$3.01

SES

YOUR GUIDE TO
SES San Jose

Aug. 18-22, 2008

**San Jose
Convention Center**

Conference Agenda
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PLUS
Exclusive content from search marketing experts

OMNITURE®

Want to Increase Your Search **Smart**s?

Stop by booth **#303** to learn how to create smarter search campaigns, and enter to win **me**.*

*Smart car winner announced at 2:30, August 20th at our booth during the coffee break. (restrictions apply)

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welcome

Dear reader,

Welcome to the new Search Engine Strategies and *SES Magazine*. We've recently had some exciting changes here at SES, including a new advisory board, a fresh approach to content at our conferences, and this new publication.

What's new at SES?

Search engine marketing, once a tool for a select few "in-the-know" technological experts, has become a mainstream marketing and advertising vehicle. Veterans of SES will notice a few key format changes. First, the format of Day 1 has been refocused to include strategies that surround and include search engine marketing. We've added keynote speakers from around the industry to help facilitate the overall integration of traditional search marketing and new players in the space.

Also new is the Orion panel concept. These primary sessions include industry thought leaders who will discuss the hottest topics we face today, and this will drive the tactical content for the rest of your week. In short, we want to create a learning environment that welcomes the new breed of search marketing along with the experts who have defined the space as we know it today.

Second, many of the changes — such as shorter sessions, more case studies, fewer and new speakers — were driven by your requests and feedback — you, the delegates and attendees of past SES conferences. SES content is designed by Search Engine Strategies, Search Engine Watch, and The ClickZ Network for you.

What is *SES Magazine*?

We recently launched this new magazine because it was time to bring our online expertise to a print publication. *SES* is now distributed at our five flagship events: London, New York, Toronto, San Jose, and Chicago. Each issue of *SES* helps you navigate that week's conference — you'll learn about the sessions, the speakers, and the sponsors and exhibitors. Readers will also find features, interviews, and exclusive articles on the latest trends in search and online marketing. Just like our events, this magazine will continue to expand and improve over the next year and beyond.

Welcome again to the new SES, and thanks for attending SES San Jose. We hope you find this conference to be a valuable experience in your professional development and that you leave here inspired with great new ideas. Please do not hesitate to approach us this week, as your suggestions and input are always welcome!

Kevin Ryan
VP, Global Content Director, SES & Search Engine Watch
Editor in Chief, *SES Magazine*
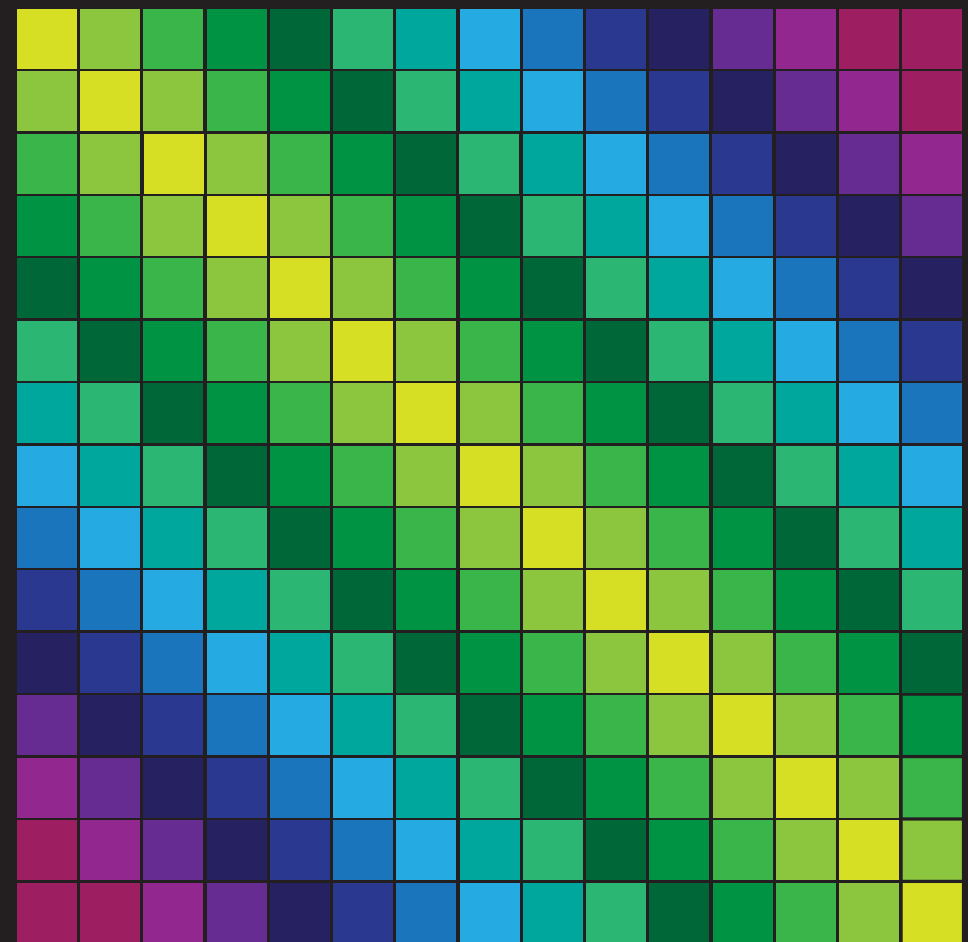
Google Dance 2008: Glow in the Dark

Tuesday, August 19, 2008
6:30pm – 11:00pm
Google Headquarters
1600 Amphitheatre Parkway
Mountain View, CA 94043

Transportation will be provided between SES San Jose and Google. Buses will depart from the front of the convention center. SES name badge and photo ID required for admittance.

Google

Microsoft®

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THE WALL STREET JOURNAL.
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Advertising

Who were your heroes?

You probably remember them from your youth. Perhaps they were as unapproachable as ball players or rock stars – or as close as your parents or teachers. Imagine that you could be one yourself, both at the office and at home. Envision a future where you're the ultimate search marketer. You've increased business results beyond all expectations. You've earned the adulation of your colleagues, your management, your friends and your family. At work you're being well rewarded, and outside of work you're beginning to realize your dreams.

Entrust your search marketing initiatives to the professionals at iProspect. We remember our heroes, and help create new ones every day.

Drop off your business card at booth #501 for complimentary search marketing research studies, white papers, and on-demand webcasts. Plus, enter our 3 separate drawings to win $200 in GOLD!

iProspect®
The Original ® *Search Engine* Marketing Firm

Day 1: Monday, Aug. 18, 2008

Track *Location*	World View *Ballroom A1*	Search 2.5 *Ballroom A3*	Search Industry *SJ Ballroom (Marriott)*	What Next? *Room B*	ClickZ *Room C*
8a-5:30p	Registration — *Concourse 1*				
8-9a	Morning Coffee — *Hall 3*				
9-9:30a	Conference Welcome & Orientation — *Hall 3*				
9:30-9:45a	Session Interval — *Coffee outside Hall 3*				
9:45-11a	Search Around the World - Part 1: Asia/Pacific & Latin America	Universal & Blended Search	Search Industry Update	Why Marketing to the "Long Tail" Makes Sense	Mobile SEO: Death of the ".mobi"
11-11:15a	Session Interval				
11:15a-12:30p	Non-Profits & Socially Responsible Companies in a 2.0 World	Igniting Viral Campaigns	Pay Per Conversation	Semantic Search: How Will It Change Our Lives?	The Next Wave for Online Video
12:30-1:30p	Networking Lunch — *Hall 2*				
1:30-2:30p	*SES* Orion Keynote Panel: How Much Search is Enough? — *Hall 3*				
2:30-2:45p	Session Interval				
2:45-4p	Search Around the World - Part 2: The UK & Europe	How Storytelling Matches Up With the Business of Marketing	Enterprise Search: Running Your Own Search Engine	Everything But Google: Alternative Search Advertising Options	Video Search Engine Optimization (VSEO)
4-4:30p	Afternoon Refreshment Break — *Ballroom Concourse*				
4:30-5:30p	*SES* Opening Keynote Presentation: Lee Siegel, author, *Against the Machine* — *Hall 3*				

Day 2: Tuesday, Aug. 19, 2008

Track *Location*	Just The Basics *Room B*	Measuring Success *SJ Ballroom (Marriott)*	Trends in B2B Search *Ballroom A3*	Advanced Advertising *Ballroom A1*	ClickZ *Room C*
8a-5:30p	Registration — *Concourse 1*				
8-9a	Morning Coffee — *Hall 3*				
9-10a	*SES* **Morning Keynote:** Satya Nadella, SVP, Search, Portal & Advertising Platform Group, Microsoft — *Hall 3*				
10-11a	Expo Hall Grand Opening / Coffee Break — *Expo Hall*				
11a-12:15p	Introduction to Search Engine Marketing	Measuring Success in a 2.0 World	Global Search for the B2B SEM	Landing Page Testing & Tuning	Shopping Search Tactics
12:15-1:30p	Networking Lunch — *Expo Hall*				
1:30-2:30p	*SES* **Orion Keynote Panel:** Technical & Information Giants — *Hall 3*				
2:30-3:45p	Afternoon Refreshment Break — *Expo Hall*				
2:45-3:45p	SPONSORED SESSION Thinkprofits.com: 7 Ways To Get Your Website On Page 1 Organically	SPONSORED SESSION Omniture: 5 Things No One Will Tell You About SEM	SPONSORED SESSION Google: What's new with Google Analytics & Website Optimizer?	SPONSORED SESSION Microsoft: Diagnose SEO Issues Using Live Search Webmaster Tools	SPONSORED SESSION Medio: Mobile Search Advertising — Are We There Yet?
3:45-4p	Session Interval				
4-5:15p	Search Advertising 101	Identify, Analyze, Act: SEM by Numbers	Advanced B2B Marketing	Landing Page Utopia: Expert Roundtable	Re Search Online, Purchase Offline
5:15-6:30p	Networking Cocktail Reception	sponsored by SureHits — *Expo Hall*				
7-11p	Google Dance				

Day 3: Wednesday, Aug. 20, 2008

Track / Location	Just The Basics Room B	Advanced Advertising Ballroom A1	Searcher Room C	Organic Ballroom A3	Social Media SJ Ballroom (Marriott)
8a-5:30p	Registration — *Concourse 1*				
8-9a	Morning Coffee — *Hall 3*				
9-10a	**SES** Keynote Roundtable: Why Does Search Get the Credit for Everything? — *Hall 3*				
10-10:30a	Coffee Break — *Expo Hall*				
10:30-11:45a	Building a Search-Friendly Site	Ads in a Quality Score World	Getting Vertical Search Right	SEO Through Blogs & Feeds	Social Media Marketing: What is it and What is it Good For?
11:45a-1p	Networking Lunch — *Expo Hall*				
1-2:15p	Link Building Basics	Auditing Paid Listings & Click Fraud Issues	Searcher Behavior Research Update	News Search SEO	Successful Tactics for Social Media
2:15-2:45p	Afternoon Refreshment Break & Car Giveaway — *Expo Hall*				
2:45-4p	Keywords & Content: Search Marketing Foundations	War of the Search Worlds: Unifying Your Global Search Marketing Program	SEO Rehab & Intervention	Duplicate Content & Multiple Site Issues	Social Media Analysis & Tracking
4-4:15p	Session Interval				
4:15-5:30p	Maximizing SEO Returns With User Generated Content	Advanced Paid Search Techniques	Black Hat, White Hat: Playing Dirty With SEO	Dealing With New Technologies	Facebook, Feeds & Micro-Blogging
5:45-7:15p	**Domain Auction** — *Room J*				
7-11p	**WebmasterRadio.FM SearchBash**				

Day 4: Thursday, Aug. 21, 2008

Track / Location	Just The Basics Room B	Inside Intelligence Ballroom A3	Advanced Advertising Ballroom A1	Clinic Room C	Local & More SJ Ballroom (Marriott)
8a-1:30p	Registration — *Concourse 1*				
8-9a	Morning Coffee — *Hall 3*				
9-10a	**SES** Morning Keynote: Chip Heath, Author, *Made to Stick* — *Hall 3*				
10-10:15a	Session Interval — *Coffee outside Hall 3*				
10:15-11:15a	The Business Case for SEO Content Development: Turning Words Into Action!	How to Speak Geek: Working With Your IT Department	Effective Contextual Search Management	Site Clinic	Special Kelsey Group Presentation: Local 2.0 — The Evolution of Local Search
11:15-11:30a	Session Interval				
11:30a-12:30p	Fast, Free & Easy Tools to Get You Going	Trademark Issues: What SEMs Should Know	Creating a Search Strategy Across Multiple Business Units	Site Clinic	Special Kelsey Group Presentation: The 3G iPhone — Local Search Demos
12:30-1:30p	Snack Break — *Ballroom Concourse*				
1:30-2:30p	Organic Listings Forum	Best-Kept Secrets to Search	Post-Click Marketing: Converting Search Engine Traffic	How to Choose a Search Vendor	Affiliate & Search Marketing Square Off
2:30-2:45p	Session Interval — *Refreshments in Ballroom Concourse*				
2:45-3:45p	Net Neutrality is for Online Marketers Too!	In-House SEO: Lessons Learned & Victories Won	Search Advertising Tools	Site Clinic	Searching for Jobs in Search: Starting & Advancing Your Career

For more details on the sessions and their speakers, see the descriptions beginning on

For details on Friday's training classes, go to

San Jose Convention Center (Street & Exhibit Levels)

Exhibit Level

Street Level
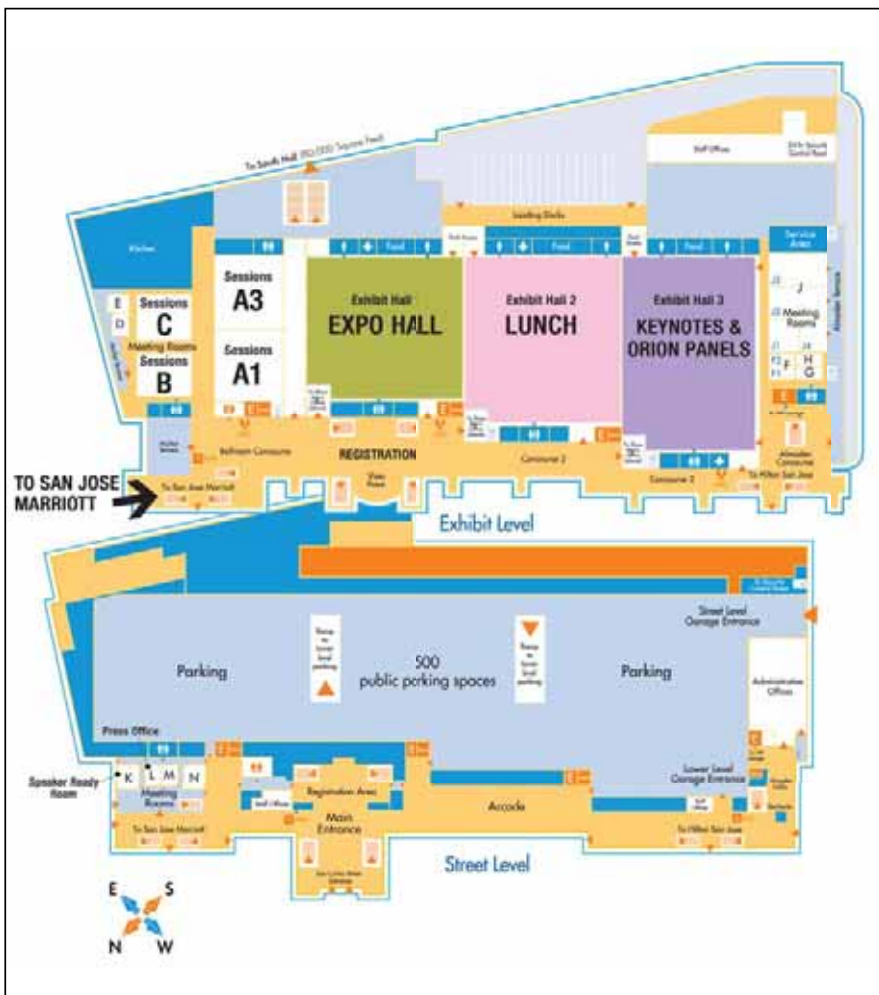
	Expo Hall (see p. 14 for a larger map)
	Lunch
	Keynotes & Orion Panels

Also here:
- Session Rooms A1, A3, B, & C
- Domain Auction in Room J (Wednesday, Aug. 20, from 5:45-7:15 p.m.)

San Jose Marriott (attached to San Jose Convention Center)

SECOND FLOOR

THIRD FLOOR

Which sessions will take place here?

- **Monday, Aug. 18**
  Search Industry Track
- **Tuesday, Aug. 19**
  Measuring Success Track
- **Wednesday, Aug. 20**
  Social Media Track
- **Thursday, Aug. 21**
  Local & More Track

What's going to happen in search...

in the next 10 years?

Google acquires NASA and expands the term "search" to include the search for life on other planets. The company will sell dynamic digital advertising on the space crafts, with selection based on relevance to the mission, relevance to landing zone, and willingness to pay.

— JEFF QUIPP, SEARCH ENGINE PEOPLE

San Jose Convention Center: Expo Hall

What's on this floor?

- **Car Giveaway**: Booth 131
- **E-mail Center**: Booth 831
- **Sales Office:** Booth 927
- **SEW Job Board:** Booth 731

Exhibit Hall Hours

- **Tuesday, Aug. 19**: 10a-6:30p (Networking Reception, 5:15-6:30p)
- **Wednesday, Aug. 20**: 10a-3p

Exhibitor List — Booth Numbers

Company	Booth	Company	Booth	Company	Booth
7Search.com	101	Harte-Hanks	115	OrangeSoda	809
ABCSearch.com	215	Hitwise	620	Outrider	709
ACQUISIO	816	Hydra	420	Pepperjam	633
Acronym Media	520	iClimber	414	Platform-A	315
Acxiom	226	iContact	208	Pop Labs	722
Adfare Online Video Solutions	733	iCrossing	714	Position2, Inc.	117
AdGooroo	509	Idearc Search Marketing	628	PRWeb	329
AdManage	830	Ingenio Inc	415	Pulse 360	708
adMarketplace	109	Interwoven	426	RevenueGateway	832
Anchor Intelligence	630	ion interactive	529	SageRock.com	820
Ask Sponsored Listings	601	iProspect	501	SearchIgnite	118
Become.com	130	ISEDN.org	123	SearchRev	314
Best of the Web	821	IZEA	428	SEMJ.ORG	732
blinkx	823	KeywordMax	527	SEMPO	331
Blogsvertise	817	LifeTips.com, Inc.	514	Sendori	827
Brafton CustomNews	332	LinkWorth.com	805	SEO, Inc.	801
Bruce Clay, Inc.	102	Local.com	533	SiteAcuity	120
Brulant	333	Localeze	528	SLI Systems	622
BtoB	231	LookSmart	609	Soothware	631
Busca Corp.	829	Lyris	615	Submitnet, Inc.	127
Business.com	515	magnify360	728	Superpages.com	320
Click Forensics, Inc.	421	Marchex	614	Teradata Corporation	521
ClickPath	409	Marin Software	523	TextDigger	627
Clipta, Inc.	828	Market Motive	726	The Search Agency, Inc.	126
Commission Junction	826	MarketHealth.com	427	TMP Directional Marketing	229
CPA Empire	715	Matchpoint	221	Topix	629
DoubleClick	808	McAfee	721	Trellian	814
DoubleClick Perfomics	432	MediaWhiz	429	Tyloon, Inc.	121
Dozier Internet Law, P.C.	632	Medio	720	Unica Corporation	209
Efficient Frontier	621	Microsoft	309	Uzoom	532
Engine Ready, Inc.	526	Moniker.com	327	VisitorTrack - from netFactor	220
Enquisite, Inc.	815	Netconcepts	626	WebmasterRadio.FM	703
eZanga	227	Netramind	822	Website Magazine	101
Findology	308	Offshoring.com	326	WebTrends	321
GoECart	214	Omniture, Inc.	303	Yahoo!	201
Google	403	Onward Search	433	YELLOWPAGES.COM	114
Goolara	328	Oodle	233	Zvents - Discover things To Do	727

Sponsors & Exhibitors

Premier Plus Sponsors

Google

Booth 403

www.google.com

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program, which is the largest and fastest growing in the industry, provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout North America, Europe, and Asia.

iProspect

Booth 501

www.iprospect.com

iProspect is the Original® Search Engine Marketing Firm. The company helps many of the world's most successful brands maximize their online marketing ROI through natural search engine optimization, paid inclusion management, pay-per-click advertising management, shopping feed management, search leveraged public relations, and numerous other related services. By dramatically increasing business results for clients, iProspect helps to create search marketing heroes every day. With U.S. offices in Watertown, Mass., and San Francisco, Calif., as well as offices across the globe, iProspect can be contacted at 1-800-522-1152.

Microsoft

Booth 309

www.advertising.microsoft.com

At Microsoft, we are passionate about helping people solve problems. We are inspired every day by how our customers use Microsoft Live Search to find information on the web. Microsoft Live Search is one of the web's leading search engines, serving more than 185 million customers each month with advancements in search areas such as entertainment, shopping, local, and health. Microsoft Advertising help advertisers and publishers drive stronger engagement with audiences by leveraging the synergies between media and technology. Microsoft provides advertising customers with greater insight into the marketplace, flexibility over media performance and brand engagement, and expertise and support tailored to specific needs.

Omniture

Booth 303

www.omniture.com

Omniture Inc. is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline, and multi-channel business initiatives. Omniture's software, which it hosts and delivers to its customers as an on-demand subscription service and on-premise solution, enables customers to capture, store, and analyze information generated by their websites and other sources to gain critical business insights into the performance and efficiency of marketing, sales, and other business processes and initiatives. In addition, Omniture offers a range of professional services that complement its online services, including implementation, best practices, consulting, customer support, and user training through Omniture University. Omniture's more than 4,700 customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Neiman Marcus, Oracle, General Motors, Sony, and HP.

Premier Sponsor

Bruce Clay, Inc.

Booth 102

www.bruceclay.com

Since 1996, www.bruceclay.com has been one of the leading search engine optimization web destinations. The site, which offers step-by-step methodologies, including free interactive tools on all aspects of search engine optimization, ranks near the top of all websites visited. Services include tool subscriptions, training classes, site assessments, consulting services, and full-service projects. The areas covered are SEO, PPC, analytics, e-mail, ad programs, and more.

Looking for a new business partner or a specific service, but aren't sure where to start? Check out the new

Product & Service Guide

on the following page.

Product & Service Guide

Booth #s on right

Advertising Networks

7Search.com	101
ABCSearch.com	215
Adfare Online Video Solutions	733
adMarketplace.com	109
Business.com	515
CPA Empire	715
Findology	308
Google	403
Hydra	420
Ingenio, Inc.	415
ISEDN.org	123
IZEA	428
LinkWorth	805
LookSmart	609
Marchex	614
MarketHealth.com	427
Microsoft	309
Platform-A	315
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Zvents	727

Affiliate & Performance-Based Marketing Solutions

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CPA Empire	715
Hitwise	620
Hydra	420
Ingenio, Inc.	415
MediaWhiz, Inc.	429
Pepperjam	633
RevenueGateway.com	832

Blog Advertising

Blogsvertise	817
IZEA	428
LinkWorth	805

Click Fraud Prevention & Website Security

Anchor Intelligence	630
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Microsoft	309
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Tyloon, Inc.	121
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Interactive Marketing Agencies

Acronym Media	520
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ion interactive	529
Pop Labs	722
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Orange Soda	809
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Superpages.com	320
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YELLOWPAGES.COM	114

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iCrossing	714

ion interactive	529
magnify360	728
Moniker	327
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Superpages.com	320
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Mobile & Rich Media Advertising Solutions

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Local.com	533
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Outrider	709
Pop Labs	722
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Pay-Per-Click Networks and Management Services

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Become.com	130
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Orange Soda	809
Outrider	709
Pepperjam	633
Platform-A	315
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Positon2	117
SageRock.com	820
SearchIgnite	118
SearchRev	314
SEO, Inc.	801
The Search Agency, Inc.	126
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VisitorTrack from netFactor	220

Shopping Cart & E-Commerce Solution Providers

GoECart	214

Specialized Search Engines (Multimedia, Mobile, Shopping, International, etc.)

AdManage.com	830
blinkx	823
Business.com	515
Clipta,Inc.	828
Matchpoint	221
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Topix	629
Tyloon, Inc.	121
Zvents	727

Staffing Solutions

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Web Analytics

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Enquisite Search Analytics	815
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Hitwise	620
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Unica Corporation	209
Uzoom	532
WebTrends	321

Web Directory

Best of the Web	821

Exhibitors

7Search.com
Booth 101
www.7search.com

7Search is a leading pay-per-click search engine network and has earned a respected status in the Web business community by focusing on the quality, and not just the quantity, of its search results. 7Search offers companies an economical and measurable opportunity to obtain new business leads and sales from the highest quality Internet traffic in the industry, across all business verticals.

Partnerships with hundreds of niche web properties, search engines, and portals in English-speaking countries enable advertisers to connect their campaigns instantly to millions of targeted users with a better ROI than any other PPC network. We offer no minimum monthly spend, lower cost per click, industry-leading fraud detection, responsive customer support, and innovative advertiser tools and services. For more advertising information, visit www.payperranking.com. For more information on partnerships, visit www.pay-per-search.com. iPod Giveaway at our booth!

ABCSearch.com
Booth 215
www.abcsearch.com

ABCSearch is the world's largest privately held meta search engine, conducting over 100 million daily searches through our network of specialized engines and metacrawlers. With the high cost of advertising on Google and Yahoo, we offer a more affordable alternative with a minimum bid price set at $.05 per click.

Our geo-targeting capability and optimization tools enable us to drive quality traffic to help achieve your company's online marketing goals. We have ABC Neighborhood, where advertisers can geo-target anywhere in the world, down to city and state, and ClickShield, which deters click fraud, giving our advertisers more for their money and more quality clicks.

Acquisio
Booth 816
www.acquisio.com

Acquisio Search is a tool designed for advertising agencies that manage pay-per-click accounts for their clients. It allows campaign managers to launch, manage, and optimize all of their client's campaigns from a single interface, without the need to log in to Google Adwords, Yahoo Search Marketing, or MSN AdCenter. Additionally, it provides integrated reporting and client collaboration tools to help you save even more time.

Acronym Media
Booth 520
www.acronym.com

Acronym Media is an independent, global search and keyword-driven marketing agency, headquartered in New York's Empire State Building, with operations in the U.S., U.K., Germany, Brazil, Singapore, and Russia. Consistently rated as a top 10 search engine agency by Advertising Age, Acronym offers its clients over 13 years of search marketing experience and a distinct approach to enterprise-wide keyword optimization. Acronym's unique Keyword-Driven Marketing methodology places topmost importance on the language and keywords customers use and understand to help clients discern user intent and build effective marketing programs.

Guided by keyword intelligence, Acronym's experts drive cross-media optimization and craft enterprise-level SEO, paid search, contextual and other digital marketing programs. Newly-launched KDM service offerings focus on strategy consulting, market research, web analytics, and keyword marketing dashboards.
Acronym's global clients include Four Seasons Hotels, SAP, BMW, Priceline.com, Nokia, The Wharton School of the University of Pennsylvania, Sirius Satellite Radio, Humana and Clarins, among others. To learn more about Acronym, please contact us at 877 SEM ACRO (+1 212 691 7051) or info at acronym.com, or visit www.acronym.com.

Acxiom
Booth 226
www.acxiom.com

Acxiom's search services are used by leading marketing organizations to increase the performance of their online investment. Utilizing proprietary search marketing and personalization technology, our holistic campaign methodology works to build efficiency and scale in keyword purchase as well as conversion in on-site purchase behavior. As a global leader in digital marketing services, Acxiom clients benefit from our deep consumer insight across multiple industries, decades of experience in marketing campaign and data management, as well as best-in-class solutions spanning e-mail, mobile, web, and direct mail channels.

Adfare Online Video Solutions
Booth 733
www.adfare.com

Adfare has been creating low-cost, high quality online video ads for almost eight years. A pioneer in online video advertising, we now offer a comprehensive package of video ad options, including full-service video ad production (we create videos ads and video banners using our stock library content or an advertiser's content; we add music and voiceover, and include hosting for 12 months; delivery within 48 hours), D-

I-Y video ads (a publisher, their sales team, and/or advertiser can use our video ad builder to quickly create video ads and publish within minutes), and on-site location shooting and production (edited video usually completed within a week). XML, Javascript, tracking, automatic order feeds, and complete stats accompany every video we produce. Contact us today to get started!

AdGooroo
Booth 509
www.adgooroo.com

Monitor competitors, expand keywords, and protect trademarks with AdGooroo. AdGooroo is the leading provider of search engine intelligence. Its proprietary technology tracks search activity across any industry vertical, empowering sophisticated agencies and advertisers with actionable data related to competitors' keywords, ad copy, natural and paid search via online reports and daily e-mail alerts. With SEM Insight and Natural Rankings, AdGooroo clients can monitor, analyze, and truly understand search activity across search campaigns and the competitive landscape. AdGooroo's Trademark Monitoring enables advertisers to identify infringing advertisers from a bid and ad copy perspective, and automatically generate infringement claims. AdGooroo provides the insight and information needed to generate the highest possible return on your search marketing investment.

AdManage
Booth 830
www.admanage.com

Admanage.com is the innovative ad network that boosts performance by bringing the most relevant PPC search and CPC contextual banner listings for publishers. Using the AdManage proprietary White Label System, publishers can start a search engine business that boosts revenues through distribution of the publisher's own or AdManage meta XML search feeds. The AdManage ad network, with its performance enhance search technology platform, is helping publishers and affiliates instantly achieve residual income by providing ads that compliment the publisher's existing content or niche and cater to consumer's desires.

adMarketplace
Booth 109
www.admarketplace.com

adMarketplace.com empowers online marketers and publishers to build businesses on our innovative pay-per-click platform. Since 2003, adMarketplace has delivered proven traffic to over 100,000 advertisers through our flexible and scalable optimization technology, while maximizing yield and transparency for more than 250,000 web properties. Our mission is to price all text advertising opportunities correctly. Visit us at adMarketplace.com for more information.

Anchor Intelligence
Booth 630
www.anchorintelligence.com

Anchor Intelligence enables advertisers, publisher networks, and search networks to maximize return on advertising dollars by providing in-depth traffic quality analysis. Anchor takes the mystery out of calculating real ROI on ad spend by evaluating and scoring each ad event.

ClearMark, Anchor's real-time traffic quality management solution, enables customers to address click and impression fraud, identify high-quality traffic to enable premium pricing, and ultimately align their business with customer's needs. ClearMark's predictive models are self-learning, and leverage a combination of traffic data, reputation attributes, behavioral signatures, and insights derived from the Anchor Intelligence network. All scoring results are presented in ClearScope, an interactive online reporting and analytics tool. Anchor Intelligence empowers customers with an unprecedented level of visibility into their traffic performance to make high impact optimization decisions.

Ask Sponsored Listings
Booth 601
http://sponsoredlistings.ask.com/

Ask Sponsored Listings (ASL) is the automated open-auction system that allows SEM specialists, advertiserts, and agencies to expand their search marketing programs. With a distribution network of over 90 online properties and services, including search sites, meta search sites, portals and lifestyle, technology, and travel and business sites, advertisers can reach a more relevant audience. ASL helps businesses reach more customers. From local businesses to companies with nationwide locations, ASL search marketing campaigns deliver the right results.

Become.com
Booth 130
www.become.com

Become.com is the unique combination of search engine and comparison shopping service used by over 8MM unique visitors on a monthly basis. Founded by industry pioneers Michael Yang and Yeogirl Yun, creators of MySimon, Become.com helps people make better buying decisions and purchases online. Become.com searches over 5.6 billion web pages and uses its patent-pending AIR (Affinity Index Ranking) search technology to provide the Internet's most useful product reviews and guides, and then makes it easy to find and buy products from brand name retailers at the best prices. With over 25 million products from 5,000 merchants, Become.com provides the Web's most robust and easy-to-use combination of relevant product research and comparison shopping.

Best of the Web

http://botw.org

Best of the Web — the Internet's oldest directory. Founded in 1994 at the University of Buffalo, Best of the Web has been a pioneer in recognizing the best sites online. From the initial concept of web awards, BOTW has transformed into a premier directory that showcases the web's top sites. Exposure in the BOTW directory can bring direct traffic and ensures that crawler-based search engines will find your site. A listing in a relevant category can help improve your website rankings in organic search engine results. Best of the Web offers a variety of opportunities to help market your website, including a 60-day advertising trial (absolutely free!), Directory Submit Service (guaranteed site review in three days), and the Reseller Program (25% recurring commissions). Best of the Web is also pleased to introduce its newest offerings: the BOTW Blog Directory, Enterprise Software Directory, and the BOTW Senior Housing Directory.

Blinkx
Booth 823

www.blinkx.com

blinkx plc (LSE AIM: BLNX) is the world's most comprehensive video search engine. Today, blinkx has indexed more than 26 million hours of audio, video, viral, and TV content, and made it fully searchable and available on demand. blinkx's founders set out to solve a significant challenge: As TV and user-generated content on the web explode, keyword-based search technologies only scratch the surface. blinkx's patented search technologies listen to — and even see — the web, helping users enjoy a breadth and accuracy of search results not available elsewhere. In addition, blinkx powers the video search for many of the world's most frequented sites. blinkx is based in San Francisco and London.

Blogsvertise
Booth 817

www.blogsvertise.com

Blogsvertise is an exciting new way for advertisers to begin advertising on blogs and reach the blogging community. Benefits for Internet advertisers are enormous. By buying blog ads, advertisers generate buzz, build publicity, build links, and build positive word-of-mouth marketing effects.

With the blogsvertise system, advertisers are in full control of the advertising process, deciding which blogs they wish to advertise on before starting their ad campaign. Bloggers also benefit through the blogsvertise ad network by registering their blog in the system and earning extra income and revenue by placing links, banners, and site review/editorial blog entries in their blogs. Don't just advertise, Blogsvertise!

Brafton CustomNews
Booth 332

www.brafton.com

Brafton CustomNews is the news agency specializing in providing tailored news feeds for websites. Newsroom journalists write news feed articles to an editorial brief and keyword strategy that is controlled by you. All articles are unique, search-engine friendly, and archived on your website.

