

Africa.com Celebrates Two Year Anniversary of Re-launch

Written by Forward Times Staff
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A bold move by former Goldman Sachs Managing Director Teresa Clarke has paid off. One year after relaunching the web portal Africa.com, Clarke and her team celebrate phenomenal growth.

Said Clarke, "International interest in investment in Africa has been on the rise, but in the African internet space, things have picked up even faster, and growth will be explosive over the next decade. There is a feeling that you are part of something phenomenal happening and the challenge of keeping up is invigorating."

The anniversary coincided with the announcement of the \$315 million sale of the Huffington Post to AOL and one month after Huffington Post Co-founder and Editor-in-chief Arianna Huffington announced the launch of an additional channel, Huffpost GlobalBlack, a collaboration with former BET co-founder Sheila Johnson.

"AOL's decision to bet heavily on one woman, Arianna Huffington, validates my decision to bet heavily on Africa.com," said Chairman and CEO Teresa Clarke. "I especially applaud their focus on "global" black content, given the importance of Africa as an increasingly significant economic and cultural force in the 21st century.""

The goal of Africa.com is to change the way the world engages with Africa and to become the platform for that change. For several months, Africa.com's growth has been phenomenal.

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Recently, the website scored over three million pageviews from almost one million users, the majority from the United States and Europe

Africa.com has climbed to the second spot on Google for the search term "Africa," second only to Wikipedia.

The Africa.com team has developed quality content including blogs from the former president of Nigeria, several U.S. ambassadors to various African countries, and partnerships with thought leaders like the Council on Foreign Relations.

The site has published the first ever, comprehensive guide to museums in all 53 African countries

In the coming year, Clarke and her Africa.com team will focus on growing revenue and appealing to Africa's internal audience as well a global one. They are considering several partnerships with African media and telecommunications companies, and expanding their technical infrastructure in preparation for substantial growth.