to focus their energies on their new social platform. We would doubt its struggling, but then there’s usually no smoke without fire, and more than likely the expected growth rate has not matched expectations.”

Based in UK, London, Cayenne Red has clients in Europe and Australia. It offers clients a wide range of services including SEO Consultancy, PPC Agency, affiliate marketing management, & website design berkshire.

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