What are the key benefits? Keep your website fresh and updated with breaking news; increase organic listings with search engine-optimized articles; inspire confidence and portray your brand as a leading sector voice; drive revenue by directing traffic to revenue pages from articles; and increase dwell time and repeat visits with archived and related articles.

Brulant
Booth 333

www.brulant.com
www.rosetta.com

Brulant was recently acquired by Rosetta, now positioning the company amongst the top 10 of interactive agencies. Brulant is one of the nation's preeminent online solutions experts, fusing leading-edge technology with break-through interactive marketing and creative design. *Advertising Age* recently ranked Brulant, and its Acquisition Marketing practice, 25th on their annual report of largest U.S. interactive marketing firms and top 20 among search engine marketing companies. Brulant's capabilities are wrapped around our deep industry knowledge within retail and consumer products, financial services, healthcare, hospitality, manufacturing, and services.

We understand the unique challenges and goals within these key industries and deliver solutions to help our clients create more meaningful and longer lasting customer relationships, establish a business channel that is highly profitable, and enable the growth of our client's businesses through the online channel. Brulant's Acquisition Marketing practice consists of a team of innovative online marketing professionals offering leading-edge but proven interactive marketing strategies and services. We are results-driven, and our clients hire us for the role we play in helping them achieve significant and measurable business impact.

BtoB
Booth 231

www.btobonline.com

BtoB, the magazine for marketing strategists, is the only publication dedicated to integrated business-to-business marketing, including search engine marketing. Every issue is filled with the game-changing strategies and tactics B2B marketers need to exceed. Each page and pixel is packed with substance — news, reports, technologies, benchmarks, and best practic-

es — served up by the most knowledgeable journalists to ever work this burgeoning beat. That's why more than 100,000 top B2B marketers turn first to our magazine, website, newsletters, and events.

Busca Corp.
Booth 829
www.buscatodo.com

Busca, Corp. is a bilingual media network focused on the Hispanic marketplace in the United States, Mexico, and worldwide. Through our integrated network of websites, we provide content that is culturally relevant and services to our rapidly growing online community. These services include a bilingual meta-search engine, updated news articles, video, blogs, gaming, sports, and social networking. We offer our online service at no cost and generate revenues by providing online advertising and other marketing services to businesses to reach our users.

Buscatodo.com, which means "search everything," is a meta-search engine, an expanding component of a personalized community of news, information, and content for the Hispanic market. Buscatodo improves the search experience with creative new tools such as having the capability to translate a user's search instantaneously from English to Spanish and vice vers,a making it perfect for both English and Spanish speakers.

Business.com
Booth 515
www.business.com

Business.com, a wholly owned subsidiary of R.H. Donnelley Corporation (NYSE: RHD), is the leading business search engine, directory, and pay-per-click advertising network. Business.com helps business decision-makers quickly find whatever they need to manage and grow their businesses, and the Business.com network — including premier partners The Wall Street Journal Online, BusinessWeek, Hoovers, *Financial Times*, Internet.com, and more — enables B2B advertisers to reach qualified buyers wherever they are online.

The company also operates Work.com, a B2B community publishing platform featuring more than 2,400 business how-to guides contributed by business experts. Business.com was named to the 2006 Inc. 500 and 2007 *BtoB* "Media Power 50," *Los Angeles Business Journal* list of "Best Places to Work," and *Deloitte Technology* "Fast 500."

Click Forensics, Inc.
Booth 421
www.clickforensics.com

Click Forensics is the industry leader in scoring, auditing, and improving traffic quality for the online advertising community. By optimizing every step in the online advertising process, Click Forensics maximizes ROI for advertisers, publishers, and ad networks. For over five years, the online advertising industry has relied on Click Forensics as the independent authority on traffic quality and click fraud.

Click Forensics provides a free reporting and monitoring service via the Click Fraud Network and was instrumental in the formation of the Click Quality Council in 2006. The team leverages their deep expertise to score the relative merits of Internet traffic and provide robust traffic quality management solutions. Traffic quality management is relevant for advertisers seeking to reduce costs and improve conversion rates, ad networks seeking to attract and retain advertisers and improve overall eCPM, and publishers seeking to attract quality advertisers and increase earnings per click.

ClickPath
Booth 409
www.clickpath.com

Founded in 2003, ClickPath bridges the offline gap between online advertising and offline conversions, tracking phone calls back to the exact keyword(s) that generated them. ClickPath offers a complete online to offline conversion ad tracking solution including the Dynamic Number Insertion platform, call measurement and monitoring infrastructure, and a web analytics interface.

Clipta, Inc.
Booth 828
www.clipta.com

The Friendliest Video Search in the World. Clipta was launched in March 2008 and is a fully functional, totally unique video search engine. Clipta will revolutionize the way media information is shared or received from the Web. Clipta video search speed exceeds any current standards for video search, and the unique V-rate system brings social flavor to our search results. With a large audience of engaged visitors, Clipta is in the perfect position to understand the tasks people want to accomplish and how to create a search experience to match their demands.

Commission Junction
Booth 826
www. cj.com

Commission Junction is the global leader in the online advertising channels of affiliate marketing and managed search. We drive quality results, deliver superior service, and develop sustainable relationships for advertisers and publishers through our performance-based solutions.

CPA Empire
Booth 715
www.cpaempire.com

CPA Empire (a division of Media Breakaway, LLC) is an industry leader in performance-based online marketing, delivering full-service, results-oriented solutions to our advertisers and affiliates. Our mission is to generate the best sales results possible for our advertisers, while providing our affiliates with an unmatched solution for maximizing the earnings on their website traffic and other marketing initiatives. We are dedicated to the success of our affiliates and advertisers. In addition to providing the highest payouts in the industry, we offer weekly payments (conditions apply) and unparalleled affiliate support.

DoubleClick
Booth 808
www.doubleclick.com

DoubleClick is a provider of digital marketing technology and services. The world's top marketers, publishers, and agencies utilize DoubleClick's expertise in ad serving, rich media, video, search, and affiliate marketing to help them make the most of the digital medium. From its position at the nerve center of digital marketing, DoubleClick provides superior insights and insider knowledge to its customers. Headquartered in New York, and with 17 offices and development hubs and 15 data centers worldwide, the company employs more than 1,200 people and delivers billions of digital communications every day.

DoubleClick Perfomics
Booth 432
www.performics.com

Since 1998, DoubleClick Performics has delivered consumers to our search engine marketing clients. Our structure provides high-level strategic planning and integrated services resulting in a deep knowledge of consumer behavior. As committed industry leaders, our innovative approach to digital performance marketing enables us to anticipate and shape the future while ensuring our clients' marketing investments are efficient and effective. Our world-class solutions stem from superior technology with a layer of intelligence and experience that cannot be replicated elsewhere. DoubleClick Performics is thinking forward.

Dozier Internet Law, P.C.
Booth 632
www.cybertriallawyer.com

Dozier Internet Law, P.C. is an AV-rated law firm specializing in protecting the reputations and intellectual property of businesses on the web. The firm has attorneys licensed in Virginia, New York, New Jersey, and California.

The firm's founder, John W. Dozier, Jr., is listed in the "Bar Register of Pre-Eminent Lawyers" for 2008, as a "Super Lawyer" in Internet Law for 2008, and as a "Legal Elite" in intellectual property for 2008 — all peer selection recognitions. The firm specializes in litigation and risk management relating to Internet copyright and trademark infringement, defamation, and hacking nationwide.

Efficient Frontier
Booth 621
www.efrontier.com

Efficient Frontier is the market and technology leader in providing Search Engine Marketing (SEM) solutions for leading global advertisers and agencies.

Founded in 2002, Efficient Frontier pioneered the application of modern portfolio theory to SEM and today combines its core algorithms and bidding technology with comprehensive strategic and tactical services to manage more than $500MM in global search spend. The largest and most sophisticated advertisers and agencies partner with Efficient Frontier to achieve and sustain optimal return on investment and ongoing campaign growth and efficiencies in highly competitive and volatile search marketplaces.

The company has 200 employees and is headquartered in Mountain View, CA, with offices in New York, the United Kingdom, France, Germany, Hong Kong and India, and licensing partnerships in Japan and Australia. Efficient Frontier is a privately held company with funding from Redpoint Ventures and Cambrian Ventures. For more information, please visit www.efrontier.com and subscribe to the Efficient Frontier blog at http://blog.efrontier.com/.

Engine Ready, Inc.
Booth 526
www.engineready.com

Engine Ready, Inc. is a recognized leader in providing online marketing services and software, helping organizations achieve unparalleled success on their web initiatives. Managing paid search accounts in excess of 17 million keywords, and just over $9.1 million in annual media spend, Engine Ready was the first organization to combine the power of website analytics with search marketing. To contact us, e-mail sales@engineready.com, or call 888 283-0882.

Enquisite, Inc.
Booth 815
www.enquisite.com

Enquisite, Inc. is a developer and provider of the next generation of search analytics solutions. Founded in 2006, Enquisite offers search marketers unparalleled insights into search page rankings and visitor behavior from both organic and pay-per-click search listings.

Enquisite Pro is a search engine referral analysis suite that provides in-depth information about website visitors referred by search engines. Used by search engine optimization and pay-per-click (PPC) marketing specialists, Enquisite Pro delivers a wide array of search referral data, with metrics ranging from a "big picture" overview to extremely granular information about local search markets. The company has offices in San Francisco, CA, and Victoria, British Columbia.

eZanga
Booth 227
www.ezanga.com

eZanga.com is an online advertising and services company. Our members enjoy feature-rich search along with the chance to win cash and prizes monthly. Our advertisers enjoy benefits such as personalized account management, expansive tool sets, and advanced fraud prevention. Our traffic advisors system is a real-time, proactive fraud prevention solution. With eZanga.com, you just Hop on and Go!

Findology
Booth 308
www.findology.com

Findology Interactive Media, Inc. is a leading provider of Internet advertising solutions. Findology's innovative search technology, personalized customer service, advanced fraud protection, and network of premium publishers (generating billions of monthly impressions) enable its clients to maximize and diversify their online advertising strategies.

GoECart
Booth 214
www.goecart.com

GoECart® is the clear choice for serious e-commerce merchants focused on creating and rapidly growing a successful online business. With integration with industry-leading partners like Google Checkout, Paypal, Amazon.com, Linkshare, UPS, Google Analytics, Campaigner and LivePerson, GoECart is the most connected e-commerce solution on the market. GoECart combines 250+ powerful features and On-Demand Tier 1 e-commerce hosting with a delightful shopping experience for customers — all at a surprisingly affordable price. GoECart has been a leading provider of hosted ecommerce platform and online retail solutions since 2000 and serves a diverse customer base ranging from small and medium sized retailers to Fortune 500 companies.

Goolara
Booth 328
www.goolara.com

Goolara has an advanced e-mail marketing solution that is designed for the needs of today's e-mail marketing professional. Target your recipients with our powerful but easy-to-use segmentation tools, or use our API to provide the list of recipients. Create customized landing pages providing any data to your page, and still track and report the results from within Symphonie. Feed data automatically to your analytics page to follow the recipient on your website. Use our Any Source Dynamic Content to give the right message to each recipient, all without writing code in your content. Create beautiful and actionable reports that slice and dice your data in numerous ways. Highly rated by Jupiter Research, Symphonie gives you the tools you need for successful outbound communications with your opt-in recipients.

Harte-Hanks
Booth 115
www.harte-hanks.com

Harte-Hanks is a worldwide direct and targeted marketing company that provides marketing services and shopper advertising opportunities to local, regional, national, and international consumer and business-to-business marketers. Harte-Hanks direct marketing improves return on its clients' marketing investment by increasing their prospect and customer value — a process of "customer optimization" — organized around five strategic considerations: information (data collection/management), opportunity (data access/utilization), insight (data analysis/interpretation), engagement (knowledge application), and interaction (program execution). An expert in integrating this process, Harte-Hanks direct marketing is highly skilled at tailoring solutions for each of the vertical markets it serves. Call us at (800) 456-9748.

Hitwise
Booth 620
www.hitwise.com

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,400 clients around the world with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers. Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology anonymously captures the online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy-to-use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs. Hitwise, a subsidiary of Experian (FTS: EXPN), www.experiangroup.com, operates in the U.S., U.K., Australia, New Zealand, Hong Kong, and Singapore.

Hydra
Booth 420
www.hydranetwork.com

The largest 100% performance-based online advertising network, Hydra Network helps advertisers achieve mass reach on a CPA (cost per action) basis with no add-on fees of any kind, via web banner, e-mail, search, contextual, and other online channels. And Hydra offers affiliates the largest selection of campaigns and exclusives.

iClimber
Booth 414
www.iclimber.com

iClimber offers premium search engine marketing (SEM) services that go above and beyond what most online marketing companies provide. With over 10 years of SEM and SEO experience, they bring the power of a well-developed knowledge base and the benefits of experienced management to each and every project. iClimber services are designed to cater to mid-sized to large companies that are looking for the benefits of having an in-house SEM team, without the challenges of the in-house team and staff management. iClimber services consist of natural and ethical search engine optimization, link building, content writing, pay-per-click advertising management, and press release services.

iContact
Booth 208
www.icontact.com

iContact is the leading e-mail marketing and online communications platform. More than 15,000 businesses, non-profit organizations and associations worldwide use iContact to easily create, publish, and track their e-mail newsletters, blogs, surveys, autoresponders, and RSS feeds, including market leaders like AT&T, Vonage, International Paper, Re/Max, Centex Homes, and Symantec. iContact allows for publishing to multiple channels through a single web-based interface. Publishers can post content through e-mail newsletters, RSS feeds, blogs, and the iContact community. Visitors to the iContact website can interact with publishers' content within an engaging community, allowing publishers to build relationships and increase the number of people they communicate with.

iCrossing
Booth 714
www.icrossing.com

iCrossing is a global digital marketing company that combines talent and technology to help world-class brands find and connect with their customers. The company blends best-in-class digital marketing services - including paid and natural search marketing, Web development, social media, research and analytics - to create integrated digital marketing programs that engage consumers and drive ROI. iCrossing's client base includes such recognized brands as Epson America, Toyota, Travelocity and 40 Fortune 500 companies, including The Coca-Cola Company and Office Depot. Headquartered in Scottsdale, Arizona, the company has 620 employees in 15 offices in the U.S. and Europe.

Idearc Search Marketing
Booth 628
www.idearcsearch.com

Idearc Search Marketing offers a full portfolio of professional services using proprietary technology and expertise to design, deploy, and optimize search marketing campaigns. Services include PPC campaign design and management, search engine optimization (SEO) reviews and recommendations, search engine paid inclusion, price comparison, and shopping engine feed optimization and management, as well as full-stream PPC analytics and reporting.

Ingenio Inc
Booth 415
www.ingenio.com

In 2004, Ingenio pioneered the industry's first pay-per-call advertising system, allowing any business to capitalize on the popularity of Internet search and drive targeted, inbound phone leads. With Ingenio, advertisers can

quickly create listings, set their own prices, and reach millions of ready-to-buy customers via the Ingenio Advertising Network, anchored by AOL. As a strategic partner or publisher, you can create new revenue opportunities by enriching your site with Ingenio text ads, or offering Ingenio Pay Per Call to your own advertisers.

Interwoven
Booth 426
www.interwoven.com
Interwoven (NASDAQ: IWOV) is a global leader in content management solutions. Interwoven's software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the right time. More than 4,200 of the world's leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Qantas Airways, Tesco, Virgin Mobile, and White & Case. A community of over 20,000 developers and over 300 partners enrich and extend Interwoven's offerings.

ion interactive
Booth 529
www.ioninteractive.com
ion interactive provides landing page 2.0 solutions that multiply search engine marketing ROI. We segment, qualify, and convert search, e-mail and online advertising traffic. Our LiveBall technology platform and proven best practices deliver conversions at over 4X the industry average.

ISEDN.org
Booth 123
www.isedn.org
The ISEDN.org, ihe Independent Search Engine & Directory Network, was established by Jayde Online Inc. in June 2005 and offers a flat fee, non PPC, featured listing advertising program across its network of hundreds of search engines and web directories generating over 150 million ad impressions each month.

ISEDN featured listings provide an affordable and cost-effective alternative to traditional pay-per-click advertising. Our advertisers receive top 10 exposure across the web for a flat fee, as low as $3 to $4 per month per keyword selected. ISEDN advertisers are never charged per click for their listings. Other benefits such as keyword ownership and a fair rotation of advertisements assure that each ad receives top placement. No pay-per click, no bidding, no click fraud — the ISEDN

featured listings provide an incredible value for your advertising investment. Jayde Online Inc. and the ISEDN also offer a private label-capable hosted search solution, including web, image, video, and news search, and Rapid Page Inclusion into the organic data base that powers many engines and web directories.

IZEA
Booth 428
www.izea.com
IZEA is a next-generation social media marketing company. Comprised of properties including SocialSpark, PayPerPost, Zookoda, Bloggers Choice Awards, and RockStartup, IZEA aims to empower everyone to value and exchange content, creativity, and influence. IZEA's current flagship product is SocialSpark, the world's first social advertising network. IZEA is a venture-funded by Inflexion Partners, Village Ventures, Draper Fisher Jurvetson, and DFJ Gotham Ventures. Advertisers, consumer content creators, and partners are encouraged to join the social media revolution at www.izea.com.

KeywordMax
Booth 527
www.keywordmax.com
Since 1994, Direct Response Technologies has been a leading provider of technology solutions to the online direct marketing industry. Our tools enable clients to track, manage, and implement direct marketing strategies through affiliate marketing, search engine pay-per-click (PPC) bid management, ad serving, and e-mail delivery.

Our solutions are privately branded so you can convey a seamless brand message to your clients as well as provide merchants, advertising agencies, and advertising networks with real-time tracking, reporting, and ROI statistics. Our services are designed to both jump-start your business to begin generating revenue rapidly, and grow your business through consultation and support.

LifeTips.com, Inc.
Booth 514
www.lifetips.com
Your company needs a top ranking in the search engines to be visible, to be credible, to be a player. Only LifeTips offers a single program with the four essentials you need: content, links, technology, and exclusivity. We'll create a tip and advice center for your website, packed with expert tips written to your specification. You'll sponsor a tip site at LifeTips featuring links, banners, text link ads, and more. You'll get a year license for Word Vision, our secret SEO weapon. And your competition will be shut out. You win. They lose. Call us today if you feel like winning the war of words on the web with LifeTips. 877-454-3384.

LinkWorth.com
Booth 805
www.linkworth.com
LinkWorth is an online advertising portal providing a unique monetization venue for publishers and innovative marketing products for advertisers.

Services include text link advertising, in-content pay-per-click, hosted content pages, paid blog reviews, SEO consulting services, article submission, directory submission, press releases, and custom content creation.

Local.com
Booth 533
www.local.com
Local.com (NASDAQ: LOCM) is a top U.S. website and local search network attracting approximately 16 million visitors each month seeking information on local businesses, products and services. Powered by the company's proprietary Keyword DNA and patented local web indexing technologies, Local.com provides users with relevant local search results, which include special offers, user ratings and reviews, local businesses' website links, maps, driving directions and more.

Businesses can advertise on Local.com via a selection of subscription, pay-per-click, banner and pay-per-call ad products. Local Mobile provides local search results to mobile phones and wireless devices. The company serves the U.K. market at http://uk.local.com.

Localeze
Booth 528
www.localeze.com
Localeze lets merchants, marketers, and local directories cash in on the exploding local search market. Our repository brings together 16 million verified, validated business listings from Yellow Pages directories, telco data, authorized brand dealer lists, and websites. Unlike other repositories, our listings provide rich details, much of which comes directly from merchants, including brands carried, services provided, hours of operation, certifications, and more.

For more information on Localeze, please contact Brian Wool at (312) 924-3015 or brianwool@amacai.com.

LookSmart
Booth 609
www.looksmart.com
LookSmart is an online advertising and technology solutions company that provides performance solutions for online advertisers and publishers. LookSmart offers advertisers targeted, pay-per-click (PPC) search advertising and contextual search advertising via its advertiser networks; and an ad center platform for customizable private-label advertiser solutions for online publishers. LookSmart is based in San Francisco, Calif. For more information, visit www.looksmart.com or call 415-348-7500.

Lyris
Booth 615
www.lyris.com
Lyris, Inc. offers marketers an integrated technology platform through its Lyris HQ product and point solutions ListManager, EmailLabs, ClickTracks, BidHero, Sparklist, Hot Banana, and EmailAdvisor. These tools provide a suite of applications for managing e-mail marketing campaigns, publishing and managing website content, creating landing pages, optimizing websites, and managing pay-per-click campaigns.

magnify360
Booth 728
www.magnify360.com
magnify360 is bringing the reality 1-to-1 personalization to the online user experience. Based in Los Angeles, CA, magnify360 provides a software-as-a-service (Saas) platform that enables websites to adapt in real-time to the behaviors of individual visitors. Marketers in lead generation, e-commerce and paid search rely on magnify360 to improve visitor engagement and conversion rates and reduce customer acquisition costs. For more information, please visit www.magnify360.com or call 866.861.8878.

Marchex
Booth 614
www.marchex.com
Marchex is a local online advertising company and leading publisher of local content. Marchex's innovative advertising platform delivers search- and call-based marketing products and services for local and national advertisers. Marchex's local content network, one of the largest online, helps con-

sumers make better, more informed local decisions through its network of content-rich websites that reach tens of millions of unique visitors each month.

Marin Software
Booth 523
www.marinsoftware.com
Founded in April 2006 by experienced search marketers and software experts, Marin Software provides an enterprise-class paid search management application for advertisers and agencies. Combining power and ease-of-use, Marin Search Marketer addresses the workflow, analysis, and optimization needs of professional search marketers, saving time and improving financial performance.

Designed by search professionals, Marin Search Marketer enables cross-publisher campaign management, built-in keyword generation and submission, flexible bid optimization, and interactive, business-level analytics. Marin deploys in a day, with no up-front fees and pay-as-you-go pricing. Marin offers a 30-day, full-featured free trial and is designed for those who are spending $50,000 or more monthly on paid search. For more information and to arrange a demo, please go to www.marinsoftware.com.

Market Motive
Booth 726
www.marketmotive.com
Market Motive has assembled the dream team of Internet marketing minds to teach you the definitive way to increase traffic and conversion through your web presence. Join our membership-only learning portal where you will have access to exclusive training videos, interviews, and podcasts that teach you exactly how to improve your Internet marketing. We've partnered with the top minds in the industry to ensure all discussions and questions have accurate, authoritative answers. Hire us. Trained by the leaders in web analytics and Internet marketing, Market Motive staff are available to join your team and increase your site traffic and conversion. For more information, visit www.marketmotive.com or call toll-free 866-323-9444.

MarketHealth.com
Booth 427
www.markethealth.com
Established in 1998 and formerly known as Joebucks.com, Market Health is now one of the world's largest integrated online marketing companies in the health and beauty industry. The MarketHealth.com affiliate program allows you to market and promote the world's leading health and beauty offers on the net. We offer the highest paying affiliate program and the most advance tracking software in our industry.

Matchpoint
Booth 221
www.matchpoint.com
Matchpoint is the easier way for people and businesses to connect. Consumers get to compare competitive offers. Businesses are matched to consumers looking for their products and services via Matchpoint.com or the thousands of partner sites in its network.

Use Matchpoint to drive qualified traffic and generate the type of leads that work for your business. Matchpoint products for businesses include TrafficPoint (get qualified searchers that click to your website), CallPoint (have qualified people call you), and OfferPoint (you are notified of leads and given details about the users needs so that you can present a relevant offer or proposal). Publishers can also add Matchpoint to their sites to generate additional revenue and provide their users with vendor search.

McAfee
Booth 721
www.mcafee.com/us/
McAfee protects what the world values — from personal photos and music to the confidential records of global enterprises. Our products are unique in how they work together to make security affordable and manageable.

From the largest enterprise to the enterprise of one, McAfee helps the world manage IT risk. The threats are tougher, and the perpetrators are trickier. But as we have for nearly 20 years, McAfee delivers superior protection that is trusted by millions of people worldwide.

MediaWhiz
Booth 429
www.mediawhiz.com
MediaWhiz provides results-driven marketing solutions for advertisers and publishers. Our full-service offering consists of search marketing, lead generation, affiliate marketing, display advertising and e-mail marketing services. MediaWhiz search marketing includes two top-performing offerings: Text Link Ads and MediaWhiz Search.

Text Link Ads offers three cutting-edge tools to reach online audience audiences: static text link ads, paid blog reviews, and RSS advertising. MediaWhiz Search goes beyond industry standard search techniques to exceed its clients' ROI goals.

MediaWhiz is changing the meaning of marketing performance by enabling advertisers to efficiently increase the scope of their interactive marketing initiatives, while paying for results.

Medio

Medio Systems, Inc. is the leading provider of mobile search and advertising solutions, helping mobile operators and publishers implement the best customer search experience and enabling advertisers to reach their target audiences. The Medio MobileNow Search Advertising Network makes it easy and affordable for advertisers to reach self-qualified audiences across multiple mobile properties, and also maximize ad revenue by serving highly targeted mobile ads for leading mobile operators and off-deck publishers. For more information, visit www.mediomobilenow.com or e-mail adsales@medio.com.

Moniker.com

Moniker is the first and only provider of domain asset management, a complete set of business services that provide companies a single-point-of-access to help manage and maximize the value of their domains. These services include name creation, registration, acquisition, portfolio management, appraisal and escrow services, traffic monetization and after-market sales — all backed by unsurpassed customer service and security.

With more than a decade of experience, Moniker is a top 10 domain registrar, holds the industry's highest customer retention rate, and pioneered the industry's first domain appraisal formula. It is considered the industry's premier marketplace to buy and sell domain names.

My1Stop.com

My1Stop.com is America's custom printing superstore, offering all types of printed products. Our mission is to provide astonishing customer service and superior quality products at competitive pricing, all online. We offer a wide range of custom printed and stock products with quick turn times. Our company enhances the overall customer experience with a seasoned staff of printing experts who provide real-time customer service via live chat, phone, e-mail and/or fax — the choice is yours.

My1Stop can provide complete printing solutions for small and large businesses alike. There is no project too big or too small for us to commit to. Products include presentation folders, magnets, plastic cards, key tags, asset tags, process and spot color labels, distribution labels, business cards, brochures, stock labels, stock ribbons, postcards, and more. My1Stop.com is your one stop for all of your printed needs.

Netconcepts

Founded in 1995, Netconcepts is a web technology agency trusted by leading retailers as authorities specializing in search engine friendly e-business, website development, and natural search optimization consulting.

Services include the industry's only performance-based proxy optimization technology, where Netconcepts' experts utilize patent-pending GravityStream technology to optimize the "long tail" of product-related natural search traffic and sales for online retailers. Headquartered in Madison, Wisc., Netconcepts serves retail brands such as HSN, Kohls, Discovery Communications, REI, Verizon, Northern Tool, and Cabela's among others.

Netfirms

Netfirms, Inc. is the premier provider of servers, web hosting, domain name, e-commerce, e-mail, e-marketing services and technology solutions. Our customers include families and small home offices, established businesses and large corporations. Netfirms powers more than 1.2 million websites to online success each and every day. Trust, quality, and reliability have made us one of the largest, most recommended web hosting companies in the world.

Netramind

Netramind is a full-service search marketing company that helps its customers generate qualified visitors to its website. Netramind services include natural and paid search management with focus on keyword optimization, competitive analysis, site architecture, copy writing, content creation, thematic link popularity, and search analytics. Netramind has a team of 60+ search marketing professionals across our offices in U.S. and India. Netramind's customers include advertising/online marketing agencies, B2C and B2B companies, and venture funded start-ups. Three key reasons why customers choose Netramind: one-stop shop for all your search marketing needs; 100+ person years of combined search marketing expertise; and blended delivery model with option to execute projects from U.S. and/or India.

Offshoring.com

Offshoring is the practice of relocating business processes to another country as a means to decrease staff costs while increasing productivity. At Offshoring.com, we specialize in providing companies with dedicated personnel in a wide area of fields, including IT services, contact centers, and backend business processing.

Simple enough for any small business and scalable to suit the largest corporate operation, our innovative staff leasing model will help your business flourish by cutting costs and dramatically increasing production.

Onward Search

Onward Search (OS) provides Fortune 1000 companies, search marketing agencies, and new media marketing/advertising firms with a cost-effective and just-in-time source of Internet marketing professionals to directly support their project needs as supplemental staff, project consultants, and subject-matter experts. We specialize in recruiting search engine marketers, social media experts, and related Internet and technology professionals who are required to implement and execute a company's online media strategy.

We are a full-service staffing provider and offer contract, contract-to-hire, and direct-hire placements for work assignments ranging from three to 18 months. Onward Search provides Internet marketing professionals with the "best of both worlds," as they are able to work on projects that are engaging, diverse, flexible, and customized to their individual career paths, while retaining all of the benefits typically associated with a full-time employer — health insurance, 401k plan, and trade show and education reimbursement.

Oodle

Oodle is the fastest growing classifieds network. Through its open model, Oodle is reinventing online classifieds to improve the way people buy and sell locally. Oodle brings together more than 40 million listings from over 80,000 sites so buyers can quickly find exactly what they are looking for.

Oodle distributes listings posted to its site across the web, helping sellers to reach the most potential buyers. Oodle offers listings in every major category: automotive, real estate, rentals, employment, personals, tickets, pets, services, and merchandise.

OrangeSoda

OrangeSoda is online marketing with a twist! Focusing primarily on the small- and medium-sized businesses, we pride ourselves on the customized service every one of our clients receives. We provide them with the most advanced campaign management technology, tracking, reporting, and optimization systems available. After spending more than a decade studying user search behavior, our understanding of how Internet searchers think and act is unparalleled. Let us help you rise to the top with the fizziest SEO, PPC, and online directory listings around!

Outrider

A leading search marketing company founded in 1994, Outrider provides comprehensive online marketing solutions to Fortune 500 clients, including Sears, AstraZeneca, Western Union, and Visa. With offices in 13 countries, the company offers extensive solutions for companies of all sizes and industries, including search-specific training and consulting. Outrider specializes in strategic consulting and integration of search into companies' interactive media plans, focusing on real results of brand building, increasing transactions, and maximum ROI. The company provides measurable results through organic and paid search activities by utilizing industry analysis, competitor research, and query language studies to deliver qualified visitors to clients' sites.

Pepperjam

Pepperjam is the nation's fastest growing full-service online marketing and technology company. With core service and technology offerings in search engine marketing, affiliate marketing and online media management, Pepperjam is recognized as a true pioneer in the digital marketing industry. Pepperjam has been recognized as an Inc. 500 fastest growing company for two straight years.

The launch of The Pepperjam Network on Jan. 15, 2008, is the most significant online marketing event in recent memory, and has cemented Pepperjam at the forefront of the online marketing revolution.

Sponsors & Exhibitors

Platform-A
Booth 315
www.platform-a.com

OutSearch, a Platform-A solution, brings you a full suite of search engine marketing solutions, backed by a staff of search experts and the most advanced bid management and feed technologies available in the marketplace today.

From paid placement and feed management to SEO and post-search behavioral targeting, OutSearch helps you make the most of every search dollar. Plus, you can extend the reach and impact of your search engine marketing campaigns, thanks to the extensive behavioral, display, and video advertising solutions offered by Platform-A's Advertising.com Networks.

Pop Labs
Booth 722
www.poplabs.com

Pop Labs, Inc. offers a diverse array of interactive marketing solutions for small- to mid-sized businesses, including search engine optimization, search engine marketing, pay-per-click advertising, pay-per-call tracking, website design, web analytics, brand management, and social media consulting and application development.

These services are offered in a highly effective bundled/holistic approach, enabling a more rapid and predictable ROI. Pop Labs offers local, regional and national client campaigns, as well as a unique white-label service for ad agencies, PR firms, and online content providers.

Position2, Inc.
Booth 117
www. position2.com

Postion2 is a Silicon Valley-based, VC-funded, international search engine marketing firm that was created to help companies exploit the web as a marketing channel. We help improve lead generation, customer acquisition, and brand visibility through pay per click advertising management (PPC), search engine optimization (SEO), web outreach and web analytics. We literally wrote the book on *Search Engine Marketing: Insider's Guide to SEO and PPC* (2006). Members of our team lead the Google AdWords User Group.

We work across all major search engines and have agency status at Google, Yahoo, and MSN. Our team brings together all the requisite search engine marketing skills: advertising, marketing, sales, statistics, technology, and the web. With operations in the U.S. and India, Position2 offers a full-service, performance-driven approach to agencies and a diverse array of growing companies. Position2 can be contacted at 650-618-8900.

PrintPlace.com
Notepad Sponsor
www.printplace.com

At PrintPlace.com we take online printing to a new level. We are dedicated to the goal of making online ordering easy for everyone. Click on a popular product at www.printplace.com to get details about ordering business cards, brochures, postcards, catalogs, and many other printed products.

Our user-friendly website uses robust development technology for powerful and flexible e-commerce ordering. A staff of customer service, color, and printing professionals is dedicated to helping consumers acquire the highest level of service and printed goods available through the Internet. Sample kits are free by request.

PRWeb
Booth 329
www.prweb.com

PRWeb was founded in 1997 to help small businesses leverage the Internet to communicate their news to the public. In the process of doing so, PRWeb pioneered the direct-to-consumer press release, allowing companies for the first time to communicate their news directly to customers, prospects, analysts and the media. During the past decade, PRWeb has been at the forefront of innovation, redefining the traditional press release and changing forever how organizations of all sizes distribute their news.

Today, PRWeb continues to set the standard for the distribution of news online. From the smallest business to the Fortune 500, PRWeb has helped over 40,000 organizations of all sizes maximize the online visibility of their news. PRWeb was acquired in 2006 by Vocus (NASDAQ: VOCS), a leader in on-demand software for public relations, and has been featured in publications such as *Fortune* and *The Wall Street Journal*.

Pulse 360
Booth 708
www.pulse360.com

Pulse 360 offers advertisers and publishers an innovative contextual sponsored links solution to get the most reach and return from their ads and sites. Our partners are the web's best sites and advertisers can appear on MSNBC.com, USAToday.com, FOX.com, FoxSports.com, DIGG.com, MSN.com, more than 20 sites of the CBS Television Stations Digital Media Group, NASCAR.com, IMDB.com, PGA.com, PGATour.com and hundreds more.

