

Richard Zwicky

Founder and President

As President of search analytics firm Enquisite, Inc., Richard Zwicky drives the firm's product and feature development.

Considered a leader and visionary in the search marketing industry, Richard Zwicky began his search marketing career in 1998. After successfully managing search engine optimization (SEO) and paid online advertising campaigns for his own e-tail startup operation, Richard founded SEO firm Metamend Search Marketing.

While at Metamend, Richard focused on creating software and hosted tools that solved challenges common to search marketers, including issues related to localized and personalized search results. As a result of this focus, the company was recognized throughout the industry for its geolocation and phraseology technology, along with its context sensitive search technologies.

Richard founded Enquisite, Inc. in 2006 to fill the void in search referral data he experienced with web analytics tools. He currently serves as Enquisite's President.

An active member of the technology community, Richard served as Director of Victoria's regional technology association VIAtec and as Director of FCIP, a community project that built websites and provided marketing and technical services to charitable organizations at no cost.

Richard is a sought after speaker on topics related to user behavior, search marketing and search analytics and has served on panels at conferences hosted by Search Engine Strategies, Search Marketing Expo, PPC Summit, and others.



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