Seevast, the parent company of Pulse 360, also operates SyndiGO, which builds vertical ad networks for publishers, and Kanoodle, which provides search-based sponsored links.

RevenueGateway
Booth 832
www.revenuegateway.com

RevenueGateway.com is a trusted affiliate network that offers over 200 different programs with many high-paying exclusives, and amazing support to answer all questions and help make the most for your traffic. Start earning big revenue; sign up today at RevenueGateway.com!

SageRock.com
Booth 820
www.sagerock.com

SageRock understands that effective marketing satisfies our client's goals. High positions in search engines, prominent ad buys, and well-promoted resources mean nothing if a client cannot connect those efforts to the accomplishment of specific online objectives. That is why SageRock is dedicated not only to generating qualified traffic, but also to understanding traffic behavior and improving online lead conversions. Also, SageRock never operates in a gray space of ethics. Although SageRock is a top U.S. firm, we remain dedicated to personalized customer service and reasonable pricing. Finally, SageRock has specialized only in online marketing since the company's founding.

SearchIgnite
Booth 118
www.searchignite.com

SearchIgnite is a powerful search management and auction-based optimization technology that simplifies large cross-engine search campaigns, providing marketers and advertising agencies with one central platform for managing, optimizing, and tracking complex keyword portfolios in real time. Marketers who use SearchIgnite have full transparency and control over their campaigns with flexible bid management capabilities, including manual bidding, rules-based bidding, and portfolio optimization. Through the use of advanced predictive modeling, SearchIgnite's Portfolio Optimization Technology (SPOT) is able to continually update and adjust keyword campaigns, minimizing manual work while maximizing a campaign's ROI. Leading marketers and agencies depend on SearchIgnite to simplify and maximize the performance of their paid search campaigns.

SearchRev
Booth 314
www.searchrev.com

SearchRev is the performance leader in search engine marketing. The company helps businesses to expand sales or drive leads from paid search. As the performance leader, the company has documented results showing that it consistently doubles client revenues while increasing profits by an average of 52 percent. The company's breakthrough patent-pending technology and services create a strategic advantage for businesses running large scale search engine marketing campaigns. SearchRev clients include Yahoo, Shutterfly, Real Networks, and Safeway, among others. Headquarted in Palo Alto, Calif., the company has offices throughout the U.S. and Central America, and also in London, U.K.

SEMJ.ORG — Search Marketing Research Journal
Booth 732
www.semj.org

SEMJ.org publishes Search Engine Marketing Journal (print journal)the industry's first, peer-reviewed, search marketing research journal where contributors can make a difference. The journal features research papers on SEO, search engines, search algorithms, affiliate marketing, global search marketing, new patents, branding, content writing and more. Similar to research journals in other technical fields, industry professionals can submit relevant papers or apply to become editors. We will feature authors and editors, including full biographies. After acceptance, papers will be published in a forthcoming edition of the journal. We think you will find the journal's in-depth content accurate, stimulating and useful. Distinguish yourself as an expert by submitting your idea for a paper. Please join us! Help to advance the field of search marketing.

SEMPO
Booth 331
www.sempo.org

SEMPO (Search Engine Marketing Professional Organization) is a nonprofit association with over 830 members in 34 countries, representing thousands globally, working to increase awareness and promote the value of search engine marketing worldwide. Member benefits include research, SEMPO Institute and event discounts, job board, networking opportunities, webinars, membership committees, regional working groups, and more. Contact us at info@SEMPO.org.

Sendori
Booth 827
www.sendori.com

Sendori is the marketplace where advertisers use their existing keywords to access over 33 million new direct navigation Web searchers. More than 250 million Web searchers use direct navigation — typing the names of items they are looking for into the address bar of their browsers. Efficient Frontier found that direct navigation Web searchers convert to customer at a much higher rate than visitors from major search engines. Moreover, advertisers typically pay 25% to 50% less for direct navigation visitors, compared to ones form major search engines.

SEO, Inc.
Booth 801
www.seoinc.com

Search Engine Optimization Inc. is a professional search engine optimization firm, specializing in achieving high rankings for their clients on the Internet's major search engines.

For more than a decade, SEO Inc.'s certified "search engineers," with a combined expertise of over 40 years, have led the industry in developing highly effective, proprietary optimization and marketing methodologies that have placed more than 300 leading corporations in the top rankings of the world's leading search engines. Search Engine Optimization Inc. is the first and only search engine marketing firm to become a member of the World Wide Web Consortium (W3C).

SiteAcuity
Booth 120
www.siteacuity.com

SiteAcuity provides software that tracks website visitors for marketing intelligence and enables real-time communication between the site visitors and company reps. The system has two powerful, unique benefits. First, through our patent-pending visitor code technology, it enables online marketers to connect site callers with their online activity, including the exact marketing campaigns that brought them to the site.

Second, through our visitor interaction manager, the system turns websites into live communication portals, where site visitors can immediately text chat or talk via phone with a live representative. From the visitor's perspective, the rep interaction is highly personalized; the visitor can see things like the rep's name, e-mail, direct phone — even a picture or webcam video. SiteAcuity clients are better able to analyze and optimize their online marketing, turn site visitors into leads and sales, and deliver superior customer service.

SLI Systems
Booth 622
www.sli-systems.com

SLI Systems provides site search, site navigation, and automated SEO services for online retail and content-rich websites. These solutions are built with patented Learning Search technology, an intelligent search system that continually learns from customer behavior to increase sales and conversions. Learning Search is designed to enhance the user experience while delivering valuable insights on visitor activity, and provides e-commerce sites with advanced merchandising capabilities and intuitive navigation. SLI's Site Champion service automatically creates optimized pages to increase a retailer's visibility in natural search engine listings and increase site traffic. Customers like NBC, Etronics.com, Tupperware, ULTA, and hundreds more benefit every day from SLI Systems' search technology.

Soothware
Booth 631
www.soothware.com

Soothware is your one-stop shop for search engine marketing. Manage your search campaigns across Google, Yahoo, and MSN in one easy-to-use interface. View your performance, run custom reports, edit campaigns, automate bid changes, and receive keyword recommendations.

Our free tools allow marketers and agencies of all sizes to get the most out of their search campaigns. Coming this fall: Your one-stop shop for online advertising. Create, manage, and optimize search and display campaigns in Soothware!

Submitnet, Inc.
Booth 127
www.submitnet.net

SubmitNet, Inc. is the leading global software design firm specializing in creating private label online marketing tool environments for top-level hosting, domain, and design firms. SubmitNet currently provides customized robust solutions focusing on vital SEO marketing tools to global web hosting companies, ISPs, and domain name registrars who want to bring additional value added services to their existing products/services, while adding an additional revenue stream to their company's bottom line.

Superpages.com
Booth 320
www.superpages.com

Superpages.com is the local search expert, where people go to find anything they need. With pay-for-performance advertising that reaches consumers seeking businesses like yours, it's one of the most effective ways to advertise on the Internet because 75% of consumers who find a business on Superpages.com plan to contact that business. At Superpages.com, we know around here.

Sponsors & Exhibitors

What's going to happen in search...
in the next 10 years?

Search will be renamed "find," and each vertical will have a single dominant player.

— PHILIP JAMES, SNOOTH, INC.

SureHits

Reception Sponsor

www.surehits.com

SureHits runs the largest independent ad network for insurance and loans. The SureHits network offers advertisers access to consumers who are actively shopping for insurance and loan products. Through the SureHits network, lenders and insurers bid on a CPC basis for placement on contextually-relevant websites.

Placement is auctioned by product and by state, so consumers are presented only with highly relevant offers from providers who service their area. Publishers benefit from generous CPC-based revenue-share agreements, world-class revenue reporting tools, and a single solution that can deliver results for all major insurance and loan products. SureHits is a private company based in Edmond, Okla. Founded in 1996, SureHits has been profitable for six consecutive years.

Teradata Corporation

Booth 521

www.teradata.com

Teradata is the acknowledged global leader in data warehouse innovation and analytical solution development. Every day we raise our customers' intelligence to higher levels, making them more focused and competitive by gathering enterprise information and extracting actionable insight. Teradata elevates enterprise intelligence by giving every decision maker the insight required for smarter, faster decisions. We add value and reveal opportunity across more dimensions than any competing solution. In every industry and geography, our technologies and expertise make the difference. Simply put, Teradata solutions make companies smarter and give them the competitive advantage to win.

TextDigger

Booth 627

www.textdigger.com

TextDigger makes your Web pages more findable, both to outside search engines and to other pages within your site. TextDigger's technology reads the content of a web page and automatically generates semantic tags. These tags go beyond simple keywords to reflect concepts and context. TextDigger's keyword generation system then analyzes the content of your page relative to the myriad pages on the Web to recommend valuable, relevant keywords, and phrases that will make a dramatic improvement to search engine ranking. Even pages that have already been manually optimized benefit from the depth of coverage of TextDigger's keyword generation solution.

The Search Agency, Inc.

Booth 126

www.thesearchagency.com

The Search Agency is a profitable, privately held corporation that employs search industry experts to guide its clients through the complicated world of search engine marketing (SEM) and search engine optimization (SEO) and in turn convert quality traffic for those client's into revenue through conversion path optimization (CPO). This personal approach combined with the company's innovative and proprietary technology enables its clients to maximize ROI on search spend. The Search Agency is located in Santa Monica, CA, with offices in Rhode Island, Nevada, and Texas.

Thinkprofits.com

Session Workshop Sponsor

www.thinkprofits.com

Since 1997, Thinkprofits.com has built in excess of 1,150 websites and consulted with over 3,500 companies world-

wide. The firm creates profitable Internet marketing strategies and custom corporate websites that come up organically on page 1 of Google. This has helped Thinkprofit's clients generate hundreds of millions of dollars online. The company's services include all aspects of search engine optimization, comprehensive web auditing, complete web development and design, analytics, consulting, press releases, PPC and more.

TMP Directional Marketing

Booth 229

www.tmpdm.com

TMP Directional Marketing (TMPDM) is the largest local search marketing agency, offering online, offline, and mobile advertising solutions to top national brands. Combining more than 40 years of success in Yellow Pages advertising with online search expertise gained as a former unit of Monster Worldwide, TMPDM serves hundreds of national advertising clients, including more than 100 Fortune 500 companies. Headquartered in New York and led by CEO Stuart McKelvey, TMPDM has 600 employees and 17 offices in the U.S. and Canada. Visit us at www.tmpdm.com or call 866-738-4127.

Topix

Booth 629

www.topix.com

Topix is the leading news community on the Web, connecting people to the information and discussions that matter to them in every U.S. town and city. A top 20 online news destination (comScore, September 2007), the company links news from 50,000 sources to 360,000 lively user-generated forums. Topix also works with the nation's major media companies to grow and engage their online audiences through forums, classifieds, publishing platforms and RSS feeds. Based in Palo Alto, Calif., Topix LLC is a privately held company with investment from Gannett Co., Inc., The McClatchy Company and Tribune Company.

Trellian

Booth 814

www.trellian.com

Trellian is one of the largest Internet software and web-based technology service providers. We provide key web intelligence tools to corporate, government, and general users, but with an emphasis on catering to SEM (search engine marketing) firms, ad agencies, online marketers, and webmasters.

Trellian's solutions exhibited at SES include Keyword Discovery, an advanced keyword research tool, and a competitive intelligence solution.

Keyword Discovery (www.keyworddiscovery.com) has the largest and most comprehensive database, with over 36 billion keyword statistics compiled worldwide, 12 month seasonal trends, search engine market share, language translation, and domain research tools. Competitive Intelligence (http://ci.trellian.com) provides the means to monitor your competitors' sites to identify their major traffic sources. It consist of three main tools: link intelligence, search term intelligence, and campaign intelligence. Stay ahead of your competition, learn from their strategies and mistakes, and start competing!

Tyloon, Inc.

Booth 121

www.tyloon.com

Tyloon.com is the first unified international local search engine with "single-pipeline" multilingual support. This means that nationwide businesses of each country within the platform can be searched in multi-languages. Currently 27 million American and Chinese business contact information can be searched in English, Spanish, Chinese, or mixed keywords of them.

While it is expected to become a major multilingual commercial information bridge between the U.S. and China, more countries such as Canada, the United Kingdom, Germany, France, Spain, and Brazil will be added in several months, and the total number of supported search languages will be increased to more than 10. The back office of Tyloon is also a "software as services" platform. Merchants not only get their contact information listed, but also may display their product/service details and publish text contents. These web-based services such as business card management, invoice and billing, live chat and support, and phone number confirmation, etc. will be implemented soon.

Unica Corporation

Booth 209

www.unica.com

Unica Corporation (NASDAQ: UNCA) delivers the most comprehensive enterprise marketing management (EMM) suite on the market. Its Affinium software suite enables marketers to analyze and act on customer cross-channel behavior easily and efficiently. Unica's enterprise-level web

analytics solution, Affinium NetInsight, offers the industry's most user-friendly, intuitive graphical reporting and exploration capabilities. When used in conjunction with other EMM modules, NetInsight allows marketers to integrate online and offline behavior tracking and analysis and improve campaign targeting and customer segmentation across multiple channels to truly optimize marketing effectiveness. Unica's Affinium software streamlines the entire marketing process, from planning and budgeting to project management, execution, and measurement.

Uzoom
Booth 532
www.uzoom.com

Uzoom is the Internet's premium professional live chat and customer tracking provider. Uzoom is one of the most successful online ventures in the industry.

Combining the latest in IM technology and the perennial need to interface with customers, Uzoom.com provides businesses and websites with an essential tool backed by excellent customer service. We provide both the business and the customer with the ability to communicate anywhere and anytime. Uzoom Live Chat Professional is the best option for websites looking for the latest in professional live chat and customer tracking technology.

VisitorTrack - from netFactor
Booth 220
www.netfactor.com/visitortrack.htm

It's like "Caller ID for Your Website." VisitorTrack from netFactor, converts invisible website "clicks" into B2B Leads — without any registration action. Get company name, target executives and e-mails, address, phone, website, telephone, keywords, page view detail, and visit length, hot leads, instant e-mail alerts, and more — automatically and in real time.

WebmasterRadio.FM
Booth 703
www.webmasterradio.fm

WebmasterRadio.FM: the destination for education and entertainment. WebmasterRadio.FM is a free, Internet-based radio network focused on the B2B e-commerce marketplace. We offer 100% original programming led by industry leaders, including "The Daily SearchCast," hosted by Danny Sullivan; "The Hook," hosted by Katie Kempner of Cripin, Porter and Bogusky; "PowerSource" hosted by Tim Mayer and Jeremy Zawodney of Yahoo Search; "DomainMasters" hosted by Monte Cahn; and "Wizards of Web," hosted by Bryan and Jeffrey Eisenberg.

Each show we air reaches out to a different part of the marketplace, ensuring there is a radio show for all potential listeners. All radio shows are broadcast live and then available in archive, mobilcast, and distributed in podcast format through all of the major podcast portals. WebmasterRadio.FM is proud to boast that we are the official radio network for many of the world's most prestigious conferences. WebmasterRadio.FM is free to the listening audience based soley on advertiser support. If you are interested in learning more about how to reach a very targeted and captive audience through a fully integrated and interactive advertising campaign, please contact Brandy@WebmasterRadio.FM.

Website Magazine
Booth 101
www.websitemagazine.com

Website Magazine is a must-read for anyone seeking website success and the most popular trade magazine in its field. A quarterly publication available free in print and digital form for website owners seeking a successful Internet presence, *Website Magazine* provides practical information to help website owners develop, design, maintain, and promote their online businesses.

Subscribe today at http://free.websitemagazine.com. Advertisers: Download a 2008 media kit at www.websitemagazine.com/advertise.htm. BPA circulation: 133,336. Apple iPhone Giveaway at booth!

WebTrends
Booth 321
www.webtrends.com

WebTrends provides Web analytics and online marketing solutions to optimize marketing campaigns and customer engagement. WebTrends Marketing Lab delivers the industry's most recognized analytics, SEM, and visitor intelligence solutions to enable companies to understand their customers, drive customer engagement, and enhance marketing and brand awareness. Thousands of leading global organizations, including General Mills, HSBC, Microsoft, Reuters, and Ticketmaster have chosen WebTrends solutions and proven client services expertise to optimize their marketing initiatives.

Yahoo!
Booth 201
www.yahoo.com

Yahoo! Search Marketing's search-based products and tools help businesses connect with highly motivated customers online.

Potential customers can be reached at the very time they are searching for your business with Yahoo! Search Marketing — it allows you to bid for placement in search results on relevant terms to your business, only paying when a consumer clicks through to your site. Reaching over 80% of the U.K.'s

Internet users, Yahoo! Search Marketing's search results are available in 12 European markets, the U.S., Canada, Asia, and Australia. Yahoo! Search Marketing's editorial team reviews listings before distributing the results to tens of thousands of sites, including Orange, Lycos, FT.com and Yahoo! - representing the largest Pay-For-Performance search and advertising network on the Internet.

YELLOWPAGES.COM
Booth 114
www.yellowpages.com

"Need something?" For more than 125 years, consumers have trusted the Yellow Pages to deliver comprehensive information on local businesses. And today, wherever, however, and whenever they "need something" local, they use YellowPages.com. Whether it's to find business information, read ratings, write reviews, get maps, or search from their mobile phone, YellowPages.com connects millions of consumers with local information every day.

YellowPages.com works with businesses to help them create interactive advertising programs that meet their business needs, including search results advertisings, websites, search engine solutions, video advertising, and more. YellowPages.com is dedicated to providing a leading presence for bringing consumers and advertisers together.

Zvents - Discover things To Do
Booth 727
www.zvents.com

Zvents is the leading local search engine technology for local businesses, entertainment, and events. Zvents enables users to find, contribute, share, and promote: concerts, sales, community activities, sports, restaurants, movies, and more. Zvents is focused on providing the best local search and advertising solutions to local publishers and media.

The company aggregates rich business and event information from the open-web, user-contributed content, third-party event sources, and links high-quality editorial partner content with its search index. Zvents' local content index and search engine powers over 250 media channels across the Zvents Media Network with dynamic local content.

Association Sponsors

Email Experience Council
www.emailexperience.org

The Email Experience Council is a champion for digital communications centered on the point of view of the inbox owner. It does this as a global professional organization and strives to enhance the image of e-mail marketing and communications, while celebrating and advocating its critical importance in business — its ROI value. Through the active proliferation of e-mail and digital marketing best practices, case studies, trends, cutting-edge technologies, and strategies, the EEC is an actionable resource for professionals and a beacon for the evolution of the e-mail channel.

The EEC is committed to regularly conducting a broad series of e-mail initiatives for a variety of organizations that highlight the positive impact and importance of e-mail as a marketing tool, communications vehicle, and branding device. EEC members are representative of other trade organizations and the leading agencies, advertisers, technology partners, service providers, and brands focused on the potential of e-mail and digital marketing.

NWIAG
www.nwiag.com

The NWIAG (Northwest Internet Advertising Group) is a Seattle-based ad club for Internet advertsing professionals. NWIAG hosts monthly social and networking events at various venues in the Seattle area. Membership is free.

WebAward
www.webaward.org

Do you have an award-winning website? Prove it! Enter the Web Marketing Association's WebAward Competition and win recognition for yourself and glory — and a great marketing opportunity — for your website. The international WebAward competition sets the standard of excellence in 96 industry categories by evaluating websites and defining benchmarks based on the seven essential criteria of successful website development. Entrants benefit from a website assessment by a professional judging panel and the marketing opportunities presented to an award-winning website.

Sponsors & Exhibitors

Media Partners

DIRECT
www.directmag.com

DIRECT provides strategic and tactical information for direct marketers that is timely, inspirational and on the cutting edge of innovation. DIRECT's print, online and interactive information products connect today's marketers to the information, resources and suppliers they need to reach their business goals.

The franchise includes *DIRECT* magazine (www.directmag.com); DIRECT Newsline, DIRECT Listline, DIRECT Tips, Magilla Marketing and Searchline e-newsletters; The Buyers' Guide, The National Center for Database Marketing conference; webinars; ListFinder; original research, and more. DIRECT is part of Penton Media's marketing media group, which also includes Multichannel Merchant, PROMO and Chief Marketer.

Domainer's
www.domainersmagazine.com

Domainer's Magazine was designed to provide valuable insight and thought leadership into the domaining world. Our goal is to create a world-class publication that becomes the eyes and ears of the "domainer." Our magazine will focus on the value of pay-per-click management, SEO, domain legal expertise, domain acquisition, and selling,dDomain monetization, and any other topic that focuses on emerging technologies and services that provides value to you, "the domainer."

eM+C
www.emarketingandcommerce.com

eM+C is the new bi-monthly magazine all about e-marketing and commerce. It has a circulation of 60,000 online marketers. From best practices and case studies to original research, every issue of *eM+C* is filled with in-depth information and expert advice to help online marketers market smarter. Guided by a blue-ribbon editorial advisory board, *eM+C*'s editorial is focused on all things online: e-commerce and search, e-mail, behavioral targeting, mobile marketing, video, guerrilla, viral, affiliate, transactional, social marketing, and much more. *eM+C* is part of the Target Marketing Group of publications.

Entrepreneur.com
www.entrepreneur.com

Marking its 10-year anniversary in 2006, Entrepreneur.com has evolved into the most widely used website by entrepreneurs and leaders in business worldwide. As the leading small business website on the Internet, Entrepreneur.com serves its visitors' needs by creating the most satisfying experience with relevant content and interactive tools covering every aspect of business startup, growth, and management.

JupiterResearch
www.jupiterresearch.com

JupiterResearch provides unbiased research, analysis and advice, backed by proprietary data, to help companies profit from the impact of the Internet and emerging consumer technologies on their business. The company helps online businesses make critical decisions about technology selection, spending, staffing, and website effectiveness; advises consumer-facing companies with online advertising, marketing, and customer service strategies to understand, attract, convert, and retain customers; and guides technology vendors and service providers on market opportunity, positioning, product definition, and pricing. JupiterResearch is headquartered in New York City and has offices throughout the U.S. and Europe.

Marketing.fm
www.Marketing.fm

www.Marketing.fm is a marketing and technology blog written by Eric Friedman. Covering the latest in online marketing, search, technology, entrepreneurship, and more, Marketing.fm has become a must read for marketing and advertising professionals. New product reviews, podcast interviews with today's online marketing gurus, and coverage of the latest technology make up the core of Marketing.fm.

Revenue Magazine
www.revenuetoday.com

Revenue – The Performance Marketing Standard is a magazine dedicated to all aspects of the performance marketing business model and to raising industry standards. Published bimonthly, it offers unrivaled coverage of affiliate marketing techniques, search technologies, online fraud prevention, and interactive advertising, branding, and marketing. It is the only hard-copy magazine covering these issues for online marketers, affiliates, merchants, agencies, and networks. The Internet is the new world of marketing — a world where anyone can run a website from their bedroom, where fraud is prevalent, and clicks, leads, and sales can be stolen without the victim even knowing. In this world, the opportunities are huge, but the risks are great. *Revenue Magazine* intends to legitimize the industry, drive out bad operators, and provide a focal point for performance marketers to coalesce around best practices, best tools, and best operators. Comprehensive articles include points of view from merchants, website publishers, affiliate networks, industry watchers, and market researchers. *Revenue* stresses best practices and strong ethical guidelines that attempt to help the online marketing community flourish.

Search Marketing Standard
www.SearchMarketingStandard.com

Search Marketing Standard is the first and only print magazine that search marketers can call their own. The ever-growing demand for search marketing services and information has led to a need for a specialized publication dedicated to making this knowledge easily accessible. *Search Marketing Standard* covers pay-per-click advertising, search engine optimization, web analytics, click fraud, local and contextual search, and other search-related topics. Each quarterly issue features articles and advice from leading experts in the field, interviews with the who's-who of the industry, reviews of the most popular tools and services, latest news and trends, and much more. Whether you are a professional search marketer constantly on a quest to improve your knowledge and expertise or a business owner trying to take advantage of the great potential search advertising has to offer, you will find the information you need in our magazine.

Seattle24x7.com
www.seattle24x7.com

Seattle24x7.com is the Internet business community for the Puget Sound, featuring the definitive directory of Seattle-area Internet companies, community news and events, interviews with area e-commerce leaders, site reviews, a job board, and business advice. It is also the publisher of Seattle-Search.com, covering interactive and search marketing talent, techniques, and technologies. Founded and published by Larry Sivitz, a certified Google Ad professional, Yahoo ambassador, and Microsoft adExcellence consultant, the Northwest venue is a hub for search news and developments in one of the top search cities in America.

Target Marketing Group
www.targetmarketing.com

Target Marketing is the authoritative source direct marketers turn to for hands-on, how-to information that is kept and referred to for months. *Target Marketing* covers all direct response media, including direct mail, e-mail, telemarketing, space advertising, the web, and direct response TV, and gives readers insight into such subjects as using databases and lists effectively, acquiring new customers, upselling and cross-selling existing customers, fulfillment strategies, and more. *Target Marketing* is part of the Target Marketing Group of publications, published monthly by Philadelphia-based North American Publishing Company (NAPCO), which also publishes *Catalog Success*, *FundRaising Success*, *Publishing Executive* and *Book Business* magazines, as well as the newsletter "Inside Direct Mail."

TopRank Online Marketing Blog
www.toprankresults.com

Ranked in the top 1% of blogs by Technorati, TopRank Online Marketing Blog is a leading resource for Internet marketing resources, news, interviews, and how-to articles about natural search optimization, paid search marketing, social media, and online public relations. Online Marketing Blog is edited by TopRank CEO Lee Odden, a 10-year Internet marketing veteran who is a frequent speaker at search and PR industry conferences and has been quoted in *U.S. News* and *The Economist*. Odden has also written for Yahoo Network and *DM News* and serves on the DMA Search Engine Marketing Council.

Visibility Magazine
www.visibilitymagazine.com

Visibility, the print magazine, heralds a beginning in the world of Internet marketing. This is the first time an established digital presence, topseos.com, is venturing into the traditional print media domain. With *Visibility*, the print world is all set to benefit from the success formula of the Internet, and vice versa. The print medium holds great promise for Internet marketing vendors who are constantly looking for more channels to promote their services. Additionally, *Visibility* will reach to many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. *Visibility* is published quarterly and covers a wide range of topics, including organic optimization, pay per click marketing, website analytics, affiliate marketing, and press release distribution. Our association with topseos.com has meant that the hard work of proving our credibility is more than half done. Thanks to this backing, we are considered a reliable source of information on all aspects of Internet marketing.

Web Host Industry Review
www.thewhir.com

Web Host Industry Review magazine draws on the credibility and authority established serving as the web hosting industry's publication of record for the last five years. *Web Host Industry Review* magazine delivers to web hosting providers, resellers and customers insightful, sophisticated analysis of important industry issues and trends, timely coverage of news, and reviews of essential tools and services.

WebProNews
www.webpronews.com

WebProNews is the No. 1 source for e-business and search sews. The WebProNews network is made up of 100 e-business websites, e-mail newsletters, and the popular WebProWorld forum. Millions of business professionals read WebProNews and other iEntry business and tech publications to stay in the know. Since 1999, the WebProNews network has emerged as an industry leader in e-mail and network marketing. By maintaining extremely high standards of quality in our publications and sites, the WebProNews network continues to grow an avid readership and user base, made up of CXOs, business owners, entrepreneurs, web developers, and IT professionals. This same commitment also powers our primary objective of providing companies with an affordable, flexible, and effective means of marketing their products and services to an active, informed audience. For more information, contact Susan Coppersmith at (859) 514-2720 or e-mail susanc@ientry.com.

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• Email Marketing
• Website/Online Strategy & Planning
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• Behavioral Targeting & Testing

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Sessions

Day 1: Monday, Aug. 18, 2008

9:45-11a

WORLD VIEW
Search Around the World - Part 1: Asia/Pacific & Latin America

Eastern and Western companies are rushing to get a piece of the action internationally, but does anyone really understand the marketplace? In this session, attendees will learn how to separate hype from actionable activity. Leading experts with "feet on the street" in the Asian Pacific, Australia, and Latin America discuss the marketplace and its impact on the world.

Moderator
- Anne Kennedy, Managing Partner & Founder, Beyond Ink

Speakers
- T.R. Harrington, Director of Strategic Direction & Product Development, Darwin Marketing
- Motoko Hunt, Founder, Japanese Search Marketing Strategist, AJPR LLC
- Alicia Morga, CEO, Consorte Media

SEARCH 2.5
Universal & Blended Search

Search result multiplicity is not a new phenomenon, but recent advancements guarantee that the world of search and marketing will be changing forever. Before you attend this week's optimization and best practices sessions, learn from industry gurus how the steps that follow the search are developing. Our ongoing series on universal search will include research data available only at SES.

Moderator
- John Tawadros, Chief Operating Officer, iProspect

Speakers
- Shashi Seth, Chief Revenue Officer, Cooliris
- Johanna Wright, Director of Product Management, Google
- Cris Pierry, Senior Director of Product Management, Yahoo! Search
- Erik Collier, VP, Product Management, Ask.com
- Todd Schwartz, Group Product Manager, Live Search

SEARCH INDUSTRY
Search Industry Update

Search marketing is the largest online ad format. Paid search not only accounts for nearly 45% of the global online ad spend, but it is also one of the fastest growing online ad formats. The panel will focus on the broad trends in search marketing, such as growth drivers, core search vs. vertical search, search spending and CPC trends in general and by verticals, search penetration in the U.S. vs. international, search adoption by brand advertisers, and search vs. other online ad formats.

Moderator
- Sandeep Aggarwal, Senior Internet Research Analyst, Collins-Stewart

Speakers
- Heather Dougherty, Research Director Hitwise
- Kevin Lee, Executive Chairman & Co-founder, Didit
- Sean Walsh, VP, Online Marketing, LuxuryLink.com
- Jaideep Singh, CEO & Co-Founder, Spock.com

WHAT NEXT?
More Customers, Fewer Costs: Why Marketing to the "Long Tail" Makes Sense

This session will address how marketers utilize the long tail of the Internet and search engine marketing to identify and reach consumers who are interested in what a company has to offer, but don't fit the traditional definition of the demographic audience. The end result is a more strategic, cost-effective search marketing campaign. We'll discuss the "long tail approach" from a tactical standpoint, including strategies that fit the users of this emerging market, as well as examples of why this works in terms of increasing sales.

Highlights of the presentation include keywords (capturing consumers with tail), the power of secondary search engines, and case study examples of the concept "in action."

Moderator
- David Szetela, CEO, Clix Marketing

Speakers
- Mary Bowling, Lead SEO, Blizzard Internet Marketing, Inc.
- Brock Purpura, CEO, Etology
- Aaron Shear, Partner, Boost Search Marketing
- Stephan Spencer, Founder & President, Netconcepts, LLC

CLICKZ
Mobile SEO: Death of the '.mobi'

The "one web" premise of the iPhone generation of connected devices offers a stark contrast to the former mobile standard, in which webmasters created a separate '.mobi' site, specifically targeted for mobile users. We'll outline what you can expect in the mobile space and how search marketers can use one site to leverage both mobile and traditional web search. This session will articulate the impact that these devices are having on mobile web use, adoption, and search. It will provide a comprehensive list of best practices to make existing websites optimized and mobile-ready. The session will also provide specific recommendations to improve mobile ranking and click-through.

Moderator
- Rebecca Lieb, Contributing Editor, ClickZ

Speakers
- Dhana Pawar, Co-founder & VP Products, Yojo Mobile
- Cindy Krum, Senior SEO Analyst, Blue Moon Works, Inc.
- Brian Wool, VP of Content Distribution, Localeze

For the most up-to-date information on SES San Jose's sessions and speakers, visit

SearchEngineStrategies.com

11:15a-12:30p

WORLD VIEW
Non-Profits & Socially-Responsible Companies With Global Interests in a 2.0 World

The Web has changed how we do everything, including giving back to our fellow man. What does the nonprofit world look like in the Web 2.0 world? Technology has grown by leaps and bounds since the dawn of the Internet as a communication vehicle. It has changed the ways we give back and communicate with our constituents, and new platforms support entire communities. Learn from experts about the latest developments in community and technology for the non-profit sector.

Speakers
- Tim Sullivan, Co-founder & CEO, CO2Stats
- Jamie Welsh, Founder & CEO, 10% Solution
- Xavier Helgesen, Co-founder, Better World Books

SEARCH 2.5
Igniting Viral Campaigns

In a world dominated by behemoths like bud.tv, MySpace, and YouTube, how do mid-sized and smaller companies break through to generate online destinations that create buzz, encourage word of mouth and establish relationships with potential buyers? This session unveils the secrets of Web 2.0 techniques and technologies that enable companies to stand out and be talked about.

Moderator
- Andrew Goodman, Principal, Page Zero Media

Speakers
- Jennifer Laycock, Editor-in-Chief, Search Engine Guide
- Fionn Downhill, CEO & President, Elixir Interactive
- Justilien Gaspard, Search Engine Watch Expert & Search Marketing Consultant, Justilien.com
- Chris Winfield, President, 10e20, LLC

SEARCH INDUSTRY
Pay Per Conversation

For marketers to become successful in their SEM efforts, PPC can no longer stand for "Pay Per Click" — it must stand for "Pay Per Conversation." Many marketers agree that the current state of the economy is having an impact on their marketing plans. That's why every dollar and click matters. Every click is a potential customer trying to engage you; will you continue the dialog or have them bounce off your landing page just moments after they arrive? What you want to do is engage and persuade your visitors to keep taking the next click, all the way through the purchase funnel. To achieve that, you must demonstrate the value of your products and services in all your marketing, especially when sales are decreasing. You do that by planning content to improve relevance and test continuously until you have the best conversation. This session will show you how to identify missed conversations and what you can do to improve them and your PPC ROI.

Moderator
- Anne Kennedy, Managing Partner & Founder, Beyond Ink

Speakers
- Bryan Eisenberg, Co-founder, Future Now Inc.
- Brett Crosby, Senior Manager, Google Analytics, Google

WHAT NEXT?
Semantic Search: How will it change our lives?

As search dominates our Internet use, this session will explore the new generation of semantic technologies that look to radically change the future. Different companies have taken different approaches to increasing relevance and improving quality of search results. From true natural language search being pursued by companies like Powerset/Hakia, to vertical-focused semantic companies such as BooRah and Uptake, this session will discuss how consumers will benefit directly from these new sets of Internet destinations or enhance experience on existing search engines.

Moderator
- Kevin Ryan, VP, Global Content Director, SES & Search Engine Watch

Speakers
- Nagaraju Bandaru, Co-founder & CTO, BooRah
- Amit Kumar, Director Product Management, Yahoo! Search
- Erik Collier, VP, Product Management, Ask.com
- Scott Prevost, General Manager & Director of Product, Powerset
- Tim McGuinness, VP of Search, hakia.com

CLICKZ
The Next Wave For Online Video

This session will provide tips on how to navigate the new wave of online video, as more people are watching, sharing, and finding videos online. It will cover the four contributing factors to the massive surge in popularity and predicted continued growth for online video, as well as the converging factors that have led to the next wave of online video search, and the industry's desire for standards on how to tag, organize, and find videos.

Moderator
- Rebecca Lieb, Contributing Editor, ClickZ

Speakers
- Jason Glickman, CEO, Tremor Media, Inc.
- Dr. Pete Kocks, President, Truveo, & VP, AOL Video
- Bob Bahramipour, VP, Ad Operations, YuMe

1:30-2:30p

Orion Panel: How Much Search is Enough?

Where does search really fit within a marketer's total digital advertising effort? Big businesses and small businesses alike struggle with how to allocate search marketing, and other online advertising or marketing efforts. This Orion panel will evaluate strategic thought processes and then grind down to tactical execution with thought leaders from the search engine marketing, advertising agency, and advertiser perspectives. We will explore how search can be "carved out" from an overall budget and how it will lead the white whale of online marketing — a truly holistic marketing strategy.

Moderators
- Kevin Ryan, VP, Global Content Director, SES & Search Engine Watch
- Anne Kennedy, Managing Partner & Founder, Beyond Ink

Speakers
- Robert Murray, President, iProspect
- Aaron Goldman, VP, Marketing & Strategic Partnerships, Resolution Media, an Omnicom Media Group Company
- Steven Kaufman, SVP, Media Director, Digitas
- Bob Tripathi, Search Marketing Strategist, Discover Financial Services

2:45-4p

Search Around the World - Part 2: The UK & Europe

Eastern and Western companies are rushing to get a piece of the action internationally, but does anyone really understand the marketplace? In this session, attendees will learn how to separate hype from actionable activity. Leading experts with "feet on the street" in the U.K. and the rest of Europe discuss the marketplace and its impact on the world.

Moderator
- Jonathan Mendez, Founder & CEO, RAMP Digital

Speakers
- Martin Sinner, Founder & Managing Director, Idealo Internet GmbH
- Anders Hjorth, Research & Production Director, Relevant Traffic Europe
- Marie Dumesnil, Co-chair, SES Paris, Director of E-Commerce, Viking River Cruises

Storyteller Marketing: How The Art of Storytelling Matches Up With the Business of Marketing

One communication method that beats all others when it comes to delivering a memorable, motivating, and meaningful message: telling a story. This session will show you how the framework of storytelling can be used to deliver real advertising results by generating content that communicates. You'll learn the five basic story types, how to analyze the stories around your brand, and how to create a solid strategy for generating, changing, or renewing great brand stories. Great search strategies are built around great content; this session will give you the economic and social tools you need to create that framework.

Moderator
- Rebecca Lieb, Contributing Editor, ClickZ

Speakers
- Gary Stein, Director of Strategy, Ammo Marketing
- Sally Falkow, President, Expansion Plus Inc.
- Larry Lawfer, Founder/President, YourStorys.com

Enterprise Search: Running Your Own Search Engine

The value of search as a true enterprise platform has been touted for years, yet few organizations have seriously embraced the opportunity. This session will provide an overview of enterprise search fundamentals and explore the enterprise search marketplace in depth. Current enterprise search tools, design issues, and real-world examples of effective enterprise search implementations will be discussed. Whether your organization has a well-established Intranet or an Intranet that has just been launched, you'll walk away from this session with a better understanding for the principles of a well-designed enterprise search solution.

Moderator
- Jon Myers, Head of Search, MediaVest

Speakers
- Rebecca Thompson, VP of Marketing, Vivisimo
- Bill French, CTO, MyST Technology Partners
- Andy Feit, SVP of Marketing, Mark Logic
- Avi Rappaport, Principal Consultant, Search Tools Consulting

Everything but Google: Alternative Search Advertising Options

Is Google your main search engine? Do you realize that there are many other tools that will help you find specific information — sometimes better than Google? Most people are unaware that there are more than just the "big three" of Google, Yahoo, and MSN. The list includes Bit Torrent search engines, image search engines, artificial intelligence systems, clustering engines, recommendation search engines, metasearch, and many more hidden gems of search. Most of these niche search engines have very fun, interesting features, and you'll discover all sorts of relevant information you might have otherwise missed using the more general, big box-type search engines.

Moderator
- Andrew Goodman, Principal, Page Zero Media

Speakers
- Sage Lewis, Search Engine Watch Expert & President, SageRock.com
- Jay Sears, EVP, Strategic Products & Business Development, ContextWeb, Inc. / ADSDAQ Exchange
- Ted West, President & CEO, LookSmart
- Dustin Kwan, Senior Product Manager, Ask Sponsored Listings
- Mary Berk, Senior Product Manager, Microsoft

Video Search Engine Optimization (VSEO)

According to comScore, nearly 139 million U.S. Internet users watched an average of 83 videos per viewer in March 2008, viewing a total of 11.5 billion online videos during the month. However, the average YouTube video receives only 100 views a year. This makes optimizing video for YouTube one of the biggest opportunities in the fast-changing and complex world of search. This session will look at how video search engine optimization (VSEO) has become the most important new use of search engine optimization today.

Moderator
- Joseph Morin, Partner, Boost Search Marketing & CEO, Storybids, Inc.

Speakers
- Greg Jarboe, President & Co-founder, SEO-PR
- Chase Norlin, CEO, Pixsy Corporation
- Steve Espinosa, Director of Product Development & Management, eLocal Listing, LLC
- Matthew Scheybeler, CTO, blinkx
- Gregory Markel, Founder/President, Infuse Creative, LLC

4:30-5:30p

Opening Keynote Presentation

Speaker
- Lee Siegel, Author, *Against the Machine*

Day 2: Tuesday, Aug. 19, 2008

9-10a

Morning Keynote

Speaker
- Satya Nadella, SVP, Search, Portal & Advertising Platform Group, Microsoft

11a-12:15p

Introduction to Search Engine Marketing

This session will provide a clear and concise overview of the key concepts involved in search engine marketing. Who are the major search engines, and how can you best optimize them to gain "natural" or "organic" traffic without cost? Learn how to achieve top ranking or placement by utilizing search engine advertising opportunities. This is a must-attend basic session for anyone new to Search Engine Strategies events.

Moderator
- Kevin Ryan, VP, Global Content Director, SES & Search Engine Watch

Speakers
- Greg Jarboe, President & Co-founder, SEO-PR
- David Hoffman, Founder, Search Smart Marketing

Measuring Success in a 2.0 World

How do you know if you've been successful with search engines and your website in general? You can check your "rank" at search engines for particular keywords, analyze log files to see the actual terms people used to reach your website, or make the ultimate jump and "close the loop" by measuring sales conversions and ROI. This panel explores both classic and cutting-edge techniques to measure success, what statistics you should really care about, ways to be more strategically focused, and how to drive increased revenue for your business.

Moderator
- Richard Zwicky, Founder & CEO, Enquisite

Speakers
- Jim Sterne, Target Marketing & Chairman, Web Analytics Association
- Matthew Bailey, President, SiteLogic
- Avinash Kaushik, Author, Blogger, Analytics Evangelist, Google
- Marshall Sponder, Senior Web Analyst, Monster.com

Global Search for the B2B SEM

The global market represents a huge opportunity for those who can master the nuances of local customs and languages. In this session, leading global B2B search marketers share their advice on how to optimize your global search efforts, manage foreign contractors, and track ROI in multiple currencies.

Moderator
- Jeffrey Rohrs, VP, Agency & Search Marketing, ExactTarget

Speakers
- Patricia Hursh, President, SmartSearch Marketing
- Kevin Lee, Executive Chairman & Co-founder, Didit
- Jeff Pruitt, President, SEMPO, & EVP of Search, iCrossing

Landing Page Testing & Tuning

Getting someone to click on your search ad is only half the battle. Once visitors arrive, the landing pages you display to them are a crucial component in converting them into buyers. This session looks at ways to test and tweak your landing pages to get that conversion. Note: The session is designed for those who are already familiar with how paid placement works.

Introduction by
- Sage Lewis, Search Engine Watch Expert & President, SageRock.com

Speakers
- Tim Ash, President, Site Tuners

Shopping Search Tactics

Learn how content from your e-commerce or merchant site can — and should! — be included in shopping search engines.

Moderator
- Brian A. Smith, Analyst, ComparisonEngines

Speakers
- Aaron Shear, Partner, Boost Search Marketing
- Brian Mark, CTO, Toolbarn.com
- Greg Hintz, General Manager, Yahoo! Shopping
- Paul Dillon, Director, Director Commercial Search, Live Search

What's going to happen in search...

in the next 10 years?

"Search engines will use behavioral analysis to determine areas of interest (i.e., "chicken stock" is a search for a dinner recipe and not a poultry investment) as well as the micro-movements of the mouse to determine gender, age, frame of mind, and intent.

— Jim Sterne, Target Marketing of Santa Barbara

Sessions

1:30-2:30p

Orion Panel: Technical & Information Giants

Internet-based technologies have shaped the way we seek, collect, and share information. Before innovations can be exploited for marketing purposes, somebody has to build them. More importantly, somebody has to need them. Key innovators, movers, and shakers discuss how the past will shape our future and attempt to answer some of the biggest questions in search. What are the most important changes in the space that you should be aware of? How will the decisions made today affect our marketing and communication efforts in the future?

Moderators
- Kevin Ryan, VP, Global Content Director, SES & Search Engine Watch
- Mike Grehan, Global KDM Officer, Acronym Media

Speakers
- Matt Cutts, Software Engineer Guru, Google
- Danny Sullivan, Editor-in-Chief, Search Engine Land
- Tim Westergren, Founder, Pandora
- Robert Scoble, Managing Director, FastCompany.TV
- Kirsten Mangers, Co-founder & CEO, WebVisible
- Rich LeFurgy, General Partner, Archer Advisors

2:45-3:45p

7 Proven Ways to get Your Website on Page 1 Organically & then Convert

Learn the seven proven ways to get your website on page one organically and how to dramatically increase your conversion once you get there. Join Internet marketing guru Shawn Moore as he explains the secrets that he has discovered over his 11 years in the industry. Have your website generate comments like, "Since we re-wrote our website in 2006, our sales have continued to grow at an alarming rate. Our lead count was up by 137% on the same period last year. Our contract signings grew by 608% and our conversion rate increased 40% on the same period last year."

Speaker
- Shawn Moore, President & CEO, ThinkProfits.com

5 Things No One Will Tell You About SEM

Finding keywords, trying different ad copy, testing landing pages, bid managing — blah blah blah. You already know what managing SEM is about. But if you crave the new SEM tactic, the unknown search story, the changing market dynamics of SEM that few understand and even fewer talk about, come to this session, where we'll push the conference envelope and make you an all-star: better, more knowledgeable, and aware of what's really going on in search.

Moderator
- Chris Zaharias, VP Search Sales, Omniture

Speaker
- David Rodnitzky, VP, Strategy, PPCAdBuying.com
- Terry Whalen, SEM & Internet Marketing Expert, Founder, TDW Consulting
- Chris Knoch, Principal Consultant, Best Practices Group, Omniture
- Vinny Lingham, CEO, Synthasite

What's new with Google Analytics and Website Optimizer?

Google continues to innovate around bringing power, flexibility, and accessibility to web analytics and web content testing. Join us for the latest news about Google's free web analytics and multivariate testing products: Google Analytics and Website Optimizer. Learn straightforward, data-driven techniques to enrich your website and increase your ROI. Come early to grab a seat. This is an event you won't want to miss!

Speakers
- Avinash Kaushik, Author, Analytics Evangelist, Google
- Tom Leung, Business Product Manager, Google Website Optimizer

Diagnose SEO Issues Using Live Search Webmaster Tools

Is your site really a secret? If not, then make sure your customers can find it! Learn how to diagnose SEO issues and increase your website discoverability using new features in the Live Search Webmaster Tools. This session profiles how to troubleshoot crawling and indexing issues and shares the internal methodologies Microsoft uses to identify and resolve SEO issues.

Speakers
- Nathan Buggia, Program Manager Lead, Webmaster Tools, Microsoft
- Andy Woods, Development Lead, Webmaster Tools, Microsoft
- Ani Babaian, Senior Product Manager, Webmaster Tools, Microsoft

Mobile Search Advertising: Are We There Yet?

You've heard the awesome statistics: there are three times as many mobile handsets than PCs and twice as many mobile subscribers as internet users. Mobile content is expanding and everyone's buzzing about the possibilities. But what can a savvy search marketer do right now to take advantage of the mobile audience? What kind of targeting, actions and creatives move the mobile user? And is the time ripe for your move to mobile? Join Medio as we answer these questions and more.

Speakers
- Barry Chu, General Manager of Advertising, Medio Systems

4-5:15p

Search Advertising 101

Paid placement is a form of search advertising that provides a top ranking in return for payment. Every major search engine offers a paid placement program. Learn what's available in this session that is especially geared toward beginners, with details on programs from major providers and advice on how to succeed.

Introduction by
- Rebecca Lieb, Contributing Editor, ClickZ

Speakers
- Dana Todd, CMO, Newsforce
- Matt Van Wagner, President, Find Me Faster

Identify, Analyze, Act: SEM by the Numbers

Many companies find it difficult to use web analytics for more than reporting and ad hoc investigations. By defining requirements, roles, tasks, and benchmarks, an efficient process replaces one-off requests. This session covers practical workflows that you can quickly implement to see improved, consistent returns from your data. This sets a platform for experience-based learning that helps a company to set standards, anticipate a build-cycle or campaign refresh, and prioritize search marketing efforts.

Moderator
- Chris Boggs, Search Engine Watch Expert & Manager, SEO, Brulant, Inc.

Speakers
- Craig Danuloff, Founder & President, Commerce360, Inc.
- Brian Cosgrove, Site-Side Analytics Engineer, AvenueA / Razorfish
- Heather Dougherty, Analyst, Hitwise
- Michael Stebbins, CEO & Founder, Market Motive
- Brett Crosby, Senior Manager, Google Analytics, Google

Advanced B2B Marketing

Forget consumers. You want leads! Leads that become opportunities that convert into booked business! Join our seasoned panel of B2B marketing professionals as they share the latest tips and trends in using search to find those niche decision-makers that drive your business.

Moderator
- Jeffrey Rohrs, VP, Agency & Search Marketing, ExactTarget

Speakers
- Irene Rigos, SEM Media Director, Reprise Media
- Barbara C. Coll, CEO, WebMama.com Inc.
- Patricia Hursh, President & Founder, SmartSearch Marketing
- Adam S. Goldberg, Chief Innovation Officer, Clearsaleing

Landing Page Utopia: Expert Roundtable

Landing pages are a critical element in any online marketing campaign. They are also one of the most effective tools for propelling a prospect toward the purchase cycle and converting those web clicks into clients. Of course, architecting an effective landing page that meets the needs of your clients and ensures a successful paid search campaign is not as simple as it seems. Join us for an insightful discussion as our panel of experts describe their version of landing page nirvana and the secrets to dramatically boosting your online performance.

Moderator
- Ron Belanger, VP of Agency Development, Yahoo! Search Marketing

Speakers
- Scott Brinker, President & Chief Technology Officer, ion interactive
- Frans Keylard, Director of Optimization, Widemile
- Alissa Ruehl, Manager of Paid Search Services, Apogee Search
- Jonathan Mendez, Founder & CEO, RAMP Digital

Re Search Online, Purchase Offline

You pay for all those keywords, yet 60% of conversions happen offline. How do you track, measure, and quantify this ROI — and use it to shape future SEM? Conversely, offline advertising and promotional programs frequently drive spikes in search activity, which lead to more site visits and increased conversions. This presentation examines techniques and best practices for measuring the larger impact of search in an organization's marketing mix, as well as how offline marketing activities are driving search behavior and other online customer behaviors.

Moderator
- Kevin Ryan, VP, Global Content Director, SES & Search Engine Watch

Speakers
- Dan Quinn, Manager of Global E-business, Research In Motion
- Michelle Stern, Client Services Director, iProspect
- Ken Robbins, Co-Founder & President, Response Mine Interactive

What's going to happen in search...

in the next 10 years?

"Search will be absorbed as a skill set and will not be pursued as a separate and discrete practice. SEO will become a de facto part of information architecture methodology and business intelligence.

— DANA TODD, NEWSFORCE INC.

Sessions   Sessions

Day 3: Wednesday, Aug. 20, 2008

9-10a

Keynote Roundtable: Why Does Search Get the Credit for Everything?

My search campaign generated $400 million in sales. So did my organic campaign. But my analytics is telling me that my display campaign generated $400 million too. The problem is, I only made $200 million last year. Which statistic should I believe, or should I dismiss them all? This session will focus exclusively on gaining a better understanding of how, when, and where to attribute revenue gains.

Moderator
- Bill Hunt, CEO, Global Strategies International

Speakers
- Randy Peterson, Search Marketing Innovation Manager, Procter & Gamble
- Terry A. Cox, Manager, Search Engine Marketing, Walt Disney Parks & Resorts Online
- Mikel Chertudi, Sr. Director, Online & Demand Marketing, Omniture
- Sharon Gallacher, West Coast Managing Director, Neo@Ogilvy

10:30-11:45a

JUST THE BASICS

Building a Search Friendly Site

How can you build a website from the ground up that pleases both crawler-based search engines and your visitors? Discover how "search engine-friendly" design can tap into free traffic from search engines. This session is especially suited for beginners who need an overview of important design issues to keep in mind.

Moderator
- Todd Malicoat, Independent Search Engine Marketing Consultant, stuntdubl

Speakers
- Jordan Kasteler, Senior SEO Analyst, Overstock.com
- Jill Whalen, CEO, High Rankings
- Randy Pickard, VP Product Innovation, User Centric Inc.
- William Flaiz, VP, SEO & Web Analytics, Avenue A | Razorfish

ADVANCED ADVERTISING

Ads in a Quality Score World

More and more, ranking well in paid search listings is less about how much you pay and more about the "quality" of your ad campaign. But what goes into making up your quality score? In this panel, we'll take a closer look at quality factors and give tips on increasing the perceived relevancy of your campaigns.

Moderator
- Dana Todd, CMO, Newsforce

Speakers
- Brad Geddes, Founder, bgTheory.com
- Ron Jones, Search Engine Watch Expert & President/CEO, Symetri Internet Marketing
- Kendall Allen, Former Managing Director, Incognito Digital; Digital Marketing & Convergence Media Consultant
- Misty Locke, President & Co-founder, Range Online Media

SEARCHER

Getting Vertical Search Right

The need for specialized search capabilities has never been more prevalent than it is today. Established leaders and experts in vertical search application and execution will discuss the state of the industry, positive and negative experiences, and best practices for answering needs of today's demanding searchers.

Moderator
- Elisabeth Osmeloski, Director of Online Media, Zonder.com

Speakers
- Philip James, CEO, Snooth, Inc.
- Jonathan Dingman, VP of Marketing, Digitally Imported Inc.
- Paul Forster, CEO, Indeed

ORGANIC

SEO Through Blogs & Feeds

Not yet running a blog? Not syndicating your content through web feeds? Then you're missing out on an important area that can help your overall SEO efforts. Learn more about the unique advantages blogs and feeds offer to search engine optimization.

Moderator
- Rebecca Lieb, Contributing Editor, ClickZ

Speakers
- Chris Boggs, Search Engine Watch Expert & Manager, SEO, Brulant, Inc.
- Lee Odden, CEO, TopRank Online Marketing
- Amanda Watlington, Owner, Searching for Profit
- Daron Babin, CEO, Webmaster Radio

SOCIAL MEDIA

Social Media Marketing: What is it & What is it Good For?

Marketing to and through social networks means humans are hot again. Not as directory editors; it's Web 2.0, and your customers are in control.

The old-fashioned media buy has gone bye-bye. Social media marketing is fast emerging as a must-have in search strategies. Learn about the social search revolution, and hear case studies of how marketers have successfully promoted brands and products with it.

Moderator
- Pauline Ores, SES Advisory Board & Senior Marketing Manager, Social Media Engagement, IBM Corporation

Speakers
- Erik Qualman, Search Engine Watch Expert & Global VP, EF Education
- Brent Csutoras, Online Marketing Consultant, Brent Csutoras
- Conn Fishburn, Head of Partner Innovation, U.S., Yahoo! Inc.

Sessions

1-2:15p

JUST THE BASICS
Link Building Basics
Discover how search engines rely on link analysis as an important component for rank web pages. Learn also how to increase traffic to your site by building quality links in an appropriate manner.

Moderator
- Kevin Ryan, VP, Global Content Director, SES & Search Engine Watch

Speakers
- Michael Gray, President, Atlas Web Service
- Jeff Quipp, President & CEO, Search Engine People
- PJ Fusco, Natural Search Director, Netconcepts
- Jody Farmer, VP, Strategic Marketing, CreditCards.com

ADVANCED ADVERTISING
Auditing Paid Listings & Click Fraud
Did you really get that much traffic from paid listings last month, or is something funny going on? Reviewing your paid traffic is an essential task any serious search engine marketer should undertake. Discover how to spot abnormalities and follow up with search engines if you suspect a competitor or someone else is creating clicks just to drive up your costs. Also discover the proactive things paid listing providers already do to protect advertisers.

Moderator
- Jon Myers, Head of Search, MediaVest

Speakers
- Tom Cuthbert, President & CEO, Click Forensics
- Erin Sheedy-Owen, Senior Director, Traffic Quality, Yahoo! Inc.
- Chris Copeland, CEO, GroupM Search, Outrider North America
- Matthew Greitzer, VP & Global Discipline Lead of Search Marketing, Avenue A - Razorfish
- Richard Zwicky, Founder & CEO, Enquisite

SEARCHER
Searcher Behavior Research Update
How do searchers interact with search engines? New research is constantly coming out revealing how searchers act. This session explores the latest studies and findings to provide tips and tactics for search marketers to consider.

Moderator
- Bill Muller, Chief Marketing Officer, iProspect

Speakers
- John Marshall, CTO, Market Motive
- Pavan Lee, Research Manager, Microsoft
- Dr. Larry Cornett, VP, Consumer Products, Yahoo! Search
- Bill Barnes, Co-founder & EVP, Enquiro Search

ORGANIC
News Search SEO
News search engines offer a great way to receive targeted traffic related to breaking topics or to help with a public relations launch. In this session, we look at how to make use of press releases and news content to tap into the power of news search.

Moderator
- Dana Todd, CMO, Newsforce

Speakers
- Lee Odden, CEO, TopRank Online Marketing
- Greg Jarboe, President & Co-founder, SEO-PR
- Lisa Buyer, President & CEO, The Buyer Group

SOCIAL MEDIA
Successful Tactics for Social Media Optimization (SMO)
Community-built websites like Facebook, YouTube, Microsoft Tag-space, and Wikipedia, and new sites allowing content to be shared through "tagging" can be a great way to tap into links and search-driven traffic. This session looks at some social media services and strategies to tap into them in an appropriate manner. Hear how-tos and tips from search marketers who have discovered what works today and what to avoid.

Moderator
- Pauline Ores, SES Advisory Board & Senior Marketing Manager, Social Media Engagement, IBM Corporation

Speakers
- Kendall Allen, Digital Marketing & Convergence Media Consultant
- David Snyder, Search Specialist, JRDunn.com
- Liana Evans, Director of Internet Marketing, KeyRelevance
- Vanina Delobelle, PhD., Global Product Director, Monster Worldwide

2:45-4p

JUST THE BASICS
Keywords & Content: Search Marketing Foundations
How many keywords do you need in your paid search account? What keywords are your customers searching for? How do customers find products after they reach your site? How to target the right terms in your paid and organic search marketing, and where these keywords should be used.

Moderator
- Cory Treffiletti, President, Managing Partner, Catalyst:SF

Speakers
- Jill Whalen, CEO, High Rankings
- Christine Churchill, President, KeyRelevance
- Frederick Vallaeys, Google AdWords Evangelist, Google
- Jorie Waterman, Lead Program Manager, adCenter Keyword Research Platform, Microsoft

ADVANCED ADVERTISING
War of the Search Worlds: Unifying Your Global Search Marketing Program
Managing search for a single product and website is challenging. Managing search for many products, sites, and geographic locations is significantly more difficult. With multi-product, multi-country, and multi-lingual search programs, global companies are struggling to holistically see value and business results. Many large advertisers centralize the management of search and interactive programs to improve global efficiency and gain better control over visibility and standardization of process and metrics. Learn how the sheer number of program components can lead to silos and fragmentation of global efforts. Gain insight into the making of a successful global search marketing program, including knowledge of localized user behaviors and preferences, along with consistent, automated reporting methods that satisfy the transparency needs of multiple budget owners.

Moderator
- Kevin Heisler, Executive Editor, Search Engine Watch

Speakers
- Olivier Lemaignen, Group Manager, Global Search Marketing, Intuit
- Jay Middleton, Senior Manager, Worldwide Search Marketing, Adobe
- Mark Scholz, Interactive Manager of IPG Worldwide, Hewlett-Packard
- Russ Mann, CEO, Covario
- Dan Quinn, Manager of Global E-business, Research In Motion

SEARCHER
SEO Rehab & Intervention
It's 2009 and rehab is en vogue from Beverly Hills to Talladega. This session will include 12 steps to finding harmony in a search-dominated world. Confessions from leading experts include how to get off PageRank, vanity news alerts, inbound link and keyword density analysis, and 301's.

Moderator
- Anne Kennedy, Managing Partner & Founder, Beyond Ink

Speakers
- David Naylor, SEO, Bronco
- Michael Gray, President, Atlas Web Service
- Greg Boser, President, WebGuerrilla LLC
- Andy Atkins-Krüger, Managing Director, WebCertain Europe Ltd

ORGANIC
Duplicate Content & Multiple Site Issues
More and more site owners are concerned that they might get penalized accidentally or overtly because of duplicate content. If you run mirror sites, will search engines ban you? If you have listings that are similar in nature, is that an issue? What happens if you syndicate content through RSS and feeds? Will other sites be considered the "real" site and rob you of a rightful place in the search results? This session looks at the issues and explores solutions.

Moderator
- Amanda Watlington, Owner, Searching for Profit

Speakers
- Mark Jackson, Search Engine Watch Expert & President & CEO, VIZION Interactive
- Geoff Karcher, Owner & President, The Karcher Group
- Mikkel deMib Svendsen, Creative Director, deMib.com
- Benu Aggarwal, Founder & President, Milestone Internet Marketing

SOCIAL MEDIA
Social Media Analysis & Tracking
Social Search can be used to drive traffic, conversions, and increase ROI by monitoring conversations happening in cyberspace, often in real time. By using buzz monitoring tools such as Buzzlogic, search professions can be very effective in finding influencer's within online conversations and reaching out to them. As one example of a few that will be presented, learn how Military.com leverages social media and buzz monitoring tools, together with a solid understanding of business goals, to increase profitability.

Moderator
- Marshall Sponder, Senior Web Analyst, Monster.com

Speakers
- Breanna Wigle, CRM Manager, Military Advantage
- Adam Lavelle, Chief Strategy Officer, iCrossing
- Todd Parsons, Co-founder & CPO, BuzzLogic.com
- Rob Key, CEO, Converseon

4:15-5:30p

JUST THE BASICS
Maximizing SEO Returns with User-Generated Content
When your catalog has 200 million products, grows at $3M per week, and contains content created by users, how do you optimize it? Capture the long tail by balancing a user-contributed folksonomy with a site taxonomy that works for both searchers and search engines. Provide tools for users to SEO their own content, and use the power of community to edit the retail site. Measure traffic, model SEO revenue, and track performance across multiple variables.

With user-generated content, you are reaching customers who are ready to buy and customers who are participating in a community. Learn how to maximize SEO returns by developing an SEO strategy that satisfies both markets at all phases of the buying cycle and scales to huge sites.

Moderator
- Rebecca Lieb, Contributing Editor, ClickZ

Speakers
- Mehdi Maghsoodnia, CTO, CafePress
- Benu Aggarwal, Founder & President, Milestone Internet Marketing
- Kurt Krake, Search Advisor, Bazaarvoice

ADVANCED ADVERTISING
Advanced Paid Search Techniques
How can you best tap into long tail terms? Are there targeting techniques you're overlooking? This session examines these and other techniques to help you get more out of paid search.

Moderator
- Richard Zwicky, Founder & CEO, Enquisite

Speakers
- Jon Myers, Head of Search, MediaVest
- Christine Churchill, President, KeyRelevance
- Thomas Bindl, Founder & CEO, Refined Labs GmbH
- Andy Atkins-Krüger, Managing Director, WebCertain Europe Ltd

Black Hat, White Hat: Playing Dirty with SEO

Some say that "black hat" search marketers will do anything to gain a top ranking and others argue that even "white hat" marketers who embrace ethical search engine optimization practices are ultimately trying to game the search ranking system. Are white hats being naive? Are black hats failing to see the long-term picture? This session will include an exploration of the latest black and white issues, with lots of time for dialog and discussion.

Moderator
- Matthew Bailey, President, SiteLogic

Speakers
- Greg Boser, President, WebGuerrilla LLC
- Todd Friesen, Director of Search Engine Optimization, Range Online
- Bruce Clay, President, Bruce Clay, Inc.
- David Naylor, SEO, Bronco
- Jill Whalen, CEO, High Rankings

ORGANIC

Dealing with New Technologies

Rapid advancements in computer technology, programming, and the search industry show no sign of abating. Nonetheless, one of the largest mistakes that managers make in dealing with new technologies is that they try to fight the fundamental laws of disruptive change. Rather than clinging to the safety of established technology, managers must learn to embrace the principles that apply to disruptive technologies and use them to create new markets and new products. Only by perceiving the dynamics of how disruptive technologies arise can managers truly respond to the opportunities that they present. Join us for lively discussion as we put the challenges, risks, and rewards of dealing with new technologies to the test.

Moderator
- Cory Treffiletti, President, Managing Partner, Catalyst:SF

Speakers
- Robert Heyman, Chief Search Officer, MediaSmith
- Mikkel deMib Svendsen, Creative Director, deMib.com
- Sean Suchter, VP, Yahoo! Search Technology Engineering
- Marcus Tandler, CEO, Creativity in Action

SOCIAL MEDIA

Facebook, Feeds and Micro-Blogging

From Facebook to MySpace, Twitter to FeedBurner, social software and feeds are reshaping the world we live in and streamlining our online experience. Networking sites like Facebook and social messaging utilities like Twitter bring the human element to the foreground by enabling people to communicate and exchange information with everyone and anyone they trust. Likewise, feeds leverage the social graph by enabling instant distribution of content for publishers, while permitting consumers to easily aggregate and keep track of all their favorite websites and blogs. Join us for a lively discussion as our panel of experts debate the various dimensions of community-driven social applications and the future of how information and messages get shared.

Moderator
- Kevin Ryan, VP, Global Content Director, SES & Search Engine Watch

Speakers
- Andy Beal, Consultant, Blogger & Author, Marketing Pilgrim LLC
- David Snyder, Search Specialist, JRDunn.com
- Neil Patel, Co-founder, ACS

Day 4: Thursday, Aug. 21, 2008

9-10a

Morning Keynote

Speaker
- Chip Heath, Author, *Made to Stick*

10:15-11:15a

JUST THE BASICS

The Business Case for SEO Content Development: Turning Words Into Action!

This session will focus on free and low-cost tools that can help beginners get started with their search and online marketing campaigns. The speakers will all reveal their site content, resulting in sluggish search engine rankings, low conversion rates, and lost opportunities. Learn how your company can strategize and create value-added content that dovetails with your lead generation, sales, and readership goals. We'll discuss the business case for SEO content development; in-house or outsource: things to consider; SEO copywriting fundamentals; SEO content development through the sales cycle; and the value of optimized content for publisher sites.

Introduction by
- Anne Kennedy, Managing Partner & Founder, Beyond Ink

Speakers
- Heather Lloyd-Martin, CEO, SuccessWorks Search Marketing
- Annie Stickney, Search Engine Optimization, Lead, Forbes.com

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INSIDER INTELLIGENCE

How to Speak Geek: Working Collaboratively With Your IT Department to Get Stuff Done

Are you in charge of marketing the website, yet have to deal with unfamiliar IT issues? How do you handle a mean IT department? Do you want to improve your relationship with your IT staff? This session provides clear advice and translates the geek-speak into real-life examples. Learn specific steps to analyze your website for potential search engine road blocks such as duplicate content penalties, canonicalization, circular navigation, and other technical horrors. We'll help you identify potential problems and provide clear advice on how to approach your IT department with your request and an olive branch of peace.

Moderator
- Jeffrey Rohrs, VP, Agency & Search Marketing, ExactTarget

Speakers
- Matthew Bailey, President, SiteLogic
- Andrea Bertone, Lynda.com
- Chris "Silver" Smith, Lead Strategist, Netconcepts

ADVANCED ADVERTISING

Effective Contextual Search Management

This session looks at the way publishers can generate revenue by carrying contextual ads offered by major networks and effective tactics for managing paid search in the contextual advertising arena. You'll hear from publishers delivering ads and those who manage contextual campaigns.

Moderator
- Gregg Stewart, SVP, Interactive, TMP Directional Marketing

Speakers
- David Szetela, CEO, Clix Marketing
- Cynthia Tillo, Senior Product Manager of Advertising Services, Adobe Systems
- Jennifer Slegg, Owner, JenSense.com
- Dennis Buchheim, Senior Director, Publisher Network Products, Microsoft Advertising

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CLINIC

Site Clinic

This interactive session takes volunteers from the audience and examines their websites live to provide general feedback about improving them to gain more traffic from search engines.

Moderator
- Misty Locke, President & Co-Founder, Range Online Media

Speakers
- Jennifer Laycock, Editor-in-Chief, Search Engine Guide
- Fionn Downhill, CEO & President, Elixir Interactive
- Nathan Johns, Search Quality Analyst, Google

LOCAL & MORE

Special Kelsey Group Presentation: Local 2.0 — The Evolution of Local Search

What percentage of online searches are local? If you consider searches that end up having some influence on local buying activity, the opportunity is put into perspective. But there are still large gaps between the point of search and the point of purchase. How are online mapping, shopping engines, and directories starting to fill these gaps with user-generated content, video, or inventory data that funnel searchers towards local businesses? And how can marketers utilize these tools to get local searchers to pick up the phone, schedule appointments, or show up at their stores?

Moderator
- Michael Boland, Senior Analyst, The Kelsey Group

Speakers
- Ian White, CEO, Urban Mapping
- Peter Hutto, VP, Business Development & Sales, Local.com
- Joel Toledano, Co-founder & CEO, Krillion
- Steve Espinosa, CEO, eLocal Listing, LLC

11:30a-12:30p

JUST THE BASICS

Fast, Free and Easy Tools to Get You Going

This session will focus on free and low-cost tools that can help beginners get started with their search and online marketing campaigns. The speakers will all reveal their favorite "tools on a budget." This session will help beginners understand the areas they need to tackle first to increase rankings and drive sales, so they can afford to move to higher-level tools that require subscriptions or hefty investments.

Moderator
- Jennifer Laycock, Editor-in-Chief, Search Engine Guide

Speakers
- Matt McGee, Director of Strategic Search, KeyRelevance
- Scott Allen, Owner, Hybrid6 Studios
- Joe Abraham, VP of Marketing, SageRock

INSIDER INTELLIGENCE

Trademark Issues: What SEMs Should Know

In 2008, U.S. paid search advertisement revenue is expected to reach $15.52 billion. This represents a 31.9% increase over 2007. Despite this tremendous growth, uncertainty in recent court developments may discourage search engine marketers from purchasing keywords that are trademarked by others for fear of being found liable for trademark infringement. We'll discuss the state of the law as well as legal ways to use another's trademark to enhance your visibility on the web.

Moderator
- Jeffrey Rohrs, VP, Agency & Search Marketing, ExactTarget

Speakers
- Mark J. Rosenberg, Esq., Sills Cummis & Gross P.C.
- April Wurster, Attorney, Baker & McKenzie
- Eric Goldman, Assistant Professor & Director of the High Tech Law Institute, Santa Clara University School of Law

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ADVANCED ADVERTISING

Creating a Cohesive Search Strategy Across Multiple Business Units

Recent research reports show that since 2004, paid search comprises 40 percent of U.S. Internet ad spending. Thus, it is no surprise that big brands such as Yahoo use paid search as a key component of the marketing mix, although operating multiple sub-brands can present complicated marketing challenges. Roth will explain how Yahoo defines, measures, and manages online marketing success across a variety of online business models. He will share strategies for defining and leveraging lifetime value metrics. Llach will present search strategies and campaign optimization techniques, including how SEM campaigns can be most cost-effective and deliver the highest ROI.

Introduction by
- Amanda Watlington, Owner, Searching for Profit

Speakers
- Eduardo Llach, Chief Marketing Officer & Co-founder, SearchRev
- David Roth, Director of Search Marketing, Yahoo!

What's going to happen in search...

in the next 10 years?

"Google introduces DreamWords and DreamSense, products in which Google serves ads into the users' subconscious while dreaming, based upon either the content of your dream (DreamSense) or questions you pose to yourself while dreaming (DreamWords).

— BOB HEYMAN, MEDIASMITH

Sessions

CLINIC

Site Clinic

This interactive session takes volunteers from the audience and examines their websites live to provide general feedback about improving them to gain more traffic from search engines.

Moderator
- Jessie Stricchiola, Founder, Alchemist Media Inc.

Speakers
- Greg Boser, President, WebGuerrilla LLC
- David Naylor, SEO, Bronco
- Dani Horowitz, Owner, DaniWeb

LOCAL & MORE

Special Kelsey Group Presentation: The 3G iPhone — Local Search Demos

By the time SES San Jose rolls around, we will have seen a torrent of application development for the 3G iPhone. Mobile local search will finally get its due, with built-in GPS functionality, combined with a feature set and price point that are mainstream-friendly.

This session will get a first-hand look at how companies in the local search space are making good use of the iPhone's open development standards. Whether the search is for a restaurant, a flat screen television, or a crescent wrench, we'll see the applications that will lead the way for the next generation of local search on the mobile device.

Moderator
- Michael Boland, Senior Analyst, The Kelsey Group

Speakers
- Ethan Lowry, Co-founder, UrbanSpoon
- Scott Dunlap, CEO, NearbyNow
- Ryan Sarver, Director of Consumer Products, Skyhook Wireless

1:30-2:30p

JUST THE BASICS

Organic Listings Forum

Pose questions to our panel of experts about free "organic" listing issues, plus participate in this session that allows the audience to share tips, tools, and techniques. There's no set agenda, so this is an ideal session to discuss any major recent changes with organic listings.

Moderator
- Mike Grehan, Global KDM Officer, Acronym Media

Speakers
- Jerry West, Founder, Web Marketing Now
- Sharad Verma, Senior Product Manager, Yahoo! Search
- Aaron D'Souza, Software Engineer, Google
- Nathan Buggia, Program Manager Lead, Webmaster Center, Live Search

INSIDER INTELLIGENCE

The Best Kept Secrets to Search

Secrets of paid and organic search? Sure, they're out there. Join us for a no-holds-barred interactive session in which veteran search engine marketers disclose some of their favorite search engine optimization and marketing tips, tricks, and secrets. While there's no replacement for old-fashioned hard work, getting the inside scoop and shortcuts to search success never hurt.

Moderator
- Dana Todd, CMO, Newsforce

Speakers
- Katee Crawford, Online & E-mail Marketing Specialist, California Chamber of Commerce
- Eric Enge, President, Stone Temple Consulting
- Richard Zwicky, Founder & CEO, Enquisite

Q&A Panelist
- Jamie Smith, CEO, Engine Ready

ADVANCED ADVERTISING

Post-Click Marketing: Converting Search Engine Traffic

Traffic alone doesn't make money — taking advantage of what happens after the click is a key component to making money online. Take better advantage of visitors you're already receiving and increase conversion rates without paying for additional traffic. Good content alone has the potential to drive vast amounts of links and traffic via higher rankings, but ignoring what that traffic sees when they hit your website and just concentrating on driving traffic cuts conversion and ROI out of the equation. That can be a costly mistake. This session will cover keyword research, organic and paid traffic, click-paths, creating content that pleases visitors and search engines, testing and analytics, and making sure you're showing each segment of users the content that is most likely to entice them to convert.

Moderator
- Anna Maria Virzi, Executive Editor, ClickZ

Speakers
- Carrie Hill, Search Engine Watch Expert & Certified Search Engine Marketing & Promotion Account Manager, Blizzard Internet Marketing
- Laura Wilson, Senior Manager of Audience Development, *New England Journal of Medicine*
- Scott Brinker, President & Chief Technology Officer, ion interactive
- Tom Leung, Senior Business Product Manager, Google

CLINIC

How to Choose a Search Vendor

Marketers face a bewildering number of options in selecting their search marketing campaign tools and vendors, and making a decision will only become more difficult as the variety of players in the industry grows. Likewise, instead of just settling for the usual functionality, features, and pricing, search marketers are clamoring for more integrated tools and innovative solutions when they survey the various vendors. Join us for an enlightening discussion as industry veterans share insight into matching the best product offering to your company's individual search goals.

Moderator
- Jonathan Allen, Search Marketing Specialist, VNUnet.com, Incisive Media

Speakers
- Eric Papczun, Director of Natural Search, DoubleClick Performics
- Jeannie Moran, eCommerce Marketing Director, AutoNation

LOCAL & MORE

Affiliate & Search Marketing Square Off

Join in on a no-holds-barred debate where performance marketing's top contenders square off. As SEM evolves, marketers find themselves competing head-on with affiliates. Marketers want more leads/sales, increased affiliate-generated leads/sales, and less cannibalization of search campaigns. How can this be achieved in a world filled with increasingly hostile rhetoric on both sides? Join a panel of experts as they break silence on taboo issues and work through the finer points. You'll walk away with fresh, new perspective and the ability to collaborate profitably.

Moderator
- Barbara Coll, CEO, WebMama.com Inc.

Speakers
- Ken Mohn, Jr., VP of Agency Services, Pepperjam
- Jeff Ferguson, Director of Online Marketing, Napster

2:45-3:45p

JUST THE BASICS

Network Neutrality is for Online Marketers too!

If Internet access providers, such as telephone and cable companies, begin preferring certain websites or content types over others, it will be harder for the marketing community to determine whether observed online behavior is due to customer choice or provider choice. In addition, the threat of extra charges for "preferred" delivery is likely to saddle online marketers with extra charges or degraded service. Two network neutrality experts analyze the ins and outs of the debate, project the next moves by FCC and Congress, and discuss potential ways that the online marketing community can respond.

Moderator
- Cindy Krum, Senior SEO Analyst, Blue Moon Works, Inc.

Speakers
- Jim Hedger, SEO Consultant, Metamend Search Engine Marketing
- Dave Davies, CEO, Beanstalk

INSIDER INTELLIGENCE

In-House SEO: Lessons Learned & Victories Won

As Search Engine Marketing (SEM) grows in popularity, many companies are attempting to handle the SEM function in-house despite the inherent complexity and challenges. Join us for a spirited discussion and get a chance to meet some of these intrepid do-it-yourselfers behind the in-house movement, as we debate the pros and cons of developing and training a dedicated in-house team. Laying the foundation for in-house SEO success, long-term cost savings, gaining project support at the executive level, leveraging innate knowledge and creating accountability are just some of the topics to be discussed.

Moderator
- Jessica Bowman, SEO Strategist & in-house SEO Expert, SEMinhouse.com

Speakers
- Marshall D. Simmonds, Chief Search Strategist, New York Times / About.com
- Derrick Wheeler, Senior SEO Architect, Microsoft
- Kara Jariwala, Search Marketing Strategist, Cisco
- Laura Lippay, Group Program Manager, Search Strategy, Yahoo!

ADVANCED ADVERTISING

Search Advertising Tools

To get a leg up on the competition, successful search engine marketers need to be armed with the latest tools of the trade. Join us as we explore a range of popular search engine advertising tools, along with some important features you should be aware of. Whether you are looking for a free basic tool that will help you get started or a more advanced paid offering, our panel of experts will provide you with the insight and experience to zero in on the right solution.

Moderator
- Rebecca Lieb, Contributing Editor, ClickZ

Speakers
- Yoav Izhar-Prato, Co-founder & CEO, Kenshoo LTD
- Neeraj Kochhar, VP/Director of Search, SMG Search
- Thomas Bindl, Founder & CEO, Refined Labs GmbH
- Evan Andrews, Analyst, JupiterResearch
- David S. Kidder, Co-Founder & CEO, Clickable

CLINIC

Site Clinic

This interactive session takes volunteers from the audience and examines their websites live to provide general feedback about improving them to gain more traffic from search engines.

Moderator
- Jessie Stricchiola, Founder, Alchemist Media Inc.

Speakers
- Todd Malicoat, Independent Search Engine Marketing Consultant, stuntdubl
- Jeremiah Andrick, Program Manager, Webmaster Center, Live Search

LOCAL & MORE

Searching For Jobs in Search: Starting & Advancing Your Career in the Industry

This panel of experts will discuss the qualities they look for in candidates, as well as strategies for career advancement in the search industry. The discussion will include:

- How have the criteria for a strong candidate evolved over the years? Are the sources that were relied on in the past different than they are today?
- How can you break into the search industry as a marketer who doesn't have direct experience with the medium?
- Can specific training jumpstart the experience necessary to enter into the search industry? What particular types of training are recommended?
- How important is training and continuing education to career advancement? What are other recommendations for career advancement?

Moderator
- Dana Todd, CMO, Newsforce

Speakers
- Frank Watson, CEO, Kangamurra Media
- Katie Donovan, Business Development Manager, SEMPO Institute
- Ken Clark, EVP & Co-founder, Onward Search

Search Training Workshops: Friday, Aug. 22

SES presents Search Engine Marketing (SEM/SEO) Training Workshops. Get the hands-on exposure you need to become (and remain!) a top performer in your field. Not only will you walk away with the knowledge, practice, and skills you need to be a successful search engine marketer, you will also jump-start your career. In-depth training in a small class setting means that your instructor is readily accessible for informal one-on-one or small group discussions. Whether you are a consultant, site designer, website owner, or in-house marketing professional — and no matter where you are in the SEO & SEM process — you will leave these intensive workshops with the necessary skills and tools to improve your business results and take your search engine marketing to another level.

Training can be taken in addition to the SES San Jose conference or independently, as workshops are on the Friday following the event.

> **LOCATION**
> **San Jose Marriott**
> 301 South Market St., San Jose, CA 95113
>
> **WEBSITE**
> SearchEngineStrategies.com/sanjose/training.html
>
> **COST**
> Full-day registration $1,345. Half-day $745.

Sessions

	Track 1	Track 2	Track 3
7:30-8a	Continental Breakfast		
8a-12p	Search & Analytics Workshop: Using Analytics to Increase Search Effectiveness	Optimizing for Universal Search	INSTITUTE Successful SEO: The Essential Elements - Part 1
12-1p	Lunch Break		
1-5p	Search Engine Marketing Metrics & Myths	Making Pay Per Click Pay: Best Practices in Pay-Per-Click Advertising	INSTITUTE Successful SEO: The Essential Elements - Part 2

TRACK 1 (8a-12p)

Search & Analytics Workshop: Using Analytics to Increase Search Effectiveness

Unless there is a goal for the site, there is no sense measuring anything. 70% of website owners and managers do not track anything beside "hits" to their website. Most website managers want to track, but aren't sure what or how. Analytics are a gold mine of information, just waiting to be uncovered. The results of your campaigns, effectiveness of the website, and the efficiency of your rankings can all be measured with a good analytics program. Unfortunately, many site managers do not make changes to the website without prior measurement, nor do they measure after the changes. As a result, many site changes are not based on facts — merely assumptions. Similarly, if changes are not analyzed, then there can be no clear understanding of whether or not improvements made a difference on the site or to the bottom line.

Who Should Attend?
Anyone responsible for a website or for reporting on website activity, success, or failure. Site owners, marketers, managers and SEO firms wishing to add analytics to their services will all benefit from this instruction.

Instructor
Matt Bailey is president and founder of SiteLogic Marketing and an internationally-recognized authority on search engine marketing, website analytics, usability, and accessibility. As a consulting and training company, SiteLogic focuses on helping organizations take control of their websites and their web marketing plans. Sought after worldwide as a seminar presenter and teacher, Matt speaks regularly for The Direct Marketing Association, Search Engine Strategies conferences and training, the American Advertising Federation, and many private training seminars. Matt is known for his conversational, entertaining speaking style and his ability to make technical topics both understandable and practical. Matt oversees The Direct Marketing Association's SEO training program and is the trainer for the DMA's Web Marketing Seminar. He has consulted with hundreds of companies, including Goodyear, Hilton International, JCrew, Moen Faucets, American Greetings, and Samsonite.

TRACK 2 (8a-12p)

Optimizing for Universal Search

Universal search changes everything! The advent of Google's universal search has been called "the most radical change to its search results ever." So, how do you take advantage of Google's new approach that blends listings from news, maps, video, and image search among those it gathers from web search? In other words, how do you get found in all the right places?

Who Should Attend?
Everyone who promotes websites as part of their work. Web marketers should understand how to optimize and leverage their content and its distribution across news, image, and video search engines.

Instructors
Greg Jarboe is the president and co-founder of SEO-PR, a search engine optimization firm and public relations agency with offices in San Francisco and Boston. He is also a partner in Newsforce, developer of an integrated suite of press release SEO tools. Greg is a frequent speaker at Search Engine Strategies, WebmasterWorld's PubCon, and public relations conferences. He is also the news search, blog search, and PR correspondent for the Search Engine Watch Blog. He has more than 25 years of experience in public relations, marketing, and search engine optimization at Lotus Development Corp., Ziff-Davis, and other companies.

Amanda Watlington Ph.D., A.P.R. Before setting up Searching for Profit, Amanda was director of research for a leading search engine optimization firm. Her consultancy focuses on how businesses can leverage search engines and new media such as blogging, RSS, and podcasting to achieve marketing objectives. She has over 20 years of experience as a communications, sales and business strategy consultant, and 10 years as a web marketer. Amanda has developed award-winning print, web, training, and presentation media. She has developed patent-pending language-based analytic tools and methodologies to support search engine marketing campaigns. She is a renowned expert on blogs, podcasting, and the language and psychology of search. The clients she has worked with include Fortune 500 companies, search engines, publishers, and e-commerce merchants.

TRACK 3 (8a-12p, 1-5p)

Successful SEO: The Essential Elements - Parts 1 & 2

This training will help students understand the total scope of search engine optimization so they can develop a website marketing strategy. Participants will learn the skills needed to succeed in search marketing for organic search engines, and will then apply what's being taught through learning exercises and hands-on training. The teaching will include concrete examples from real websites and provide lots of opportunity for questions and interaction with the instructors. It is recommended that students bring a wireless-enabled laptop to use for individual exercises and online research. Wi-Fi access is provided.

Who Should Attend?
Website owners/managers, webmasters, copywriters, account managers, media buyers, sales managers, and anyone wanting to understand the overall scope of SEO in order to become a more effective manager or web team member. Also for anyone considering a career change or wanting to increase their skill set.

Instructors
Rob Garner is strategy director for iCrossing, creating search marketing strategies for iCrossing clients throughout the U.S. and Europe. Rob has been a speaker at a number of industry conferences since 2004, including ad:tech Chicago and NYC; SES in San Jose, NYC, and Chicago; and Search Engine Watch Live in Dallas 2007. Additionally, he writes a bi-monthly column for MediaPost Publications' Search Insider that provides insight into search campaign management experience and best practices. Rob is a founding member and president of the Dallas/Fort Worth Search Engine Marketing Association.

Terry Plank is the SEMPO Institute curriculum dean. A founding member and part of the management team, he managed three SEMPO Institute distance learning courses as well as the course development process of the learning management system. He currently oversees course updating and student support. As the owner of Search Engine Marketing Consultation, Terry has worked with 200-plus small- to medium-sized businesses as a consultant and trainer since 1996. From 1999 to 2003, Terry was co-owner with Robin Nobles of the Academy of Web Specialist, an SEO training company. Terry is also CEO of Weddings By The Sea, one of the first wedding websites.

Jorie Waterman joined Microsoft's adCenter as a senior program manager in December 2007. Prior to joining Microsoft she was the senior director of search analytics for iCrossing. Her focus has been on keyword research and search analytics, understanding what users want and need across both paid and natural search. This theme is continued at Microsoft with her work on the Keyword Services Platform team. Jorie has been in the interactive marketing world for over a decade, working client-side, agency-side, and now on the side of the engine.

SEMPO Institute is a non-profit, career development organization, whose purpose is to educate and train professionals in the growing field of search engine marketing. Supported by SEMPO, SEMPO Institute's distance education courses are developed by experts in search marketing and peer-reviewed for accuracy and best practices. Since its first online course in January 2007, SEMPO Institute has educated more than 700 individuals in search marketing. SEMPO Institute's courses are available to the general public and to SEMPO members through www.SEMPOInstitute.com.

TRACK 1 (1-5p)

Search Engine Marketing Metrics & Myths

Marketers make decisions every day on how much of their budgets will be allocated toward online advertising vehicles. But the metrics they're using to make those decisions are flawed. If you do not understand how metrics can produce false positives, you can be led to believe you are making smart decisions — when in reality, your decisions are completely wrong.

Who Should Attend?
Anyone responsible for deciding how and where to allocate their marketing budget toward online advertising vehicles — most notably paid search, banners, comparison shopping engines, and affiliates.

Instructor
Adam Goldberg is an ex-Google Insider who started Google's inside sales team in NYC in 2003. His team was responsible for selling AdWords and other Google products to small- to medium-sized businesses, and managing and optimizing their campaigns. While at Google, Adam learned about the overwhelming challenges that advertisers face in terms of managing, analyzing, and optimizing their online ad campaigns. In 2006, he left Google to start ClearSaleing. Adam developed a technology that best assesses online advertising performance, so that marketers can properly allocate their limited ad dollars. ClearSaleing, in addition to being an advertising analytics provider, is also a full-service interactive agency that manages campaigns for several Fortune 500 and Internet Retailer 500 companies, such as American Greetings, BMW, and Nationwide.

TRACK 2 (1-5p)

Making Pay Per Click Pay: Best Practices in Pay-Per-Click Advertising

Paid search is one of the fastest and most effective ways to gain a presence on the search engines. Done incorrectly, it can also be one of the costliest. There are many components to a pay-per-click campaign, but all have to work together to achieve the best return. This comprehensive training program will familiarize attendees with a multitude of paid advertising subjects. The course covers material for both the beginner and experienced advertiser. Attendees will learn about the paid search landscape, the players, and the many paid search advertising options available. The course also covers the steps involved in setting up and optimizing a paid campaign to ensure every click counts.

This interactive training provides best practices on how to select and evaluate keywords, tips on writing effective ads and optimizing landing pages, and will show you how to establish an overall PPC strategy for bidding and budgeting for campaigns. This training includes guidance on structuring your PPC campaigns for easy maintenance and best returns. Is your company budget conscious? We'll show you ways to stretch your click dollars and alert you to budget disasters. We include a segment on analytics that shows you easy ways to monitor performance and capture the information you need to make good marketing decisions.

Who Should Attend?
Anyone involved with marketing and sending traffic and leads to a website. Marketing directors, search professionals, Internet consultants, CEOs, advertising executives, media directors, product managers, creative directors, webmasters, and business owners who want to learn more about paid advertising. Search managers will gain new insight and ideas on how to improve campaigns they manage.

Instructor
Christine Churchill, president of KeyRelevance, is a recognized expert in the field of search engine marketing. She is a strong advocate for ethical search engine marketing, and was a member of the founding board of directors of the Search Engine Marketing Professional Organization (SEMPO).

Christine currently serves as chairman of the Dallas/Fort Worth Search Engine Marketing Association (DFWSEM). She is a regular speaker at Search Engine Strategies, Webmaster World Publishers Conference, High Rankings Seminars, Internet World, and other Internet conferences. She has also written about search engine marketing for numerous publications, and has taught search marketing classes through the International Association of Webmasters. In addition to running KeyRelevance, Christine is the "Search Engine Friendly Design and Usability" moderator and the "Pay Per Click" moderator on the High Rankings Search Engine Optimization Forum. Christine holds a master's in business and has over 10 years online marketing experience.

the search trifecta

paid, organic, &
LOCAL

Raise the Stakes
with Local Map Listings

By **Erik Whaley** | exclusive for *SES Magazine*

Your PPC campaign is running smoothly with optimal keyword bids and pleasant conversion rates. SEO efforts have your site listed in at least one of the top three positions on each major engine. What else can you do to increase visibility and generate more traffic? Complete your bet and secure unbeat-able odds with local map listings.

Anyone who has entered a location-spe-cific term (e.g., *wine store Denver, CO*) into a search engine in the last year or so has seen local map listings — usually ac-companied by a street map with numbered or lettered pinpoints. Slowly but surely, these listings have taken precedence over organic listings, and in the case of some engines, even paid listings.

These online business profiles are also pulled from directo-ries and Internet yellow pages (IYPs), which can appear in the organic listings for a local search. But the local map listings phenomena does not stop at computers — they also display on mobile search engines, GPS devices, Google Text, and MSN 411.

A Google search engine result page for the keyword *wine store denver co.* Notice how local listings are being given higher priority than organic listings.

What are local map listings and how do they work?

Any company listed in the traditional yellow pages has a basic online listing, even if they do not realize it. Traditional phonebooks are sent to offshore facili-ties, where information is manually entered into Axciom, InfoUSA and Amacai databases. This information then trickles down to search engines, directories, IYPs, and local review sites.

Some companies are satisfied with this anonymous service, but the savvy ones understand that the data entered is only basic information. The data contains no keywords, categories, or other enhancements, and it may or may not be 100% accurate.

Think back (way back!) to the last time you used a tradi-

> Local search is being favored by search engines because it is favored by searchers.

tional phonebook: All of the basic listings — the ones with only a name, phone number, and address — blend together. The businesses that stood out had eighth-of-a-page ads with their logo, pictures, maps, and detailed business information — drawing attention and helping customers to make a more informed decision about whether to use their services.

The same idea applies for online local map listings: Basic

An enhanced local business listing on Yahoo Local for Corks, a small wine store in Denver, CO.

listings with little — and some-times incorrect — information are overlooked. The detailed list-ings with several contact methods, maps, directions, photographs, and customer reviews are the ones that get noticed.

Why are local map listings so popular?

Local search is being favored by search engines because it is favored by searchers. According to an August 2007 com-Score report, local is outpacing general search, growing 24 percent since August 2006; a March 2008 report showed that IYP traffic more than doubled in 2007.

Regionally-operated businesses and franchise corporations are also favoring local search due to the highly-qualified traf-fic. Approximately 82 percent of people follow up with a phone call, e-mail, or in-store visit after perform-ing a local search, and 61 percent make a purchase (comScore, August 2007). With results like these, it is hard to believe that such a desirable service is provided free of charge by the search engines, directories, and IYPs.

But like everything that sounds too good to be true, there is a catch: Updating and enhancing these listings can be tedious

Local Search Volume by Site		
Rank	**Website**	**Total Local Searches (%)**
1	Yahoo! Sites	22.4
2	Idearc Media	19.6
3	YellowPages Network	17.6
4	Google Sites	12.1
5	Time Warner Network	7.4
6	Local.com	5.1
7	Yellow Book Network	4.8
8	Microsoft Sites	4.2

Source: comScore Networks, 2007

and time-consuming, especially for large franchise corpora-tions with hundreds of physical locations. Besides there being numerous distributions channels, they also call for different submission processes and some offer unique features. For example, Google Local allows advertisers to include videos, a feature currently not offered by any other listing provider, and one that requires extra attention.

Because each local site is different, there is no all-power-ful syndication tool that sets the standard, providing every local site with in-depth business information. In fact, so many details are involved and so many varying requirements must be met, that the job is best performed by an actual person, rather than an unobservant machine. If your business does not have the time or staff to complete the daunting task, you can take advantage of companies that will update, enhance, and manage your listings for a reasonable fee.

What are the benefits of local map listings?

When your listings are properly optimized with accurate and enhanced information, you can flood the search engine results pages (SERPs). Say you own a pizzeria in San Diego. When someone performs a search for *pizza restau-rant in San Diego, CA*, you can show up in Google Local listings as well as organic list-ings for Yellow Book, Superp-ages, Citysearch, DexKnows, or other directories and IYPs.

THE YAHOO TRIFECTA
Local map listings round out your search campaign and help you gain maximum SERP real estate.

And if you have also taken advantage of geo-modified keywords for both PPC and SEO, you can own a great deal of SERP real estate. Not only does this increase visibility and credibility, but you become nearly the only choice for search-ers. No matter which type they prefer to click on — paid, organic, or local — your listing can be found in each neigh-borhood. With the search trifecta, you have unbeatable odds.

Erik Whaley is director of operations at Local Search Traffic (www.LocalSearchTraffic.com), a Denver-based local search marketing company. Whaley has worked in the search engine marketing industry for over three years, managing campaigns for clients across numerous verticals and helping to oversee the campaign management team.

The Bare Minimum

How to Work With Min Bid on Google and Yahoo

By **Wister Walcott** | exclusive for *SES Magazine*

Paying the right price for the right keywords is one of the biggest challenges search marketers face. How do you know if you're paying too much? What if you set your bid too low and consistently miss out on keywords that could convert well for you?

To make matters more complicated, most publishers, including Google and Yahoo, also have a *minimum* bid — a price for certain coveted keywords below which your ad won't show at all. Think of it as the reserve price for the auction.

Min bid, as it's called, isn't brand-new; Google instituted min bid last year, and Yahoo put a similar requirement in place this spring. But Google has recently been broadening its coverage, establishing minimum bids for thousands of keywords that didn't have them before. That means your ads on many of your favorite keywords may suddenly cost more or go inactive.

Working with min bid can be tricky, but there are a few simple strategies you can follow to make sure you're not under- or overpaying. Here's how to get started:

What Would You Like to Pay?

First, calculate what a keyword is worth to you based on its performance and your bidding targets. For example, if your target cost per conversion is $8, and 10 percent of your visitors convert, you would bid $0.80. That's your target-margin bid.

What Would You Be Willing to Pay?

In a min-bid situation, your normally calculated bid may result in your keyword being turned off. But for many advertisers, what they would *like* to pay includes some room for profit. Even if the profit were less than the desired target, they may still want the traffic. Decide the *maximum* amount you'd be willing to pay, and recalculate your bids based on that (but don't send them yet — we're getting to that). For example, if you'd like to pay $8 for a conversion but you'd be willing to pay up to $12 — even if at that point your margin would be zero — your maximum bid would be $1.20. That's your zero-margin bid.

Get What You Can

If the min bid is above your target-margin bid but below your zero-margin bid, set your bid to the min bid to get that extra traffic. In the example, if the min bid was $1, even though it's not at your target margin, you should stretch to pay that amount because it's less than the $1.20 you're willing to pay. If your zero-margin bid is lower than the publisher's minimum bid, then stretching to it probably doesn't make financial sense. The keyword's expected revenue wouldn't exceed expected costs. In this case, the keyword should be bid at the zero-margin bid. This will cause the keyword to go inactive, since the bid is lower than the minimum. However, if the publisher lowers its minimum bid in the future, it may be reactivated.

Working with min bid for keywords is an ever-changing process that requires constant attention. Minimum bids are constantly being adjusted up and down, so search marketers must monitor each publisher on a regular basis. With the right framework, search marketers don't have to let minimum bid get them down.
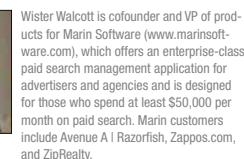
> **KEY TERMS**
>
> **Min bid**
> the price for certain keywords below which your ad won't show at all.
>
> **Target-margin bid**
> the price per conversion you'd like to pay on each keyword.

Wister Walcott is cofounder and VP of products for Marin Software (www.marinsoftware.com), which offers an enterprise-class paid search management application for advertisers and agencies and is designed for those who spend at least $50,000 per month on paid search. Marin customers include Avenue A | Razorfish, Zappos.com, and ZipRealty.

Landing Pages 2.0

Five ideas to make landing pages the star of your online marketing

By **Scott Brinker** | exclusive for *SES Magazine*

> Treat the landing page as a wide open, flexible creative canvas.

M ost landing pages are boring. Dull. I call them "plain old landing pages" (POLP). You know the kind: headline, image, body copy, form. Marketers and respondents alike increasingly deal with them on autopilot.

What a tremendous untapped opportunity.

Landing Pages 2.0 is about engagement and differentiation. It's about treating the landing page as a wide open, flexible creative canvas. It's about recognizing that the landing page is a quintessential brand-building moment. In search marketing, where there's so much homogeneity in three-line text ads, the landing page is your critical first impression.

To rekindle your fire for superstar landing pages, the kind that double or triple your conversion rate, here are five big, bold ideas to take your landing page game to the next level.

Landing Pages That Are More Than One Page

Perhaps the most constraining misconception about landing pages is that they can only be one page. That's why so many landing pages try to cram everything, from pitch to conversion, into a single screen. But that's a totally artificial constraint.

Think outside that box! You can create multipage landing paths and microsites that have more meat, more character. Create something that will catch a respondent's attention.

Your first page must engage, impress, and seduce in both concept and presentation. It shouldn't rush for the close. This is your big chance to differentiate yourself with creativity and imagination. Your goals are:

- Connect the dots with the ad.
- Make the right first impression for your brand.
- Compel respondents to actively participate with at least one more click.

It's not take it or leave it. It's the beginning of a dialogue. The second and third pages of your landing experience can now build that conversation interactively with the respondent. Build up to the right place to ask for the conversion.

Effective Behavioral Segmentation That Anyone Can Do

Forget about arcane algorithms that try to guess a respondent's intentions. If you want to segment your respondents easily and accurately, ask them... with a two-page landing experience. The first page gives respondents two to five one-click choices to pick the path that's most relevant to them. The second page delivers more targeted content accordingly.

Let's say you sell professional ovens that appeal to companies both big and small — but maybe not for the same reasons. Your first page gives users a choice: baking ovens for artisan bakeries or baking ovens for food manufacturers.

For respondents, this is a quick way to drill down to information that's tailored to their interests. For you as the marketer, this one click gives you real insight into who's responding to your ads and how well you're converting them by segment.

Rich Media and Flash: No Longer Taboo

While your website must be optimized for both organic search rankings and human experiences, landing pages — which are often independent satellites of your primary site — can focus almost exclusively on engaging respondents. Video, audio, avatars, Flash, AJAX widgets, and other dynamic elements can cast off the chains of monotony and really make a landing page come alive.

Use animations to illustrate concepts. Show video of live testimonials and real product demonstrations. Plug in interactive widgets for respondents to play with scenarios.

Sure, you want to satisfy the requirements for Quality Score approval. So your page shouldn't be built entirely in Flash. It should load fast and have enough relevant text to match semantically with your ad. But you can do that and have these high-impact elements as part of your page — or delivered on page two or three of multipage experiences.

Social Networking via Landing Pages

If you're using long-tail keywords and landing pages in your search marketing, you're 95 percent of the way toward giving your respondents a bonus benefit: the opportunity to connect with their peers. By definition, the highly targeted audience of a niche marketing campaign has a unique set of shared interests. Now you can be the connector that brings them together.

Discussion threads and friend-finding can be added to landing paths as a way to combine social media and your direct marketing. Consider putting them after the conversion step, as an extra incentive.

Recently Facebook, MySpace, and Google have integrated these third-party site interactions with people's existing networks.

Mobile-Optimized Landing Experiences

After years of hype, mobile web surfing is finally becoming real. Still, the devices that people use on the go — iPhones, BlackBerrys, Windows Mobile — have different form factors and capabilities than desktop browsers. Mobile users generally prefer to click on more short pages than to scroll or zoom on fewer long ones.

It may not make sense to have mobile versions of all your landing pages, but if you add them for your most popular campaigns, you can deliver an experience that will stand out from your competitors on the same keyword.

Landing Pages 2.0: Engage and differentiate!

Scott Brinker is president and CTO of Ion Interactive (www.ioninteractive.com), an online marketing software and services company that specializes in post-click marketing — everything from a simple personal landing page to sophisticated, multistep conversion paths. Ion has been delivering online marketing solutions to small companies and Fortune 500 organizations for over 10 years.

Interview: Lee Siegel, Author, 'Against the Machine'

▪ By Kevin Ryan | Editor in Chief, *SES Magazine*

Kevin Ryan: What was your inspiration for the book?

Lee Siegel: I had been wanting to write about the Internet for some years. I've always been interested in the tension between mass culture and democracy, and the Internet seemed to me to crystallize that relationship. The little scandal I was involved in — adoptiing an alias to strike back at libelous anonymous online commenters — both made writing the book more urgent, and more appealing to publishers.

KR: Do you think the web has positive effects on society?

LS: I think it's made just about every realm of life more convenient — sometimes hugely so. Period.

KR: What role do search engines play in the digital mafia?

LS: They are a great boon to business, and business can be a great boon to society and culture. Alas, they also reduce all knowledge to information, and information to superficial scraps of data. They also have the effect of monetizing and commercializing experience.

KR: Will there be a second edition of *Against the Machine*?

LS: My next book is about Norman Mailer's run for mayor of New York City in 1969. I got to know Mailer toward the end of his life, and the idea came to me one day. In a sense, it's a kind of sequel to my Internet book. In fact, though I didn't know it when I wrote the Internet book, Mailer's campaign manager wrote an account of the campaign called "Running Against the Machine." The book will be about standing up for individual dignity and opposing impersonal forces that squash individual initiative. So it's similar to *Against the Machine* in that sense.

KR: What advice (aside from read the book) would you give to those facing online attacks?

LS: Well, as a journalist, I'm uncomfortable saying this, but if the attacks are libelous, then a lawsuit should be one avenue that you could take. Other responses would be to pressure the owner of the website where they appear to disclose the name of the people making the attacks. Of course, if the attacks do not consist of anything that might damage your reputation, you would do well to ignore them. But if they are damaging to you in any way, you should apply all the pressure you can — and that, to repeat — includes legal means.

🔑 Lee Siegel's **keynote presentation** will take place Monday, Aug. 18, 4:30-5:30 p.m.

Q&A
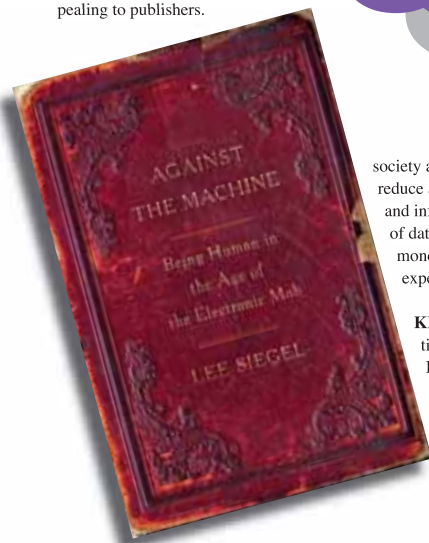
What's going to happen in search... in the next 10 years?

"Results will be global and personalized. Most searches will be via mobile devices on social media/networks. Politicians, companies, etc. will adjust their behavior based on search behavior.
— ERIK QUALMAN, EF EDUCATION

Around the Town: SAN JOSE

What started in the 1950s as a strategy devised by Stanford University's Frederick Terman to solve the school's financial problems has turned into what is today known as Silicon Valley.

Silicon Valley is home to many technology companies, such as Adobe, Cisco Systems, Google, Hewlett Packard, and IBM. It is located about 45 miles from San Francisco and spans approximately 25 miles long and 10 miles wide between San Francisco Bay and the hills.

🍴 Restaurants

▪ **Hookah Nites Cafe**
371 S. First St., San Jose, CA 95113
(408) 286-0800
www.hookahnites.com
Sun-Wed: 6p-1a; Thurs-Sat: 6p-2a

▪ **Motif Restaurant & Club**
389 S. First St., San Jose, CA 95113
(408) 279-1888
www.motiflounge.com
Restaurant | Wed-Sat: 6-10p; Club | Thurs-Sat: 10p-2a

▪ **A Perfect Finish: Wine & Dessert Bar**
55 S. First St., San Jose, CA 95113
(408) 288-6000
www.apfwinebar.com
Mon-Thurs: 4p-12a; Fri-Sat: 4p-2a

💲 Banks & ATMs

▪ **Citibank**
10 Almaden Blvd., Suite 100, San Jose, CA, 95113

▪ **County Federal — San Jose City Hall Building**
200 E. Santa Clara St., San Jose, CA 95113
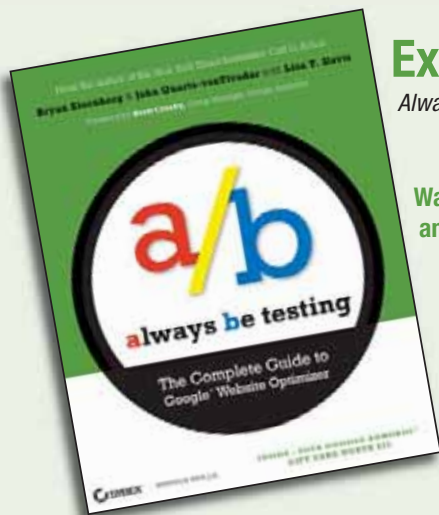
Exclusive Book Preview

Always Be Testing | by **Bryan Eisenberg**

Want more leads, sales, and profit from your website?

The following is excerpted from *Always Be Testing: The Complete Guide to Google Website Optimizer*. Written by conversion guru Bryan Eisenberg and his chief scientist, John Quarto-vonTivadar, this book will show you how to test and get more of your visitors to contact you, buy from you, subscribe, or take profitable actions on your site.

You no longer have to guess what works. You will learn why you should test, how to test, and what to test on your site. You will learn how one major online retailer realized a $25 million return by swapping just a single image on its site, using the principles of proper testing outlined in *Always Be Testing*. This book is a practical guide to online testing that you will refer to time and again as you compete for dollars online. In it, Eisenberg explains the 30 factors that contribute to online conversion and offers over 250 testing ideas. On the following page, you'll find just one of those factors.

Stop guessing, start testing, and enjoy greater success with your website.

Bryan Eisenberg is a co-founder of Future Now, Inc. (FUTR.OB), an interactive marketing optimization firm. He is a co-inventor of persuasion architecture, Future Now's framework for optimizing online experiences to maximize lead generation, subscriptions, and sales. He is the publisher of Future Now's award-winning blog, GrokDotCom, a columnist for ClickZ and Forbes.com, and has authored several books and reports, including *The New York Times*, *USA Today*, and *The Wall Street Journal*-bestselling *Call to Action* and *Waiting For Your Cat to Bark?* Bryan's clients, including NBC Universal, GE, WebEx, Overstock, and Dell, have consistently enjoyed dramatic sales lifts from Future Now's recommendations. Bryan is a sought-after speaker at major business conferences, including DMA Annual, AdTech, Search Engine Strategies, Internet World, eMetrics Summit, and Wizard Academy. He has been recognized by publications such as *The Wall Street Journal* and *The Chicago Business Tribune* for his thought leadership in the critical areas of internet marketing, online customer behavior, web analytics, and multivariate testing.

Chapter 36: Headlines

Writing good headlines is an art. It takes time, practice, and patience. This is one reason why we love Website Optimizer. It lets marketers write many versions of a headline and test to see which one is most effective.

However, testing alone won't produce a good headline for you; it also takes knowing what works best for your audience (which is not always what you think will work best for them).

When you test your headlines, you'll be able to add knowledge of your audience to your copywriting equation. And that's when your headlines will be at their persuasive best!

Keep in mind that your headline does not need to sell your product or service; it only needs to grab the attention of your visitor and draw them into the first line of body copy.

Most headlines (and copy, for that matter) suffer from what Chip and Dan Heath refer to in *Made to Stick* (Random House, 2007) as a curse of knowledge: Once you know something, it's difficult to imagine what it is like to not know it.

So, here are some tips:

- Make sure everyone understands what your headline is about, even if they have no context in which to understand it.
- The headline should set expectations about the content that follows.
- Invest as much time as possible testing your headlines' abilities to attract attention and to motivate visitors to invest the next 30 seconds on your page by explaining what's in it for them—in language they can understand!

Questions to Ask

Ask yourself the following questions about your site:

- Do your headlines stand out on your page?
- Are your headlines "made to stick"?
- Does your headline match the ad scent that drove the visitors?
- Do you use subheadlines to break up the content of your page?
- If visitors read only your headlines, would the headlines give them a meaningful synopsis or abstract of your content?

Exercise

Try this exercise:

1. Take your top 20 visited pages, and evaluate your headlines for the scent from your ads.

2. Determine whether the headlines are more logically based or emotionally based.

3. How well do the headlines describe what the visitor will read on the page?

What to Test

Here are different ideas on what you can test when thinking about testing headlines:

- Test comparing your product or service with something your visitors are familiar with.
- Test engaging people's senses in your headlines, such as "Soft as a baby's bottom."
- Test making a claim by using a remarkable example. "At 60 miles an hour, the loudest noise in this Rolls Royce is the electric clock!"
- Test the formatting of your headlines, including the color, size, capitalization (all caps, all lowercase, and mixed case), and so on.
- Test the length of your headlines.
- Test writing your headline as a before-and-after claim.
- Test using a headline that warns visitors of the problem of not acting on your product or service offering.
- Test limiting who should be considering your product. "If you've already tested all your headlines, don't read this."
- Test accusing your claim of being too good to be true. "Persuasion Architecture Results Are Often Hard to Believe!"
- Test adding an image that reinforces your headline.

Apply This to Your Site

Headlines are among the most important communication elements on your site. They offer the visitor the critical invitation to engage with your content. Spend plenty of your resources on writing and testing headlines.

Create headlines that synopsize your material and create manageable, readable chunks of text; if you simply read your headlines, will you have a good idea what the page's content is about?

Convincing the
Executive Team to Invest in SEO

By Aaron Shear

Selling search marketing's value to senior managers isn't always easy. By gathering the right data and getting support from clients and other departments ahead of time, your task will be much easier to accomplish.

Over the years, I have heard executive managers say repeatedly that search engine optimization (SEO) is voodoo or black magic and will never work. This refrain comes from large corporations that often spend millions of dollars on traditional marketing and public relations. Yet most traditional marketing and PR programs don't drive an instant return on investment (ROI).

The best way around this obstacle is to get full buy-in from the client's marketing and PR teams. Once these teams are on your side, you can approach senior management. You can start with a paid search campaign for instant results, proving the basic concept that search drives traffic and ROI. Below are some tools that can help provide the data you need to convince senior managers of search marketing's value.

Selling Senior Managers on Search

- **Analytics software.** There are many options, but be sure to choose an analytics application with the ability to monitor conversion rates.

- **Customer-retention software.** Requirements will vary, depending on whether your business is lead-based or direct-sales–based.

- **Beta-testing environment.** You must test multiple landing pages to see how well they convert. You can use an advanced system like SalesBuilder, which has a multistep lead form to improve conversion rates — a must-have to ensure successful testing.

- **Budgets.** The easiest way to understand your potential costs is to contact Yahoo and Google and ask them for an estimate of your spend; they'll do the work for you.

- **The colorful PowerPoint deck.** To close the deal, you'll need a ton of data, illustrated concisely in a colorful deck. Sending a plain document will only confuse them.

Hopefully, all goes well, and you get your funding for this pivotal test. It helps to communicate that phases two and three will include an increase in budget for paid search and an investment in an SEO program.

Implementing the Test Strategy

You can approach this testing strategy in several ways. First, you cxan hire an experienced in-house search optimizer with at least three years' experience and a proven track record. Remember, this is a new field, and experienced search optimizers are hard to find. Your job requisition could be open for at least six to nine months, and that's if you're lucky.

Another approach is to bring in a full-service SEO firm to handle everything for you. The risk here is you could get stuck with the junior guy at the agency who will learn SEO by experimenting with your site.

A third option is to hire a consultant who can design a custom strategy for your site. Most consultants will teach you everything you need to know to be self-sufficient. You can usually keep such consultants on retainer for asking questions as time goes on and things change.

Keep in mind that your optimization strategy should always revolve around analytics and traffic levels. Take some time to understand the concept of long-tail keywords. If you focus solely on head-based keywords, your strategy is likely to fail. The quality of your content will make or break your site; poor content doesn't drive a tremendous amount of link popularity, which is a key factor in your SEO strategy.

More Tips for a Successful Strategy

Besides the above testing strategy, it helps to be well-informed about search engine marketing (SEM). You can keep abreast of the search industry in various ways:

- **Attend conferences.** You can learn a lot about SEO and SEM from industry experts. Many of the people you'll meet can teach you tips and tricks as well as introduce you to others who can help you out.

- **Visit forums.** Stay active on the forums. You don't necessarily need to post, but you can pick up tons of great data from forums such as Search Engine Watch, High Rankings, and Cre8asiteforums.

- **Read industry news.** Subscribe to search newsletters or RSS feeds such as SEW Experts, SearchDay, and ClickZ Experts.

With these things in mind, you're off to a great start. Remember, convincing your executives to invest in search won't be easy. They'll likely shoot this down the first time you ask. Keep gathering more data and get support from other departments to help your cause. This is a team battle and needs to be defended on all fronts.

This column originally ran on Search Engine Watch.

SEO is not free

Three ways organizations neglect search engine optimization

By P.J Fusco

It's not unusual for certain individuals within an online organization to be under the mistaken impression that natural search engine optimization (SEO) efforts are free. It doesn't help that Google returns over 5 million results for "seo is free," either. Google does, however, return only 5,000 or so results for an exact match on the search query "seo is free."

Relatively speaking, this disparity in Google results could be interpreted that 99.999 percent of the people associated with an online organization believe that SEO is free. Of course, the data could be construed inversely to support the observation that that 0.001 percent of those in an online organization understand that SEO isn't free.

Of course, there are a myriad of free SEO tools and quick-hit auditing services to help people diagnose their sites' SEO performance and a seemingly infinite profusion of free advice on how to do SEO yourself. As a result, it's completely fair to say that industry players and so-called experts like myself actually contribute to the erroneous notion that SEO is free.

So let's clear up a couple of things right away.

Improving a website's performance in the major search engines requires the online organization to make an ongoing investment. That investment comes at a cost, and that cost has to be budgeted for. Just because an online organization doesn't have a budgeted line item for SEO doesn't make SEO free.

Allow me to give you a couple of examples of how and why SEO isn't free.

Ever heard about an organization that invested serious money to design an all-Flash or Asynchronous JavaScript and XML (AJAX)-based site as part of a dazzling wow-factor online marketing initiative for a popular online brand? Did you also hear that the same organization was dismayed 30 days after the launch when the site's search engine performance was subpar? This organization obviously failed to invest a comparable amount of time and money in making the site visible to the search engines.

Now this site will have to live with the fact that its home page and a spattering of visible text links located outside of the Flash and dazzle programming are the only pages indexed by the search engines. The organization must choose between accepting a poor return on its investment or spending some more money on improving the site's search engine visibility.

If hiring a third party to optimize the site is unacceptable — because optimizing the newly-launched site is unbudgeted — then someone within the organization has to learn how to make the content visible to the search engines, and that someone had better know a little something about best practices.

Do you know of an online organization that did a ton of text-link buying and selling as part of its budgeted online marketing programs? Is that same organization in a frenzy to regain lost search engine referrals since Google's text-link buying and selling smackdown last year?

If hiring a third party to help clean up the site's performance is unacceptable — because optimizing the established website is unbudgeted — then someone within the organization has to learn how to get back in Google's good graces, and that someone had better know a lot about groveling and SEO best practices.

Finally, are you, the individual reading this article right now, on company time or your own time? If you are on company time, then someone somewhere is paying your salary, so gaining SEO insight isn't free. (If you are on your own time, I really wonder why you don't have something better to do.)

To be fair, each of these examples is a bit extreme. But they are very real examples I've had to deal with recently. While many online organizations are interested in trying to hire an SEO firm to improve site performance, they also send a very mixed message when they discover SEO isn't free.

When an organization says, "We don't have any budgeted money for SEO," it's like trying to hire a construction company to build a new corporate headquarters and informing the general contractor that the organization isn't likely to have the money to pay for the building.

Perhaps the idea that SEO is free stems from the misguided notion that every website is somehow entitled to volumes of natural search referred traffic. SEO isn't an entitlement program. It's an ongoing investment that must be resourced properly. It's not a one-hit, one-phrase paradigm. It's not built on quick wins for trophy phrases. There are hard costs and soft costs associated with building a successful SEO strategy — and they deserve proper budget allocations.

The hard costs include hiring staff, educating the staff, allocating marketing time, allocating technical resources, potentially engaging an SEO firm, and outfitting an in-house team with the tools of the trade. The soft costs include missed opportunities, such as delay-to-market costs while in education mode; the cost of competing; conflicting technical priorities; and faulty tactical SEO implementations.

Attaining peak search engine performance is not free. It's an ongoing, evolutionary process that requires adequate budget allocations year after year. If you are surrounded by those who think SEO is free, now is a great time to remind them that they get what they pay for.

This column originally ran on ClickZ.

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Speaker
Bios

Joe Abraham
VP of Marketing
SageRock

Abraham has been heading up the SEO and analytics divisions at SageRock since 2004. Recently rated the top search engine marketing firm by the Northeast Ohio Software Association (NEOSA), SageRock is dedicated to finding customized solutions to meet their clients' current and ever-changing needs. During his first four years at SageRock, Abraham worked with a core group of clients. His main projects have been working in the realm of Fortune 500 clients and understanding the unique needs of big brands, allowing him to stay on the forefront of search technologies. As someone heavily involved in all aspects of web marketing, he understands that getting people to your site is only half the battle; it's getting them to do your most wanted response when they arrive that is often the most overlooked piece of the puzzle.

Sandeep Aggarwal
Senior Internet Research Analyst
Collins-Stewart

Sandeep heads the global Internet equity research at at Collins-Stewart. Sandeep brings 13 years of global experience in investments, strategy, and business operations focusing on Internet, software, hardware, and IT services. Prior to joining Collins-Stewart, Sandeep was a senior equity research analyst at Oppenheimer & Co. Inc., focusing on online advertising and digital media. Prior to Oppenheimer, Sandeep worked with an equity research team at Citigroup, focusing on the Internet sector. Before transitioning to Wall Street, Sandeep worked at Microsoft Corporation in Redmond, Wash., in a critical strategy planning and financial analysis role for Windows Client group. During his time at Microsoft, Sandeep worked very closely with the senior leadership team on many key strategic issues, including Windows Vista and emerging markets.

Benu Aggarwal
Founder & President
Milestone Internet Marketing

Aggarwal is a recognized expert in Internet marketing strategies for the travel industry. Based in Silicon Valley, Milestone is an online interactive agency providing complete solutions, including web 2.0 and search engine promotion strategies, including PPC and organic, e-mail marketing, and website development. An award-winning firm, Milestone represents over 600 clients, including major hotel brands, premier resorts, and OTAs. Benu is responsible for overseeing a team of Internet marketing and PPC specialists, designers, writers, and programmers. She has written several articles on search engine marketing and has co-authored the well-known Internet marketing handbook, "Hotels to HTMLs." Benu talks candidly about true and tested steps that achieve higher search position and about developing the right web 2.0 implementation strategies. Benu has been a speaker for Search Engine Strategies, SMX, Phocuswright, and several conferences focused on travel, search engines, and online promotions.

Kendall Allen
Former Managing Director, Incognito Digital
Digital Marketing & Convergence Media Consultant

Evolving from print to digital media, from publisher to agency-side digital marketing services, Kendall brings 15 years from the front. She spent several years reviewing emergent media and technology in San Francisco. Moving from print to interactive during the industry's formative years, she helped found Thrive, an AOL/Time Inc. JV, ultimately leading consumer marketing. On the agency side, management posts included principal roles for USWeb/CKS and Euro RSCG Circle, where she served as VP strategic services and GM for Western operations. Kendall recently led the ramp-up of an emergent digital media agency and creative studio, Incognito Digital, based in New York. Over several years, she took the firm from its nascent founding state to the thriving operation it is today. She has consulted Ask Jeeves, SF Examiner, Chandon, Intel, Intuit, VOOM, American Express, Fairmont Hotels, Haier America, New York Sun, and Bloomberg, LP.

Scott Allen
Owner
Hybrid6 Studios

Scott is the owner of Hybrid6 Studios, an Internet marketing and web design firm based in Los Angeles. A hybrid of marketer, programmer, and designer, he thrives on all aspects of Internet marketing and web development. Having been involved in search engine marketing and web design since 1996, he and his team consistently achieve top search engine rankings for clients in competitive markets, and have won several web design awards along the way. Scott authors the WebGeek blog, where he shares insights on SEO and web design issues. He also developed a popular anti-spam plugin for the WordPress blogging platform, and is a contributing blogger on Search Engine Guide.

Evan Andrews
Analyst
JupiterResearch

Evan covers all things search, including natural search optimization, paid search campaign development, search strategies, and search marketing's place in the overall marketing mix. Evan's career began on the web — his core competencies in online marketing are built around nearly 10 years experience. In 1998 he co-founded PeopleWeb Communications, a Web 1.0 content network, meta-search engine, and community portal. He also served as director of online marketing for a leading online legal-services company, managing large search-marketing budgets, a successful search-optimization program, and an affiliate marketing program, without the use of external agencies. More recently, Evan founded Leadverse, a boutique lead-generation agency, working with high-profile clients spanning numerous industries. He is also a Google-certified AdWords professional. Evan holds a bachelor's degree in English from the University of California at Berkeley. He is a native of the Bay Area and lives in San Francisco.

Jeremiah Andrick
Program Mgr., Live Search Webmaster Center
Microsoft Corp.

Andrick works for the Live Search Webmaster Center, Microsoft's suite of tools for search marketing professionals who want to obtain better results from Live Search. His responsibilities include engaging the webmaster community.

Prior to working on search, Andrick spent two years in the Server and Tools online division as the program manager for Search Solutions. In this role, he built search applications and led efforts to optimize content for search in MSDN and TechNet. Before joining Microsoft, Andrick, a former web developer and seven-year veteran of the interactive industry, was a product manager developing brand asset management solutions. He graduated from Missouri State University with a degree in communication theory. In his spare time, Andrick enjoys all things outdoors.

Tim Ash
President
SiteTuners

Tim is the president of SiteTuners.com, a leading performance-based landing page optimization firm. During his 13 year involvement with the Internet, Tim has worked with American Express, Sony Music, American Honda, COMP USA, Harcourt Brace, Universal Studios, HomeGain, Fair Isaac, TransUnion, Rand McNally, Red Envelope, Black & Decker, and Coach to develop successful Internet initiatives. He is a highly-regarded speaker at many international conferences, including Search Engine Strategies, Affiliate Summit, and Internet World. Tim is a contributing columnist to several publications, including SearchEngineWatch, *Website Magazine,* and *Electronic Retailer Online Strategies* magazine. He received his B.S. from UC San Diego with highest distinction. He also completed his M.S. during his Ph.D. studies in computer science at UCSD, specializing in neural networks and artificial intelligence. He is the author of the Amazon.com Computer & Internet-bestselling book *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions* (John Wiley Press, 2008); see LandingPageOptimizationBook.com.

Andy Atkins-Krüger
Managing Director
Web Certain Europe Ltd

Andy is a trained linguist with 20 years of international marketing experience, having worked with major brand leaders in advertising and public relations on five continents. Then in 1997 he discovered SEO and a couple of years later paid search. As the marketing manager of Portakabin, Andy was responsible for promoting the company throughout Europe in the late '90s and needed an SEO solution that was multilingual. The result was the business now known as WebCertain, which Andy later acquired; he became managing director in 2002. WebCertain has been operating search marketing campaigns for over 10 years and is one of few agencies that only deal with international campaigns — the company doesn't deal in English-only projects. Following Andy's experience of running multi-country PR campaigns, WebCertain centralizes campaigns in many languages and employs a team of native speakers that covers all major European and Scandinavian languages, Hebrew and Arabic for the Middle East, and Japanese, Mandarin and Korean for the far East.

Daron Babin
CEO
Webmaster Radio

Babin is known throughout the world as one of the top SEO/SEM experts. He has taught and lectured at conferences and has trained industry-leading organizations around the world since 1997. Babin began his career in television, where he was tenured at NBC. Since entering the Internet marketplace, Babin's focus has been on creating tools to benefit the community. Currently, he is CEO of NewGen Broadcasting, a next-generation media company delivering interactive, entertaining, and educational programming to vertical B2B marketplaces. NGB also owns and operates webmasterradio.fm (launched October 2004) a 24/7, community-based Internet radio station focused in the SEO/affiliate marketplace. Babin is the president of Absolute Marketing International, a full-service SEO/SEM and marketing company. In addition to the tailored marketing services AMI offers, Babin and team have also developed several membership sites dedicated to the SEO/SEM marketplaces, including TrafficFreaks.com.

Bob Bahramipour
VP of Ad Operations
YuMe

Bob has 15 years of experience at major media and Internet companies, as well as startups. Most recently, as a senior member of the Yahoo Search team, Bob managed the toolbar business and was responsible for overseeing product, distribution, and partnerships. Prior to Yahoo, Bob served as the director of business development at 3721 Technology Co Ltd.,

a Chinese search engine that was acquired by Yahoo in 2003. Bob was also a co-founder & VP of business development for Switchouse, an online marketplace for consumers. Prior to Switchouse, Bob held of variety of positions in Volpe Brown Whelan & Company's M&A advisory group, within SBC's (now AT&T) corporate development team, and at Braxton Associates, a boutique strategy consulting firm. Bob received his B.S. from Georgetown University's School of Foreign Service and attended Northwestern's J.L. Kellogg Graduate School of Business.

Matthew Bailey
President
SiteLogic Marketing

Matt Bailey is an internationally-recognized authority on search engine marketing, website analytics, usability, and accessibility. As a consulting and training company, SiteLogic focuses on helping organizations take control of their websites and their web marketing plans. Sought after worldwide as a seminar presenter and teacher, Matt speaks regularly for The Direct Marketing Association, Search Engine Strategies conferences and training, the American Advertising Federation, and many private training seminars. Matt is known for his conversational, entertaining speaking style and his ability to make technical topics both understandable and practical. Matt oversees The Direct Marketing Association's SEO training program and is the trainer for the DMA's web marketing seminar. He has consulted with hundreds of companies, including Goodyear, Hilton International, JCrew, Gradall, Moen Faucets, American Greetings, and Samsonite.

Nagaraju Bandaru
Co-founder & CTO
BooRah

Nagaraju is the co-founder and CTO at BooRah, a company that generates ratings and summaries for local restaurants from reviews and blogs. Nagaraju focuses on the new trends in social media content for dining and travel areas, and evangelizes the company's solution to solve the explosive growth in user-generated content. He also leads the semantic technology and website development efforts. Prior to founding Boo-Rah, Nagaraju was VP of engineering at MetroFi, a city-wide Wi-Fi networks operator. His prior work experience includes companies such as Lockheed Martin, Covad and Exodus.

Bill Barnes
Co-founder & EVP
Enquiro Search Solutions, Inc.

Enquiro is one of the world's foremost search engine marketing companies and is a leader in online search behavior research. Enquiro has performed cutting-edge eye-tracking research on many of the world's largest and most successful companies and has created, implemented, and measured extensive search marketing campaigns. Mr. Barnes is a marketing veteran who has been in the marketing, advertising, and promotion industry for over 25 years, the last 10 of which have been focused on search marketing. He co-founded Enquiro along with Gord Hotchkiss in 1999. Bill has been a speaker at events presented by Search Engine Strategies, AdTech, Jupiter Media, SIPA, Forrester Research, and Enterprise Search Summit. He has also conducted workshops designed for individual companies. Bill has extensive experience in setting up and implementing search marketing campaigns and eye-tracking research initiatives for many Fortune 500 companies.

Andy Beal
Consultant, Blogger, & Author
Marketing Pilgrim LLC

Andy Beal is an Internet marketing consultant for Marketing-Pilgrim.com, specializing in SEO, business blogging, reputation management, and business coaching for marketing firms. Considered one of the world's most respected interactive and search engine marketing experts, Andy has worked with many Fortune 1000 companies, such as Motorola, Lowes, Glaxo-SmithKline, SAS, and NBC. Highly respected as a source of Internet marketing advice, Andy has had articles published around the world, including BusinessWeek Online, Search Engine Watch, Search Engine Guide, and Web Pro News. He is the co-author of the upcoming Wiley book, *Radically Transparent: Monitoring & Managing Reputations Online*. Andy is constantly keeping up-to-date with search engine news and online marketing developments; he has appeared on CNBC and National Public Radio (NPR) and has been featured in *The Wall Street Journal*, *The Washington Post*, *BusinessWeek*, *Entrepreneur*, and many other publications. You can reach Andy at andy.beal@gmail.com or visit his blog at www.MarketingPilgrim.com.

Ron Belanger
VP of Agency Development
Yahoo! Search Marketing

Belanger is responsible for building mutually beneficial relationships with Yahoo's agency partners. By supporting a number of initiatives such as joint research, agency staffing, co-marketing events, and product training, Belanger and his team empower agencies to scale their search marketing practices into profitable, high-growth service lines. Prior to joining Yahoo Search Marketing, Belanger was VP of search and affiliate marketing at Carat Interactive (now Carat Fusion). There, he grew the nascent search practice of three employees into one of the largest services of the agency. Belanger is a noted expert in the field of search marketing, with a passion

for the topics of search and branding. He is a sought-after speaker, with appearances including Ad:Tech, Search Engine Strategies, OMMA, Search Insider Summit, MIXX, iMedia Summits, DMA Annual, and many other top industry events. His thoughts and opinions have been featured in publications such as *The Wall Street Journal*, *Businessweek*, *USA Today*, *San Jose Mercury News*, *Adweek*, *AdAge*, *DM News*, and several other publications. Belanger is co-chair of the IAB Search Committee, a member of Search Engine Strategies advisory board, and a member of the board of advisors of SEMPO. Belanger earned his B.A. from Clark University and did graduate work at the McCallum Graduate School of Business at Bentley College.

Mary Berk
Senior Product Manager
Microsoft

Mary Berk is responsible for network quality at Microsoft Advertising, where she works on Microsoft's adCenter and Publisher products. Mary holds a Ph.D. in ethics, and has an extensive background in Internet policy issues such as intellectual property and privacy.

Thomas Bindl
Founder & CEO
Refined Labs GmbH

Thomas is SEO consultant and moderator of the "European Search Engines" and "Robots.txt" forums at WebmasterWorld, a speaker at Search Engine Strategies, WebmasterWorld PubCon, and other industry-leading events worldwide. He also runs one of Germany's leading online marketing forums, OMTalk (omtalk.com). He works with corporate clients from the U.S., Canada, Asia, and Europe. Thomas also has a wide knowledge of the affiliate marketplace, both in Europe and globally. He was voted one of the top 50 Internet people of 2007 by *Internet World Business* in December 2007. Thomas founded Refined Labs in early 2007 to develop a next-generation online marketing toolbox with a focus on cross-channel and cross-campaign optimization, as well as leading SEM bid management. The focus is on corporate PPC spenders as well as agencies across Europe.

ClickZ expert Mike Grehan recently said, "Thomas Bindl? He's the secret agent of search marketing. Cool, collected — with an algorithm-busting idea for every situation. Book him now — before your competitor does!"

Chris Boggs
Manager, SEO
Brulant, Inc.

Chris Boggs is a specialist in search engine optimization and paid search advertising. Chris joined Brulant in 2007 as the manager of the SEO team. He has worked in search engine marketing since 2000, starting in-house and moving into a consulting role in 2002. Chris is experienced in directing and performing "hands-on" SEO, from keyword research to content development and linking strategizing, as well as pay-per-click (PPC) campaign creation and management. He is a certified Google AdWords professional (2005 and 2008), a Yahoo Search Marketing ambassador, and was one of the early participants in the MSN AdCenter release in 2005.

Chris is actively involved in the SEM community. He speaks regularly at the Search Engine Strategies conferences, is an expert columnist for the Search Engine Watch Blog, is a moderator and associate editor for the Search Engine Watch Forums, and is associate editor for the Search Engine Roundtable. Chris has been a member board of directors of SEMPO (Search Engine Marketing Professional Organization) since 2006.

Michael Boland
Senior Analyst
The Kelsey Group

Michael Boland is a senior analyst in The Kelsey Group's interactive local media program. Before joining The Kelsey Group, Michael was editor of Innovation World's *TechAlert*, a monthly journal of emerging technology companies. He had previously been a San Francisco-based freelance writer for business and technology magazines, such as *Red Herring*, *Business 2.0*, *Mobile*, and *Digitalife*. Michael began his career in business analysis and journalism as a staff reporter for *Forbes* magazine, where he covered technology, online media, and telecommunications.

Greg Boser
President
WebGuerrilla LLC

Greg Boser is an Internet marketing consultant who has specialized in search engine optimization consulting since 1996. He is the president and founder of WebGuerrilla, LLC, a marketing firm that provides SEO services to interactive

agencies, PR agencies, and design firms serving Fortune 1000 clients. Greg is also a regular contributor and serves as moderator of the keyword research discussion forum at www. webmasterworld.com, the Internet's leading discussion forum for SEO professionals.

Mary Bowling
Lead SEO
Blizzard Internet Marketing, Inc.

Marketing consultant Mary Bowling is the lead SEO at Blizzard Internet Marketing, Inc., a company that specializes in promoting the online businesses of hospitality, tourism, and travel clients. Specializing in one niche allows Mary to do in-depth research, test across a large number of websites, and utilize her findings to benefit all clients. Mary also researches and develops new products and strategies and is currently working on how to best use mobile search to the benefit travel industry clients. She also has special expertise in local search, SEO for videos and images, optimization of WordPress blogs, and the visitor usability of hospitality websites.

Jessica Bowman
SEO Strategist & In-house SEO Expert
SEMinhouse.com

Jessica Bowman delivers insightful, actionable advice in a way that gets people on board, moving forward and improving the bottom line. Identified as one of the industry's top in-house SEOs, Jessica's specialty is building an in-house SEO program. After doing just that at Enterprise Rent-A-Car and Business.com, she was hired by Yahoo to build new and expand existing SEO programs. Jessica regularly speaks at Search Engine Strategies, Search Marketing Expo and Webmaster World Pubcon. Jessica writes for Search Engine Land, Search Engine Watch, and Search Engine Journal. She has written a cover story for *Search Marketing Standard*, is featured in Jerri Ledford's *SEO Bible*, and will be featured in the fashion magazine *Marie Claire* later this year. Jessica holds a B.A. in international economics and management from Hiram College, and graduated magna cum laude with a B.S. in information systems management from Washington University.

Scott Brinker
President & CTO
ion interactive

Scott Brinker is the president and CTO of ion interactive, a leading provider of post-click marketing software and services. Scott leads the company's product development and technical operations from the firm's Boston office. He has over 12 years of experience in developing and marketing successful websites, from startups to Fortune 500 companies. A passionate advocate of post-click marketing, Scott has written articles for *Advertising Age*, *BtoB Marketing*, MarketingProfs.com,

OMMA, and *DM News*. He blogs regularly at blog.postclick-marketing.com. Scott has a B.S. in computer science summa cum laude from Columbia University, where he graduated as valedictorian of his class. He also has an MBA from MIT.

Nathan Buggia
Lead Program Mgr., Live Search Webmaster Center
Microsoft Corp.

Buggia works for the Live Search Webmaster Center, Microsoft Corp.'s suite of tools designed to help search marketing professionals get better results from Live Search. Buggia has overall responsibility for the Webmaster Center tools and is the internal advocate for search marketing within Live Search. Previously Buggia spent five years in Microsoft's Server and Tools solutions division as business manager for the core infrastructure solutions group, building end-to-end solutions for IT and enterprise customers. Before joining Microsoft, Buggia was a freelance worker in the IT industry, spending 10 years building websites. He graduated from Wheaton College in Massachusetts with a degree in computer science. In his spare time, Buggia enjoys mountain biking and snowboarding.

Lisa Buyer
President & CEO
The Buyer Group

When it comes to corporate relationships, Lisa Buyer believes the chemistry between search and public relations is exponential. As the founder of three corporate communications agencies and current CEO of The Buyer Group, Lisa is ambitious about the influence public relations has on SEO/SEM, and continues to share her innovative approach with clients, peers and associates. Lisa also consults traditional ad/PR agencies transitioning from old school media to today's best search engine strategies. Her clients have been published in print and online versions of *USA Today*, *The New York Times*, *The Wall Street Journal*, and *BusinessWeek*. Lisa is a member of SEMPO, SFMIA, and Agency Management Roundtable. In addition to her social media involvement and interactive expertise, Lisa also publishes a PR/SEO news blog. Lisa brings SEO/SEM to the boardroom as a critical part of a company's public relations and branding strategies.

Mikel Chertudi
Sr. Director, Online & Demand Marketing
Omniture

Mikel oversees global strategy and online marketing for new customer acquisition. He also oversees cross-selling, which includes the tactics of search (both paid and SEO), e-mail, newsletters, display, content syndication, direct, and dimensional mail. He's responsible for authoring best-practice guides, webinars, and reports on marketing and technology

issues. He has extensive experience in both B2C and B2B online marketing, where he's catapulted previous companies to the rank of No. 7 worldwide online advertiser, serving billions of performance-based online ad impressions and understanding the intricacies of reporting and tracking. He and his team have deployed comprehensive marketing technology-based solutiosn for increasing response effectiveness by intertwining search marketing automation, e-mail, direct mail lead, automation, progressive telephony, on-site behavioral targeting, ad serving, and A/B and multivariable testing with web analytics as the anchor technology to deploy a highly-relevant prospect and customer experience.

Christine Churchill
President
KeyRelevance

Christine Churchill is a recognized expert in the field of search engine marketing. She is a strong advocate for ethical search engine marketing and was a member of the founding board of directors of the Search Engine Marketing Professional Organization (SEMPO). Christine currently serves as the chairman of the Dallas-Fort Worth Search Engine Marketing Association (DFWSEM) and is the associate editor for e-Marketing News with Mike Grehan. She holds a master's in business and has over 10 years' online marketing experience. Christine is a regular speaker at Search Engine Strategies, Webmaster World Publishers Conference, High Rankings Seminars, Internet World, and other Internet conferences. In addition, she has written for many search engine marketing publications and has taught SEO classes through the International Association of Webmasters.

Prior to founding KeyRelevance, Christine was the director of web development at NetMechanic. As the search engine optimizer for the NetMechanic site, Christine consistently doubled search engine traffic to the site every six to nine months. As editor of the NetMechanic Webmaster Tips Newsletter, Christine increased the subscriber base from 20,000 to 100,000 subscribers.

Ken Clark
EVP & Co-founder
Onward Search

Ken has a successful track record managing fast-growth companies in both the technology and staffing industries. Ken is a co-founding employee and SVP of travel staffing for Onward

Healthcare, the nation's fastest growing provider of healthcare staffing services. He manages its staffing operations and develops the company's marketing and technology strategy. Ken has also served in various technology management roles, including director of product marketing for Pinnacor, Inc. (formerly Screaming Media, Inc.). Ken is a former field artillery captain for the U.S. Army.

Bruce Clay
President
Bruce Clay, Inc.

Clay has operated as an executive with several high-technology businesses and comes from a long career as a technical manager with Boole and Babbage, Amdahl, Convergent Technologies, Acer America, and, since 1996, in the Internet business consulting area. Clay holds a B.S. in math/computer science and an MBA from Pepperdine University, has had many articles published, has been a speaker at over 100 sessions, and has been quoted in *The Wall Street Journal*, *USA Today*, *PC Week*, *Wired Magazine*, *Smart Money*, several books, and many more publications. He has personally authored many advanced search engine optimization tools that are available from his company's websites.

Barbara Coll
CEO
WebMama.com Inc.

Entrepreneur Barbara Coll has been involved with product and program marketing in Silicon Valley for 20 years, including marketing positions with Sun Microsystems, Qualix Group (purchased by Veritas), and Ipsilon Networks (purchased by Nokia). She founded WebMama.com in 1996 to provide high quality, low-cost marketing programs to B2B companies. WebMama.com continues to flourish with a strong focus on search engine marketing (SEM) for companies like HP, Verisign, VMware, Vonage, and Salesforce. In addition to her expertise in search engine marketing, Barbara is an internationally-recognized expert in search engine optimization (SEO), with a firm grasp on product direction, business strategy, and lead conversion. Her knowledge extends to how search engines use and display fresh content, blogs, RSS, and video, and she has strong beliefs on why her clients need to get involved in these marketing tactics. Barbara is the founding president and chairperson of the board of the Search Engine Marketing Professional Organization (SEMPO).

What's going to happen in search...

in the next 10 years?

> The dark lord (who shall not be named) tries to take over the Internet, which triggers all search engines to go into the safe mode, so that no matter what people search for, the search results only show "42" as the ultimate answer.
>
> — Motoko Hunt, AJPR LLC

Erik Collier
VP, Product Management
Ask.com

Collier is responsible for all of Ask.com product management. He is the lead creator of the new Ask3D 3-panel interface and also manages key verticals and site features, including Image Search, Binoculars site preview, TypeAhead search suggestions, and customizable home page skins. Many of the skins you'll find on Ask.com today are from Collier's personal photo gallery.

Collier began his tenure at Ask.com as an engineer, leading the creation and development of the metrics and analytics systems. Prior to joining Ask.com in 1999, he served as a systems engineer for a manufacturing consulting company in the Bay Area. Collier received is B.A. in anthropology from California State University, East Bay.

Chris Copeland
CEO, GroupM Search - The Americas
Outrider North America

Chris Copeland is CEO of GroupM Search – The Americas, the search specialist division within GroupM, the world's largest media investment management organization, responsible for more than one-third of the world's media buying. Chris is responsible for helping clients understand the search industry and how their campaigns can benefit from search by leading the various search organizations within GroupM's media communications planning companies: Maxus, Mediaedge:cia (MEC), MediaCom, Mindshare, and the stand-alone brand, Outrider. Chris is also credited with the development of relevant segmentation of consumer search, an advanced search strategy that connects advertisers with consumers.

A seasoned search expert, he has helped lead Outrider since its inception in 1995, managing 500% growth in the past five years. Chris regularly provides senior-level integrated strategy direction for Fortune 100 companies, including AT&T, Dell, and Microsoft. He is an active member on several boards including the Google, Yahoo, and MSN advisory boards.

Dr. Larry Cornett
VP, Consumer Products
Yahoo! Search

Dr. Larry Cornett is VP of the Yahoo Search consumer products division. In this capacity, he is primarily responsible for the Yahoo web search experience and heads up a multinational team of product managers, designers, and developers focused on creating a world-class search experience. Prior to this role, Dr. Cornett was a director at eBay, where his team focused on multiple products for the tailored shopping experiences, platform, and international sites. Earlier in his career, he was a

designer at Apple Computer, where he worked on the Finder, OS, and international software; and IBM, where he worked on database and development tools. He was also the principal consultant for MindSpan Design, an interaction design agency, where he worked on desktop, web, and mobile solutions for a variety of clients.

Dr. Cornett received his Ph.D. from Rice University, where he designed and developed a coaching system for training software users. He holds multiple patents, which include design work on web-based products and hardware solutions.

Brian Cosgrove
Site-Side Analytics Engineer
Avenue A | Razorfish

Brian Cosgrove is a web analytics engineer specializing in tools configuration. By mastering the nuances of analytics tools, he has helped global brands translate their business needs into accurate, actionable report environments. Cosgrove has extensive experience in search engine optimization (SEO), serving as an SEO engineer prior to focusing on analytics. He engages in research and development of internal tools and provides strategy for numerous Fortune 100 companies. Cosgrove co-authored an advanced SEO course for the Search Engine Marketing Professional Organization (SEMPO) Institute. Additionally, he writes for www.searchmarketinggurus.com.

Recently, Cosgrove organized a successful gathering of web analytics professionals in the Philadelphia area. Before Avenue A | Razorfish, Cosgrove implemented SEO strategies for an *Internet Retailer* top 500 company. Prior to Internet marketing, he developed mathematical modeling and optimization software for Lockheed Martin. Cosgrove holds a B.S. in computer science and mathematics from Albright College.

Terry Cox
Manager, Search Engine Marketing
Walt Disney Parks & Resorts Online

Terry Cox brings over 10 years of technology, online marketing, and analytics experience, working with both large corporations and small businesses. Since 2005, Terry has managed an internal team at Disney that creates and executes the holistic search marketing efforts, composed primarily of paid search and search engine optimization, for multiple divisions, including Parks & Resorts online and consumer products.

Terry's prior experience includes online strategy and analytics roles with Cendant Corp and Power Systems Fitness, as well as network administration with Philips Magnavox. Terry has an MBA in e-business management, is a Microsoft certified solutions developer, and currently resides in Orlando, Fla.
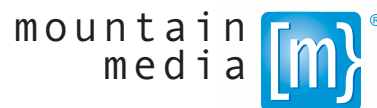
Speaker Bios

What's going to happen in search...
in the next 10 years?

"The format of search mediums will change, but as long as search marketers remain focused on their users, the changes won't feel dramatic. If they remain focused on the search engines, the changes may be significant.

— GEOFF KARCHER, THE KARCHER GROUP

Katee Crawford
Online & E-mail Marketing Specialist
California Chamber of Commerce

Katee creates and manages integrated marketing strategies to increase the Chamber's visibility, e-commerce revenue, and customer membership. Prior to joining the Chamber, Katee served as the marketing specialist for Vision Service Plan of Sacramento and led the development of marketing communication strategies and efforts. Through her direct mail and e-mail marketing campaigns, Katee increased monthly e-newsletter circulation and subscriptions by 77% in one year. She also managed and increased the overall attendance at Vision Service Plan tradeshows. Katee received an M.S. in sports management and marketing from St. Cloud State University in Minnesota, and received a B.A. in sports management and marketing and a B.S. in community health from Bemidji State University in Minnesota.

Brett Crosby
Senior Manager, Google Analytics
Google

Brett Crosby has been shaping the web analytics industry for 10 years as the co-founder of Urchin Software Corporation and more recently as a senior product leader at Google. He is currently responsible for product positioning, feature roadmap development, and all external product communications. Brett holds a degree from USC in political science and international relations.

Brent Csutoras
Online Marketing Consultant
Brent Csutoras

Brent Csutoras is a seasoned Internet marketing consultant who primarily specializes in social media, viral, and search engine marketing strategies. Known for his work on Weird Asia News, a popular website serving a growing audience of over a half million unique visitors a month, Brent has built a reputation as a social media expert. Brent has made guest appearances discussing social media and its impact on search engine marketing on popular Internet marketing radio shows such as Good Karma, Rush Hour, and Webmaster on the Roof. Brent speaks regularly at some of the largest and well-known conferences such as SMX and Pubcon. He was mentioned on Forbes.com after speaking about social media linkbait at the October 2007 SMX Social Media conference in New York.

Tom Cuthbert
President & CEO
Click Forensics

Tom Cuthbert is president and CEO of Click Forensics and a leading industry voice in the battle against pay-per-click advertising fraud. He developed the Click Fraud Network, the first and largest service of its kind that advertisers use to monitor online advertising campaigns for click fraud. It's also the first service to report statistically significant data on the overall industry-wide click fraud threat level. Tom has spoken on the topics of pay-per-click advertising and click fraud at top industry events. He has also appeared as a click fraud industry expert on CNBC and Bloomberg television and in leading newspapers and magazines, including *The Wall Street Journal*, *BusinessWeek*, *Red Herring*, *Financial Times*, and the Associated Press. As a member of the Interactive Advertising Bureau (IAB) Click Measurement Working Group, Tom is working with search engines and top advertisers to develop the industry's first click fraud measurement standards. He also founded the Click Quality Council, which represents more than 40 leading advertisers who work together to provide advertiser input into the development of industry click quality measurement standards.

Matt Cutts
Software Engineer
Google

Matt Cutts joined Google as a software engineer in January 2000. Before Google, he was working on his Ph.D. in computer graphics at the University of North Carolina at Chapel Hill. He has an M.S. from UNC-Chapel Hill, and B.S. degrees in both mathematics and computer science from the University of Kentucky. Matt wrote SafeSearch, which is Google's family filter. In addition to his experience at Google, Matt held a top-secret clearance while working for the Department of Defense, and he's also worked at a game engine company. He claims that Google is the most fun by far. Matt talks about webmaster-related issues on his site: www.mattcutts.com/blog/

Aaron D'Souza
Software Engineer
Google

Aaron has spent the last three years at Google leading projects in ranking and indexing, with a focus on combating webspam. He has a Ph.D. in computer science from the University of Southern California, where he did his doctoral research on efficient statistical learning algorithms.

Craig Danuloff
Founder & President
Commerce360, Inc.

Craig Danuloff is founder and president of Commerce360 Inc., developer of ClickEquations paid search analytics and management software. Over the past five years he has worked with dozens of leading Internet companies on paid search and marketing strategies and is currently a strategic adviser to companies in both the Fortune 100 and Internet Retailer 100. Craig has been involved in online commerce since 1994, when he founded iCat Corporation, one of the first ecommerce software companies. He has been featured in *Forbes Magazine* and on CNBC-TV, and in 1997 was recognized by *Red Herring* magazine as one of the "Technology Elite 100." He later spent two years as a venture capitalist in an early-stage fund founded by Internet Capital Group.

Dave Davies
CEO
Beanstalk

Dave Davies is the CEO of Beanstalk Search Engine Optimization, Inc. Dave is a well-published writer who has been optimizing websites since 2001. He co-hosts a weekly radio show on Webmaster Radio with Jim Hedger. Dave has also written the latest version of SitePoint's SEM Kit and has spoken at a number of SES events.

Paul Dillon
Director, Live Search Products
Microsoft Corp.

Paul Dillon is Microsoft's director of product management, responsible for commercial search and shopping, based in Redmond, Wash. In Dillon's 10-plus years with the company, he has been part of the emergence of online commerce in product unit management, marketing, and business development roles for MSN Sidewalk (local commerce and entertainment), MSN Shopping, MSN Yellow Pages, Windows Live Expo, Windows Marketplace, MSN Money Institutional, and MSN HomeAdvisor. Before joining Microsoft, Dillon worked at investment bank Rodman & Renshaw Capital Group Inc. and with retail industry clients at Ernst & Young. Dillon has a B.S. in business from Indiana University and an MBA in finance from the University of Chicago.

Jonathan Dingman
VP of Marketing
Digitally Imported Inc.

Jonathan Dingman has been involved with search and affiliate marketing since 2000. His past work experience includes Commission Junction and Text Link Ads (now owned by MediaWhiz Inc.) He is currently the VP of marketing for Digitally Imported Inc., one of the world's largest online music radio stations.

Katie Donovan
Business Development Manager
SEMPO Institute

Katie is the business development manager for SEMPO Institute, a non-profit provider of online search marketing courses. Her career includes both higher education publishing (PWS-Kent and Course Technology) and the staffing industries (Webhire and B&M Associates). During the past five years, her focus has been in e-marketing, specifically e-mail marketing and search engine marketing. She has been involved in multiple new product and company launches, both as a direct hire and as a consultant. Katie holds a B.A. in economics from Holy Cross College and an MBA with distinction from the McCallum Graduate School of Business at Bentley College. She is an active mentor for the One Family Scholar Program. Katie is a lifelong Bostonian who enjoys the true pastimes of her beloved city — politics and the Red Sox.

Heather Dougherty
Director, Research
Hitwise

Heather is a leading authority in online commerce and marketing, a result of covering the field extensively since 1997. At Hitwise, she will continue her focus on this space, providing insight into online consumer behavior and competitive intelligence to Hitwise clients. Heather's expertise of the online commerce landscape has been quoted extensively in the press, including *The Wall Street Journal*, *The New York Times*, and *BusinessWeek*. Heather has also been a guest on ABC World News Tonight, CNBC, NPR, and CBS Radio. She speaks frequently at industry events such as Shop.org, Internet Retailer, Ad:Tech, and Search Engine Strategies. Prior to joining Hitwise, Heather was with Nielsen//NetRatings as a senior retail analyst, where she provided strategic analysis and designed custom research projects. Before her time at Nielsen, she spent four years with Jupiter Research covering the online retail and commerce space, including marketing and promotions, merchandising, and personalization.

Fionn Downhill
CEO & President
Elixir Systems

Fionn believes that the cornerstone of Elixir Systems is delivering value and excellent customer service. The company provides customized online marketing plans using organic SEO, paid search advertising, online public relations, and online

reputation and brand management. Elixir Systems strives to create dynamic partnerships with all its clients, ensuring that Internet marketing is a major contributor in the growth of their online brand and sales and lead generation efforts.

Fionn is very involved in the advancement of Internet marketing and is a strong advocate for best business practices in the industry. She is the chair, a founding member, and a board member of the SEMPO Institute, which was launched to provide first-class training for the search engine marketing industry worldwide. Fionn is a frequent speaker on search engine marketing.

Marie Dumesnil
Co-Chair SES Paris (2009)
Director of E-Commerce, Viking River Cruises

Marie Dumesnil is responsible for the web content and search marketing strategy for Viking River Cruises. Prior to joining Viking, Marie worked at Hilton Hotels Corporation, where she played a key role in defining SEO/SEM best practices and selecting a search engine marketing agency of record the hotel chain.

Marie has been in the online marketing and search industry since 2001, with an emphasis on the travel/hospitality sector. A native of Paris, she holds a B.A. in international business from the ISEG Paris Business School and a master's in international management from the University of Caen in Normandy. She has been living in Los Angeles for 10 years.

Scott Dunlap
CEO & Founder
NearbyNow

As CEO of NearbyNow, Inc., Scott Dunlap brings over 14 years of experience in developing new Internet technologies to strengthen retailer connections with customers. At E.piphany, Inc., his product management team developed data mining and marketing technology to help retailers such as Charles Schwab, Microsoft, and Godiva better target and grow their customers.

Later he joined the founding team of Loudcloud (now Opsware: OPSW) to operate and manage some of the largest e-commerce sites in the world for companies like Nike, Fannie Mae, Univision, and USA Today. At Avolent, he helped develop e-billing software to streamline customer interactions for companies such as Dell, Office Depot, and Xerox. He also founded 4charity.com (sold to Innovaware) to develop technology to assist non-profit companies in online fundraising. Scott is on the board of advisors for Reactrix and Coverity. Scott holds a B.S. from the University of Oregon, and an MBA from Stanford University.

Bryan Eisenberg
Co-founder
Future Now, Inc.

Bryan Eisenberg is a co-founder of Future Now, Inc. (FUTR. OB), an interactive marketing optimization firm. He is a co-inventor Persuasion Architecture, Future Now's framework for optimizing online experiences to maximize lead generation, subscriptions, and sales. He is the publisher of Future Now's award-winning blog, GrokDotCom, a columnist for ClickZ and Forbes.com, and has authored several books and reports, including *The New York Times*, *USA Today*, and *The Wall Street Journal*-bestselling *Call to Action* and *Waiting For Your Cat to Bark?*

Bryan is a sought-after speaker at major business conferences, including DMA Annual, AdTech, Search Engine Strategies, Internet World, eMetrics Summit, and Wizard Academy. He has been recognized by publications such as *The Wall Street Journal*, *Forrester Research*, *Chicago Business Tribune*, *Inc Magazine*, *Entrepreneur*, *Target Marketing*, *DM News*, *MarketingSherpa*, and *Internet Retailer* for his thought leadership in the critical areas of Internet marketing, online customer behavior, web analytics, and multivariate testing. Bryan is currently working on his next book, *Always Be Testing*, due in September 2008.

Eric Enge
President
Stone Temple Consulting

Eric is the president of Stone Temple Consulting, a six-person SEO firm with offices in Massachusetts and California. Eric is also VP of marketing for Moving Traffic, Inc., a web publishing company that publishes its own websites. These sites can have many tens of thousands of pages. Eric handles all the SEO for Moving Traffic.

Steve Espinosa
Director of Product Development & Management
eLocal Listing, LLC

As director of product development, Espinosa brings years of experience in Internet search, web product development, product development, multimedia, and search engine optimization. He was responsible for the development of the iZone product, the precursor to eLocal Listing's current product offering. Based on Espinosa's knowledge of SEO, video production, design, and marketing, eLocal has become a premier supplier of successful SEO and universal search optimization services to small businesses. He has consummated several major web development contracts for large companies such as Honda and Bridal Networks. Espinosa currently resides in Winchester, Calif., with his wife Stephanie.

Liana Evans
Director of Internet Marketing
KeyRelevance

Since 1999 Liana "Li" Evans has been active in the search marketing arena, becoming well-versed in all avenues of search marketing, with a particular focus on natural search optimization, vertical search, social media, and word-of-mouth marketing. She has also become very familiar with areas of the retail industry that are regulated by the FTC. She helped to design, plan, and implement an Internet Retailer 500 company's efforts into natural search optimization, completely revamping out-of-date navigation and site architecture, with very successful results. As a programmer and database programmer/designer since 1992, Liana has developed technical expertise in dealing with large-scale retail sites and their dynamic natures.

Sally Falkow
President
Expansion Plus Inc.

Sally Falkow has been creating news coverage for both small and large organizations for over 25 years. She holds an accreditation in public relations from the PR Society of America. Her interest in the shift in media consumption caused by the Internet led to her cutting-edge approach to online media relations. Her understanding of the convergence of PR and search has made her a thought leader in the field of online PR, brand awareness, blogger relations, and news search. Read her blog at http://falkow.blogsite.com.

Jody Farmer
VP, Strategic Marketing
CreditCards.com

Jody Farmer is responsible for SEO, PR, content/editorial, product management, and analytics at CreditCards.com. He has extensive experience in e-commerce and online marketing, as well as direct marketing, online banking, and credit. Prior to joining CreditCards.com, Jody served as director of e-business for Dell Financial Services, the credit and leasing arm of Dell, Inc. Jody holds a B.A. in accounting from Baylor University, and an MBA from Cox School of Business, Southern Methodist University. He is a CPA in the state of Texas.

Andy Feit
SVP of Marketing
Mark Logic

Andy brings to Mark Logic more than 20 years of high technology marketing and sales experience. Prior to joining Mark Logic, he served as chief marketing officer of Knova, where he expanded the company's presence in the customer service and support markets while extending its reach across new markets. Before joining Knova, Andy was SVP of market-

ing at Adomo; prior to that, he served as SVP of marketing for Verity, Inc., where he was responsible for worldwide marketing and product strategy for the company's full range of search, categorization, and business process management solutions, generating more than $140M in annual revenues. Previously, Andy held executive and marketing positions at Quiver, Inktomi, and Infoseek. Andy holds a bachelor's degree in chemical engineering from Tufts University.

Jeff Ferguson
Director of Online Marketing
Napster

Jeff currently directs all online acquisition and retention for Napster via online media, search engine optimization, search engine advertising, affiliate, and e-mail marketing. An online marketing veteran since 1995, Jeff has led the online marketing efforts for Fortune 500 companies such as Hilton Hotels, Kimberly-Clark, InterActiveCorp, and Experian.

Conn Fishburn
Head of Partner Innovation, U.S.
Yahoo! Inc.

Fishburn joined Yahoo in early 2006 and works to define, deliver, monetize, and scale the next generation of marketing relationships, user interfaces, and brand experiences for key clients and their consumers around the world. As an expert in branding, social media, and marketing, he is a highly sought adviser and speaks frequently on these subjects. For the past 12 years, Fishburn has applied his innate understanding of the intersection between human behavior, technology, and culture to provide insight and business-building work to some of the world's best known companies and brands, including AT&T, American Express, Cisco, Coca-Cola, Dell, Kellogg's, LVMH, Motorola, Nestle, P&G, Sony, Target, and Viacom. Before joining Yahoo, Fishburn was senior partner and general manager of the Brand Integration Group (BIG), the award-winning design and brand experience division of Ogilvy. He was the co-founder and director of dig, a creative research company; the director of brand experience at Internet Appliance Network, an emerging technology company; and a senior brand planner at Kirshenbaum Bond + Partners.

William Flaiz
VP, Search Engine Optimization & Web Analytics
Avenue A | Razorfish

Flaiz oversees Avenue A | Razorfish's global SEO and web analytics practice that services clients across the U.S., Europe, and Asia. William manages a staff of more than 30 account services partners, analysts, and strategists, in defining needs and providing solutions that help clients to measure and optimize their website investments. William joined the Philadel-

phia office of Avenue A | Razorfish in 2002 to establish the web development practice there, and, within six months, he led the development of an award-winning healthcare portal for eMedicine. During this time, he managed the creative, user experience, and customer insights groups, growing the revenue and staff dedicated to web development projects, which accounts for approximately one-third of the office's revenues today. William earned a B.S. in accounting and finance and an M.S. in information systems from Drexel University.

Paul Forster
CEO
Indeed

Paul Forster is CEO and cofounder of Indeed, a search engine for jobs that pioneered a radically-improved approach to job search. Since 2004, Indeed has given job seekers free access — instantly, in a single search — to millions of jobs from thousands of company websites, job boards, newspapers, blogs, and associations. Indeed was selected by *Time* magazine as one of the top 10 websites in 2007 and by *PC World* as one of the best 50 websites. Indeed won a 2007 Weddle's Users' Choice Award and was named the best job search engine by Job-hunt.org. Paul previously cofounded Jobsinthemoney, the leading finance jobsite, which was named as Forbes' best finance jobsite before being acquired in late 2003. Prior to that, Paul was an investment manager at the International Finance Corporation and an executive at De Beers. Paul holds an MBA from INSEAD business school as well as master's degrees from Cambridge and Oxford universities.

Bill French
CTO
MyST Technology Partners

Bill founded Global Technologies Corporation in 1981, a consulting and software product development firm that he manages to this day. With a background in finance and accounting, Bill's success in small business systems integration was perfect timing for the PC revolution.

Building systems based on business requirements provided the background necessary to launch Global Technologies as an intellectual product development firm leading to create products such as LapLink. While at Starbase Corporation (now Borland), Bill co-headed a forward-looking research project focused on the information tsunami that is plaguing businesses of all sizes and specifically how topic map (XTM) technology might be brought to bear the issues of information findability and knowledge management. Bill left Starbase to form MyST Technology Partners, Inc. in 2002, with a vision of building a standards-based XML web services environment that serves as the foundation for MyST/VS, a vertical search design and management platform.

Todd Friesen
VP of Search
Visible Technologies

Todd entered the SEO world in 1998 and has since worked with top-name clients like Sharper Image, Nike, Neiman Marcus, and Accor Hotels North America on natural search optimization. He is an expert in search engine marketing, a former administrator at Webmasterworld.com, and a former moderator for Search Engine Watch Forums. He is co-host of the popular "SEO Rockstars" show on WebmasterRadio.FM, as well as a regular speaker at Search Engine Strategies, WebmasterWorld Pubcon, SMX, and other conferences. Todd oversees Visible Technology's TruView and search departments. He holds a bachelor's of commerce from the University of Calgary and currently resides in Gig Harbor, Wash.

PJ Fusco
Natural Search Director
Netconcepts

A veteran of the online publishing industry, PJ served as the in-house SEO manager for Jupiter Media. She also served as SEM manager for an international health and beauty dot-com corporation with more than $1 billion in annual e-commerce sales. PJ currently heads a team of tenured search experts at Netconcepts, a cutting-edge natural search engine optimization firm with offices in Madison, Wisc., and Auckland, New Zealand. She speaks about industry trends at Search Engine Strategies conferences and Internet Retailer conferences to help keep large, dynamic online organizations stay on top of search engine marketing issues and natural search engine optimization opportunities. Frequently quoted in *The Wall Street Journal* and *USA Today*, as well as both editions of SEO an Hour a Day, PJ strives to demystify what best practices are all about. As a regular columnist for ClickZ.com, PJ shares her insights about natural SEO with the online public as a search engine marketing expert.

Sharon Gallacher
West Coast Managing Director
Neo@Ogilvy

Sharon manages the Cisco and IBM Global accounts at Neo@Ogilvy. A 20-year veteran of the media business, she has spent 11 years specializing in global media planning and buying. She started her career in marketing at Nestle Rowntree in the U.K. and took a tour in TV sales before joining Ogilvy London. Sharon has led media strategy across a range of accounts, including Kodak, Kimberly-Clark, IBM, Nestle, Brooks Brothers, Sheraton, Cisco, Walden University, the New York Public Library, the National Association of Realtors, The Campaign for Our Children, and American Red Cross of New York. Sharon has won several media planning awards, including *Media International Magazine*'s best global campaign,

BtoB Magazine's "best and brightest," and a shortlist at Cannes. Her hobbies include singing and video gaming. She holds a BSc in economics from the University of Bradford.

Justilien Gaspard
Principal
Justilien Internet Marketing

Justilien is an independent search marketing consultant who specializes in link-building campaigns, training, and SEO consulting. He has worked and consulted on link marketing campaigns that included Fortune 500, top online retailers, and small- to medium-sized businesses in competitive fields. He is a columnist for Search Engine Watch and has authored three advanced search optimization courses for the SEMPO Institute (Search Engine Marketing Professional Organization). Justilien attended the Rochester Institute of Technology (RIT) and majored in advertising photography and business.

Brad Geddes
Founder
bgTheory.com

Brad is the founder of bgTheory.com, a company dedicated to consulting, educating, and training businesses on Internet marketing theory and best practices. Before forming bgTheory, Brad was the director of search for RH Donnelley, a leading publisher of Yellow Pages. He has also provided usability, PPC, and SEO consulting services to a wide range of companies over the years. He has been involved in online advertising since 1999, and has written extensively on Internet marketing. One of his trademarks has been demystifying many of the more complicated aspects of SEO, PPC, and Internet advertising. Not one to hold secrets, Brad prefers to educate his people on the various aspects of crafting successful marketing campaigns to ensure the success for all parties involved.

Jason Glickman
CEO
Tremor Media, Inc.

Jason is an Internet advertising veteran with a focus on emerging interactive technologies. Jason co-founded Tremor Media, Inc. and leads the direction of the company in all areas. Before Tremor, Jason was the co-founder of ContextualNet, Inc., a leading contextual and behavioral ad representation company. Jason was responsible for building strategic partnerships and managing the national sales team.

Adam Goldberg
Co-founder & Chief Innovation Officer
ClearSaleing

Adam is a seasoned sales manager. Prior to ClearSaleing, Adam worked at Google, where he started their first inside sales team in 2003 and helped build the team into a $500 million a year organization. He also created Google's proprietary B2B search engine to help his sales team identify prospects and to help Google better understand its customer base. Prior to Google, Adam started Actuate Software's inside sales division, growing the team from one person to 20. Actuate is a leader in information delivery software. Prior to Actuate, Adam was a salesperson for Oracle Corporation and managed major accounts such as Nike, Wal-Mart, and Frito Lay. Adam holds a B.S.B.A. degree in marketing from The Ohio State University.

Aaron Goldman
VP, Marketing & Strategic Partnerships
Resolution Media

Goldman manages corporate marketing and industry relations as well as business development and client activation at Resolution Media. Goldman is also responsible for collaboration and integration with partner Omnicom agencies to deliver holistic search marketing solutions. Current Resolution Media clients include Frito Lay, FedEx, Hertz, Lowe's, and XM, and partner agencies include OMD, PHD, Critical Mass, Tribal DDB, and Rapp Collins. Prior to Resolution Media, Goldman led the Midwest sales team for MaxOnline, now a division of Ask.com/IAC. Goldman currently serves on the executive board of directors for the Chicago Interactive Marketing Association (CIMA.) He has been published in iMediaConnection and *DMNews* and has a regular column in MediaPost's Search Insider. Goldman has also been a guest lecturer on the topic of online marketing for the American Advertising Federation (AAF) and University of Illinois at Urbana-Champaign.

Eric Goldman
Asst. Professor & Director of the High Tech Law Institute
Santa Clara University School of Law

Before he became a full-time academic, Eric practiced Internet law for eight years in Silicon Valley. He teaches cyberspace law and intellectual property, and his research focuses on Internet and marketing law topics such as search engines, spam, and adware. He blogs on Internet law topics at the

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Technology and Marketing Law Blog at http://blog.ericgoldman.org.

Andrew Goodman
SES Toronto Co-Chair
Principal, Page Zero Media

Goodman is founder of Toronto-based Page Zero Media, a marketing agency that focuses on ROI-driven paid search and custom online marketing plans. He is also co-founder of Traffick.com, an award-winning industry commentary site; author of *Winning Results with Google AdWords* (McGraw-Hill, 2005; 2nd ed. October 2007); and frequently quoted in publications like *The Wall Street Journal*, *National Post*, *The New York Times*, *Globe and Mail*, and *New Media Age*. He has spoken and moderated at some 20 Search Engine Strategies conferences around the world. His spare time eccentricities include rollerblading without kneepads and naming his Japanese maples (Bob and Cindy). He's also recently undergone a naming conundrum, working as chief content producer for a startup in user-generated content (currently named HomeStars). He lives in Toronto with his wife Carolyn.

Michael Gray
President
Atlas Web Service

In 1998, the company I was working for said, "You're in management, you understand sales, and you seem to know a little something about computers, so we're going to put you in charge of our new website starting Monday." I took some classes and learned some programming, and a few weeks later I actually had an idea of what I was doing. We were paying $10,000 a month for someone to host our shopping cart for us and had less than 1,000 visitors a month and were making less $10,000 in gross revenue. That was a problem. I rewrote the shopping cart, set it up with an in-house linux box, and we were in business. A few years later, after several design revisions, and even more programming revisions, we were averaging between 30,000 and 50,000 unique visitors a day, with yearly revenues in excess of $25 million. Currently, I work on my own affiliate marketing projects and client work.

Mike Grehan
Global KDM Officer
Acronym Media

Mike Grehan is the global KDM officer of Acronym Media, a top 10 search agency located on the 55th floor of the Empire State Building in New York City. Mike has been involved in online marketing since 1995 and is recognized as a leading search engine marketing expert. His knowledge of conventional marketing, combined with his technical skills and understanding of search engine algorithms, has helped many top firms improve their visibility on search engines and directories. Mike is a highly sought-after search engine marketing speaker and has also written multiple books and white papers on the subject. His second edition of *Search Engine Marketing: The Essential Best Practice Guide* gained plaudits from numerous industry authorities. Mike also writes as an expert for the ClickZ Network, and his own personal newsletter is read by over 17,000 international subscribers. In 2004, Mike was named by E-consultancy as one of the U.K.'s top 100 influential people in Internet marketing.

Matthew Greitzer
VP & Global Discipline Lead of Search
Avenue A | Razorfish

Matt built the Avenue A | Razorfish search practice in New York two years ago to an industry leader today by billing over $100 million, delivering extraordinary results and compelling thought leadership to clients, while growing an outstanding team of industry experts and winning industry recognition and awards. Matt is responsible for developing clients' search marketing strategies and manages the day-to-day operations of the search marketing business.

Prior to his current role, Matt was the director of search marketing for Avenue A | Razorfish. Prior to joining Avenue A | Razorfish, Matt founded and ran Bin 55, LLC, an interactive consulting company focusing on web marketing for small businesses. Before that, Matt spent six years with Avenue A | Razorfish, ultimately serving as director of operations, overseeing the account management team. He was instrumental in the design and development of aQuantive's Atlas ad serving technology.

T.R. Harrington
Director, Strategic Direction & Product Development
Darwin Marketing

T.R. is responsible for overall strategic direction and product development at Darwin Marketing and has been an Internet marketing pioneer since 1996. In addition to developing one of the first fully-integrated online marketing platforms while at USWeb/CKS in 1998, his team pioneered some of the first online sweepstakes, e-coupons, and other promotional products within integrated and ROI measurable campaigns.

T.R. previously held management positions at Bank of America, Pacific Gas & Electric, USWeb/CKS, and RedGorilla.com. Select client credits include work for AOL/Time-Warner, AmericanAirlines, AskJeeves, HewlettPackard, Levis, GM, Microsoft, VirginRecords, and leading Chinese brands BrightDairy, HyMall, and UFIDA. T.R. holds an MBA from University of Virginia (Darden). His expertise has been featured in *The Harvard Business Review*, SCMP, and AdTech.

Chip Heath
Author
Made to Stick

Chip Heath is a professor of organizational behavior in the Graduate School of Business at Stanford University. His research examines why certain ideas — from urban legends to folk medical cures, from *Chicken Soup for the Soul* stories to business strategy myths — survive and prosper in the social marketplace of ideas. These "naturally sticky" ideas spread without external help in the form of marketing dollars, PR assistance, or the attention of leaders. A few years back, Chip designed a course, now a popular elective at Stanford, which asked whether it would be possible to use the principles of naturally sticky ideas to design more effective messages. That course, "How to Make Ideas Stick," has now been taught to hundreds of students, including managers, teachers, doctors, journalists, venture capitalists, product designers, and film producers.

Chip is the co-author (along with his brother, Dan) of *Made to Stick: Why Some Ideas Survive and Others Die*. Chip and his brother have taught and consulted on the topic of "making ideas stick" with audiences from Nissan, Chronicle Books, Ideo, and West Point, among others. He has appeared on NPR and National Geographic specials. He received his B.S. in industrial engineering from Texas A&M University and his Ph.D. in psychology from Stanford.

Jim Hedger
SEO Consultant
Metamend Search Engine Marketing

Jim is a writer and broadcaster specializing in organic SEO and search marketing. He works with Metamend Search Engine Marketing as an SEO consultant, lead copywriter, and head blog writer. He also works as a consultant to Enquisite Search Metrics. Jim has been involved in the SEO field since the days of the dinosaurs. He felt like he lost a personal friend the day Disney went "ol' Yeller" on Infoseek. Over the course of his career, Jim has shared drinks with Jeeves the butler, tossed sticks to that sock-puppet dog from Pets.com, and walked away from a staring contest with Googlebot, confidently declaring a tie. When not traveling between conferences, Jim lives with a perpetually annoyed cat named Hypertext in the northwest techno-outpost of Victoria British Columbia.

Kevin Heisler
Executive Editor
SearchEngineWatch.com

Heisler is Search Engine Watch's executive editor and a search industry veteran. Prior to joining this publication, he was an analyst with Jupiter Research, covering the search engine industry. Prior to Jupiter Research, he was VP, strategic accounts, for 360i, an integrated digital marketing firm with its roots in search marketing. His experience in paid search marketing began with Did-it.com, where he launched the business development department, built the sales team, and negotiated search marketing partnerships. His clients ranged from online pure plays such as StubHub, Bluefly, SmartBargains, and Match.com, to major brands such as Coach, D&B, Sierra Trading Post, and Starwood Hotels & Resorts. Heisler began his career at Fortune 500 companies Liberty Mutual, USAirways, and American Airlines.

Xavier Helgesen
Co-founder
Better World Books

Xavier graduated cum laude from the University of Notre Dame with a degree in management information systems. Before co-founding Better World Books, he founded and sold 3bstudios.com, a successful college community portal company. Xavier served as the original software architect of Better World Books' proprietary software (known as Indaba) technology and continues to oversee key aspects of technology development, while also serving as the company's head of both domestic and international business development efforts. Xavier lives in San Francisco with his family of bicycles.

Robert Heyman
Chief Search Officer
MediaSmith

Heyman, is a leading author and entrepreneur in the field of Internet marketing. His books include *Net Results and Net Results.2* (MacMillan/New Riders Press) and *The Auction App* (McGraw Hill). He sits on the search marketing committee of the 4As (American Association of Advertising Agencies) and on the marketing committee of SEMPO (the Search Engine Marketing Professional Association). He writes a monthly column for MediaPost's Search Insider entitled "Search Innovation Spotlight," and is a frequent contributor to iMedia Connection.

In 1994 he founded Cybernautics, the first full-service web marketing agency, and sold it to USWeb in 1997. At Cybernautics, Heyman is credited with coining the terms "audience development" for building traffic to websites, and "search engine optimization" (SEO). When it was sold, Cybernautics clients included AOL, REI, SGI, Avon, Bristol Myers Squibb, Time-Warner, Netscape, Intel, US West, Sony, and Macromedia.

From 1998 to 2001, Heyman was founder and CEO of eMarketing Partners, where his clients included IBM, NEC, and ABC. The company was acquired in 2001 by the Catenas Corporation, which then merged it into Prophet Brand Strategy, another of its holdings.

in the next 10 years?

> *Using its Hybrid's super-jump algorithm search technology, the Cylon Base ship will have caught up to Galactica in orbit around Earth. Seeing the planet's condition and inadequacies, institute a global Hybrid "joining" of every microchip, creating mechanical consciousness and quick demise of the coveted 13th colony.*
> — MARSHALL D. SIMMONDS, NEW YORK TIMES COMPANY

Carrie Hill
SEO Professional & Brand Management Consultant
Blizzard Internet Marketing

Carrie specializes in search engine optimization with an emphasis on brand and reputation management. Her attention to detail, research, and problem-solving skills are tuned into her hospitality industry clients. Keeping Blizzard on the cutting edge of technology and innovation in website promotion requires research and test implementation on a wide spectrum of hospitality websites, and Carrie is regularly involved in this research. A passion for all things "search" and a severe case of "overdrive" addiction keep Carrie on her toes. She also writes a bi-weekly column, "Little Biz," for Search Engine Watch. In her free time, she enjoys camping, shooting traditional archery, cooking, and spending time with her family.

Greg Hintz
General Manager
Yahoo! Shopping

As the general manager of Yahoo Shopping, one of the web's most visited shopping comparison websites, Greg is responsible for the site's overall management and financial performance. He brings a diverse background in business strategy, analytics, web search, and online advertising to this position. Prior to this role, Greg managed the Yahoo Entertainment operations finance team, building experience within the graphical advertising space. He was also a member of the Yahoo Search business operations team, leading web search forecasting and operational management for a number of product areas, including Yahoo Toolbar, Flickr, video, and multimedia search. Prior to joining Yahoo in 2004, Greg was a marketing manager at NexTag, another one of the industry's largest comparison shopping engines. He also held a previous position with Goldman Sachs as a financial analyst. Greg holds a bachelor's degree in economics from Yale University.

Anders Hjorth
Product Development Director
Relevant Traffic Europe

Anders Hjorth is product development director for Relevant Traffic Europe, which is the holding company for Relevant Traffic's subsidiaries in Sweden, France, the U.K., Germany, Spain, Norway, and Denmark. Before occupying this position, he established Relevant Traffic France (www.relevanttraffic.fr/) using Relevant Traffic's technology platform and his own online marketing experience from the French Internet sector. Anders is Danish and has been active in the online marketing sector in France and Europe since 1997. He was the first certified Google Advertising professionnal in France and is a common speaker on conferences on search engine marketing. He speaks French, Spanish, English, and Danish fluently and holds a master's degree from ESCP-EAP European School of Management as well as a bachelor's degree from Copenhagen Business School.

David Hoffman
Founder
Search Smart Marketing

Search Smart Marketing helps small and mid-size enterprises reach their search engine marketing objectives by providing them with the kind of large agency capabilities, service, and practices afforded to big brands on a smaller, regional scale. Prior to forming Search Smart Marketing in 2005, David Hoffman was VP/managing director for Wahlstrom Interactive, a leading search engine marketing firm in Stamford, Conn., whose search clients included Enterprise Rent-a-Car, GE, Hilton Hotels, Nestle Waters, and BMC Software. Before joining Wahlstrom in 2000, David was Internet project director at Gannett Newspapers (White Plains, N.Y.) from 1996-2000, leading the early web initiatives for *The Journal News*, Gannett's New York-metro newspaper. David's first Internet marketing venture was with Online Design (Harrison, N.Y.) in 1995, whose projects included building the first websites for TGIFriday's, Barr Laboratories, Schering-Plough Animal Health, and others.

Dani Horowitz
Owner
DaniWeb

Dani Horowitz started her website, DaniWeb, an IT discussion community for developers and tech enthusiasts, back when she was still in school obtaining her B.S. in computer science. Less than five years later, her interests have shifted from software engineering to Internet marketing. She's grown DaniWeb to a community of more than a quarter million members contributing over a half million forum posts, receiving well over 150,000 daily unique visitors from Google's organic SERPs alone. A LAMP programmer, Dani single-handedly designed and developed DaniWeb, which is built off the vBulletin forum framework. She uniquely melded a programmer's eye with a strong emphasis on usability, SEO, and Internet marketing. In addition to doing all of the development work, Dani currently manages DaniWeb's advertising, marketing, and all business and financial aspects of the website, which earns its revenue from contextual advertising networks, such as Google AdSense and IntelliTXT, as well as from more traditional banner advertising.

Bill Hunt
CEO
Global Strategies International

As the global SEM strategist, Bill is responsible for helping companies use search engine marketing to reach customers in overseas markets. Bill currently spends fair bit of time helping IBM manage its global SEM program. Working as an internal contractor, Bill provides strategic and tactical SEM guidance to IBM's search effectiveness team. Bill was formerly a senior partner and strategist for Outrider North America. In this role, Bill oversaw Outrider's search marketing group that serviced the world's leading companies through offices in 13 countries. While at Outrider, Bill developed and oversaw global SEM campaigns for Accenture, IBM, Intel, The Hartford Insurance, Zurich Insurance, and many other top companies. Bill was a pioneer in using the Internet to market to overseas markets. He is an internationally-recognized Internet marketing expert, speaker, and contributor to numerous Internet marketing books. He is best known for his direct, no-nonsense approach to how companies can use the Internet effectively to maximize the lifetime value of their customers.

Motoko Hunt
Founder, Japanese Search Marketing Strategist
AJPR LLC

Since Motoko established AJPR in 1998, she has been working with companies from around the world, helping them to enter the Japanese market using the Internet. She also has been giving seminars to promote SEO/SEM, targeting the Japanese market to companies and web professionals. Prior to establishing AJPR, she worked as a senior marketing manager at a Japanese trading company, managing projects with U.S. and Japanese companies for eight years. She writes about the Japanese online market at her blog at AJPR.com and Multilingual-Search.com. She is a chair of SEMPO (Search Engine Marketing Professional Organization) Asia Working Group, and a co-chair of SEMPO Japan.

Patricia Hursh
President & Founder
SmartSearch Marketing

Patricia Hursh, president and founder of Boulder, Colo.-based SmartSearch Marketing, is a pioneer of electronic marketing. Patricia has been using technology to improve marketing and communications for more than a decade. She began working in the search marketing arena in 1997. She writes columns for ClickZ and Search Engine Land and regularly serves as a speaker and subject matter expert at industry events in the U.S. and internationally, such as AdTech, BMA, Search Engine Strategies, and DMA conferences. She frequently authors search articles and is often interviewed for industry publications. As an educator, Patricia has led numerous seminars and workshops and recently authored several courses for SEMPO's fundamentals of search marketing program.

Peter Hutto
VP, Business Development & Sales
Local.com

Peter brings an extensive background in sales and business development to the Local.com management team. Most recently, he was co-founder and VP of business development and marketing for Zerodegrees, an online business social networking company, which he sold to IAC/InterActive Corp. in 2004. Peter has also held senior principal and general manager roles with several consulting firms and was the managing director, Southwest area executive for EDS and MCI Systemhouse, where he was an integral member of the leadership team that grew the business from $400 million to over $1.5 billion in revenue. Peter graduated from the University of North Carolina Chapel Hill, with a bachelor's degree in political science.

Yoav Izhar-Prato
Co-founder & CEO
Kenshoo LTD.

Yoav has over 13 years of experience in the high-tech and Internet industry. Prior to founding Kenshoo, he founded Global ePay, an Internet payment solution adopted by the People's Republic of China. Yoav has also been involved in entrepreneurial activities and served as a business consultant to Motorola in the era of global initiatives. Before Motorola, Yoav served as the VP marketing and sales at CellPay LTD., a start-up company in the area of mobile value-added services and mobile payments, where he was responsible for the product management, sales activities, and channel partners. Yoav came to CellPay after being part of ECI Telecom (NASDAQ: ECIL). While at ECI Telecom Yoav served in various roles including General Management of ECI Thailand Co. and Regional Manager for Asia Pacific.

Mark Jackson
Search Engine Watch Expert
President & CEO, VIZION Interactive

Mark Jackson joined the interactive marketing fray in early 2000. His journey began with Lycos/Wired Digital, where he managed several integrated marketing programs with a focus

in the finance vertical and strategic programs involving Quote.com and Lycos Finance. Mark then worked with AOL/Time Warner on cross-platform marketing programs. After having witnessing the bubble burst, Mark established an interactive marketing agency and has cultivated it into one of the most respected search engine optimization firms in the United States. Mark is a board member of the Dallas/Fort Worth Search Engine Marketing Association (DFWSEM) and a member of the Dallas/Fort Worth Interactive Marketing Association (DFWIMA). Mark received a B.A. in journalism/advertising from the University of Texas at Arlington in 1993 and spent several years in traditional marketing (radio, television, and print) prior to venturing into all things web.

Philip James
CEO
Snooth, Inc.

Philip James is the founder of Snooth, the world's largest marketplace for wine. The site brings together wine lovers from around the world and allows them to compare prices and shop from over 8,000 stores in 50 countries. The site also allows wine enthusiasts to manage their cellars, get personalized recommendations based on their consumption history, and socialize with fellow connoisseurs. Formerly, Philip was EVP at the Wine Messenger, a leading national online wine retailer, where he focused on general management and operational issues. Philip's background includes three years in technology investment banking at Merrill Lynch, as well as time in the venture capital industry. He holds an MBA from Columbia Business School and a master's degree in computational chemistry from Oxford University. In 2003 Philip played an instrumental role in the world's highest altitude rescue, on the North Face of Mount Everest.

Greg Jarboe
President & Co-founder
SEO-PR

Greg Jarboe is the president and co-founder of SEO-PR, a search engine optimization firm and public relations agency. He is also a partner in Newsforce, a developer of an integrated suite of press release SEO tools. SEO-PR has been praised by world-renowned search authority Danny Sullivan for "focusing on search as a public relations tool." SEO-PR is one of 10 companies that Larry Chase's *Web Digest for Marketers* named to its "Who's Who in SEO Experts," and SEOmoz.org has put SEO-PR on its recommended list of SEO consultants, experts, firms, and service providers.

Greg is the news search, blog search, and PR correspondent for the Search Engine Watch Blog. Gord Hotchkiss, who writes the "Out of My Gord" blog, has called Greg "the guru of cranking up web visibility through effective optimization

of press releases and leveraging news search." Lee Odden, who writes the "Online Marketing Blog," has called Greg "a pioneer in the field of using search engine optimization in combination with press releases."

Kara Jariwala
Search Marketing Strategist
Cisco

Kara is responsible for securing organic listings globally in the major search engines. She works with internal clients, editors, and webmasters, teaching them the art and science of search optimization. Kara joined Cisco seven years ago, serving in marketing and marketing communications roles across small business, enterprise, and vertical segments, including education and transportation. Previously, she worked in sales, marketing, and partner relations roles at various startup companies. She has spoken at Search Engine Strategies San Jose and Paris 2006 and smaller conferences, including Online Marketing Summit 2007. She earned a bachelor's degree in French from Saint Mary's College, Notre Dame, and a master's degree in political science from Western Michigan University. She also passed the French Baccaulerat in Périgueux, France. She's a politically active member in her local community.

Nathan Johns
Search Quality Analyst
Google

Nathan has spent the last three and a half years focusing on search quality at Google. Previously, he worked on the Gmail support team and, earlier, in product support. Prior to joining Google, Nathan held positions in network administration and web design. He earned a bachelor's degree in liberal studies, California Polytechnic Sate University.

Ron Jones
President/CEO
Symetri Internet Marketing

Ron is an Internet marketing consultant, trainer and owner of Symetri Internet Marketing, which provides strategic consulting and Internet marketing solutions for companies like Sealy Inc., Broyhill Furniture, Kimberly Clark Healthcare, Wachovia, Shaw Industries, and Kayser Roth since 1998.

Ron is actively involved in the SEM community and speaks at conferences and seminars; he also hosts regional SEM events, where he provides participants SEM training and education on best practices. Ron serves on the marketing and education committees for SEMPO, and chairs the event subcommittee. Ron is also one of the authors for the SEMPO Institute fundamentals and advanced courses.

Geoff Karcher
President & Owner
The Karcher Group

Geoff Karcher founded The Karcher Group in 1997. Geoff recognized a need within the industry for agency-quality design backed by solid programming, so he began selling websites on his own, out of an office in his parent's basement. The Karcher Group has now grown into a full service firm, with a staff of 36 — and growing. Geoff has always used innovation to help TKG stay at the forefront of the web business. In fact, he began offering search engine marketing services in 1999 — long before SEO became the industry standard it is today. Geoff has since become a nationally-recognized leader in the SEO industry, speaking at TKG's search marketing seminars as well as SES and other SEO forums. TKG has served over 500 clients, from Fortune 500 companies to small business owners. The Karcher Group is celebrating its 10th anniversary with a year-long celebration.

Jordan Kasteler
Senior SEO Analyst
Overstock.com

Jordan Kasteler a.k.a. Utah SEO Pro has been avidly involved in organic SEO since 2001. He is also a forerunner in embracing social media and is engaged in many social media communities. He has worked on small to mid-sized business sites for a dedicated SEO firm, but is now deeply immersed in the world of in-house enterprise-level SEO. He is also obtaining a master's degree in communications. While Jordan's experience lends itself to the technical end of SEO with all server-side or client-side coding aspects of SEO, he is currently fascinated with social media marketing. As a former professional web developer and web development hobbyist, he has encountered many technical issues of SEO.

Steven Kaufman
SVP, Media Director
Digitas

Steven is responsible for overseeing media planning and buying for Digitas NY. In addition, Steven developed and now manages the Digitas Search Engine Marketing Knowledge Center. This consolidated SEM practice ensures that industry trends, new strategies and tactics, and best practices are continuously shared, enabling Digitas to stay on the forefront of this ever-evolving industry. Currently Steven is working

with a range of blue-chip clients, including American Express, Delta, Kraft, AT&T, and Mars. Steven is a member of SEMPO (Search Engine Marketing Professionals Organization), as well as the MSN, Google, and Yahoo search advisory councils. He has spoken at numerous industry events, including Search Engine Strategies, OMMA, and the IAB Leadership Forum. He is also on the board of directors and serves as the VP of the 212 Interactive Ad Club. Steven holds a BBA degree in marketing from Hofstra University.

Avinash Kaushik
Author, Blogger, Analytics Evangelist
Google

Avinash Kaushik is the author of the recently published book *Web Analytics: An Hour A Day* (http://www.snipurl.com/wa-hour). He is also the analytics evangelist for Google. As a thought leader, Avinash puts a common sense framework around the often frenetic world of web research and analytics, and combines that with this philosophy that investing in talented analysts is the key to long-term success. He is also a staunch advocate of listening to the consumer and is committed to helping organizations unlock the value of web data. He is a frequent speaker at industry conferences in the U.S. and Europe, such as eMetrics, Ad-Tech, iCitizen, and SES. You can find Avinash's web analytics blog, Occam's Razor, at www.kaushik.net/avinash.

Anne Kennedy
Managing Partner & Founder
Beyond Ink

With nearly 40 years' experience in marketing and public relations, Anne Kennedy founded Beyond Ink in 1997 to bring the fundamental principles of marketing communications to online media. A search engine marketer for more than 10 years, she is an industry thought leader and sought-after speaker and writer worldwide. Currently, Anne represents professional SEO firms on the Search Engine Strategies (SES) domestic advisory board, an influential group of business professionals from various industries and fields of expertise selected to propel the search industry forward. She further serves on the board of directors of Helium.com, a community of writers providing experience-based knowledge, wisdom, and creativity to publishers and readers. Barely 18 months after launch, Helium gained 110,000 writers who have published one million articles on the site. In 2001 she launched SEOnews.net to

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foster better understanding of the emerging search marketing platform and opportunities to a growing market of potential customers.

Rob Key
CEO
Converseon

Rob Key is the CEO of Converseon, a leading web 2.0 communications agency that helps clients "join the conversation." Converseon utilizes a range of cutting-edge services — including search and word-of-mouth marketing, blog, enterprise-generated and social media strategies, micro-community development, and Search Engine Reputation Management (SERMA) — to help companies manage and protect their brands, build buzz, drive sales, and more effectively engage target audiences in the digital environment. Converseon's proprietary technologies include Conversation Miner, designed to mine sentiment within consumer-generated media to inform communication strategies, and SERP Sentiment Analyzer, which helps manage perception and sentiment within top search engine listings. Rob was formerly head of the Innovations Group at a public relations division of Young & Rubicam and member of the WPP.com board. Founded in 2001, Converseon provides innovative digital communications solutions to a variety of leading brands, including Hilton Hotels, Paypal, Dow Chemical, and Coldwell Banker.

Frans Keylard
Director of Optimization
Widemile

Frans Keylard is the director of optimization at Widemile Inc., an emerging leader in multivariate testing and web optimization. Frans has been designing and testing web interfaces and pages since 1991. Frans' recent positions at TeamOn, Microsoft, MSN, and now at Widemile have established him as one of the foremost authorities on search marketing, website usability, and web page optimization. His achievements include the search and website optimization strategies for MSN Autos, which resulted in a 50% increase in their top 10 measured objectives, and Widemile's current website optimization methodologies and testing guidelines. Frans holds an MBA from Eastern Washington University and is fluent in many languages, including English, Dutch, German, French, and Thai.

David Kidder
Co-Founder & CEO
Clickable

David is a serial entrepreneur with a focus on online product development and Internet advertising and marketing. Prior to co-founding Clickable, David co-founded SmartRay Network, a mobile advertising delivery pioneer. SmartRay's ad-enabled alerting agents and data-feed management platform was acquired by LifeMinders. Previously, David helped lead corporate development at THINK New Ideas, a publicly-traded e-business and interactive advertising firm. He helped grow THINK to more than 500 employees through seven acquisitions in 24 months. Prior to THINK, Kidder founded Net-X, a web authoring and Internet advertising services company, acquired by Target Vision. Kidder is a graduate of the Rochester Institute of Technology and was a recipient of *ID Magazine*'s international design award. He is also the creator and co-author of *The New York Times* bestseller, *The Intellectual Devotional*, published by Rodale Press.

Neeraj Kochhar
VP/Director of Search
SMG Search

At SMG Search, a dedicated unit of Starcom MediaVest Group, Neeraj oversees search marketing operations for the largest search operation inside Publicis Groupe. Based in New York, he advises clients on strategies that connect products and services to consumers through optimization, evolving search platforms and advanced analytics.

Neeraj is also responsible for the growth, management, retention, and satisfaction of a portfolio of key accounts, including Wal-Mart, Samsung, and Continental. Working alongside SMG search SVP/managing director Stephen Governale, he leads the conception and execution of all search-based marketing communications initiatives. Prior to joining SMG Search, Neeraj was director of media technology and search for Mediacom's Beyond Interactive. He began his career in digital marketing at DoubleClick in 1998.

Dr. Pete Kocks
President, Truveo
VP, AOL Video

Pete Kocks oversees the ongoing development, growth, and operation for Truveo, the leading video search engine. He joined Truveo shortly after the company's founding in 2004. Prior to Truveo, Pete helped launch three software startups in the fields of video surveillance, database monitoring, and application hosting. At Presidio Technology, he led the development of a distributed video surveillance system with a unique approach to indexing video streams. As CEO and co-founder of BayGate, he led the development of a database monitoring system from inception to deployment in the mission-critical datacenters of dozens of large corporate customers. BayGate was acquired by Portal Software in 2001. As one of the first employees of Digitivity, a startup that developed and brought to market a Java application server, he guided the technical and business relationship with Citrix systems that ultimately led to its acquisition by Citrix in 1998.

Kurt Krake
Search Advisor
Bazaarvoice

Kurt Krake is the search strategy advisor for Bazaarvoice, the leading provider of hosted and fully managed social commerce solutions, including Ratings & Reviews, Ask & Answer, and Stories. As search advisor, Kurt is responsible for integrating advanced best practices in search engine optimization into the Bazaarvoice platform. Kurt gained retailer-side search engine marketing experience during six years of managing the online marketing departments at Hanesbrands, Inc. and PetSmart. Kurt is also on the board of advisors of Bazaarvoice and the founder of Search-Werks, a niche Internet marketing consulting practice specializing in search engine marketing and outsourced e-commerce management.

Cindy Krum
Senior SEO Analyst
Blue Moon Works, Inc.

Cindy Krum is the senior SEO analyst for Blue Moon Works, Inc., a provider of marketing and strategy services for companies that want to leverage online services to significantly expand their business and take their customer relationships to the next level. Cindy brings fresh and creative ideas to the Blue Moon Works team, speaking at industry trade shows and writing for the company blog whenever time permits. She is passionate about working with clients to develop creative online marketing solutions and mobile marketing strategies. Blue Moon Works serves clients in the U.S., U.K., France, Germany, Australia, and New Zealand.

Amit Kumar
Director Product Management
Yahoo! Search

Amit Kumar leads next-generation search initiatives at Yahoo Search. Previously, Amit managed webmaster and OEM-focused products, crawler infrastructure, metrics, and analysis. Prior to Yahoo, Amit worked at Verity on enterprise search, where he shipped the award-winning Verity collaborative classifier and business console. Before Verity, Amit managed the enterprise search server product at Inktomi. Amit received a bachelor's of technology in computer science from the Indian Institute of Technology (IIT) in Delhi, India, and an M.S. in computer science from the University of Southern California.

Dustin Kwan
Senior Product Manager
Ask Sponsored Listings

Kwan is responsible for driving product strategy and development for the Ask Sponsored Listings search advertising platform, including the search client console products, the contextual program, and conversion tracking. Before joining Ask.com in 2007, Kwan was a product development manager for Copart, Inc., where he led a team in developing Copart's VB2 auction platform and handheld application. Prior to Copart, Kwan managed product strategy and roadmap for SpecificMedia's online ad serving technology. He also managed product development for the ZEDO ad serving platform. He holds a B.S. in business administration from the Haas School of Business at the University of California, Berkeley.

Adam Lavelle
Chief Strategy Officer
iCrossing

Lavelle delivers leadership, strategy, and innovative ideas to iCrossing teams, while driving the development and delivery of iCrossing's service and technology offerings to create comprehensive digital marketing programs for the company's Fortune 500 client-base. Lavelle has more than 12 years of interactive expertise helping clients succeed online, with senior positions at Agency.com, iXL/Scient, Digitas, and The Internet Group, where he led the first launch of Mapquest.com. Lavelle has a B.A. in classical studies and creative writing from the University of Pittsburgh.

Larry Lawfer
Founder/President
YourStorys.com

Over the course of his career, Lawfer has perfected the practice of creative partnership, bringing his unique insight and leadership to a wide range of collaborative communications projects designed to build measurable brand value for his clients. "Larry is an unusual storyteller. He has applied his extraordinary blend of intelligence, curiosity, empathy, and understanding of people to each of the projects we have contracted YourStorys to do for us," says Ron Jones, COO of BostonIVF. After 20 years of providing visual communications to advertising, corporate, and institutional markets, Lawfer founded YourStorys. He has an exceptional ear for hearing more than what is said and has an eye for seeing more than what appears on the surface.

Jennifer Laycock
Editor-in-Chief
Search Engine Guide

Laycock has been involved in Internet marketing since 1995 and with search engine optimization (SEO) since 2001. After "serving her time" working for a variety of different firms, she left the world of traditional agencies to serve as editor-in-chief of Search Engine Guide, an industry site aimed at educating small business owners about search engine marketing. Laycock now focuses primarily on education, training, and

> "Search will be done intuitively after the "borg" implant chips inside us, so we're all assimilated to use the big "G." Kind of like how Taco Bell was the only restaurant left in Demolition Man. I'm such a geek.
>
> — CARRIE HILL, BLIZZARD INTERNET MARKETING

consulting as an independent SEM for small- to mid-size businesses throughout the United States. Known for her down-to-earth style of teaching and with a special focus on educating small business owners, Laycock focuses on inspiring companies with new ideas, without leaving their heads spinning with techno-talk. She is author of *The Small Business Guide to Search Engine Marketing* and of the free "Zero Dollars, a Little Bit of Talent and 30 Days" series. Laycock has worked for companies like Highlights for Children, Verizon, American Greetings, and Option Line, a national 24-hour crisis-pregnancy hotline.

Kevin Lee
Co-founder & Executive Chairman
Didit

Kevin Lee has been an acknowledged search engine marketing expert since 1995. Kevin translates his years of SEM expertise into Didit's proprietary Maestro search campaign technology. Didit's unparalleled results, custom strategies, and client growth have earned Didit recognition in the 2007 *Inc*. 500 (No. 137), as well as a No. 3 position on *Deoitte's* "Fast 50" (NY region). Kevin's column for ClickZ, "Paid Search Strategies," is read by thousands. Industry leadership includes being a founding board member of SEMPO and its first elected chairman, membership on the DMA search engine marketing council, and the IAB search committee. *The Wall Street Journal, Business Week, The New York Times*, CNET, *USA Today, San Jose Mercury New*s, and other press quote Kevin regularly. Kevin lectures at leading industry conferences, plus NYU, Columbia, Fordham, and Pace universities. Kevin earned his MBA from Yale School of Management in 1992 and lives in Manhattan.

Pavan Lee
Research Manager
Microsoft

Pavan Lee (Peiwen Li) is a research manager at Microsoft, where she manages search, cross-channel, emerging technology, and Asia Pacific research at Microsoft Digital Advertising Solutions (MDAS). Pavan started her career at JWT/MindShare Shanghai, where she managed media planning for DeBeers, Kellogg, and Disney for the entire China market. Since then, she has worked in market research and strategic planning at both traditional and interactive agencies in China and the U.S. Prior to joining Microsoft, Pavan was the leading search researcher at icrossing. Pavan holds a B.A. in English

and an M.A. in communication arts. At the age of 21, Pavan became the youngest advanced English-Chinese interpreter certified by the Chinese government and is currently on the roster of the United Nations Public Information Officer.

Rich LeFurgy
General Partner
Archer Advisors

Rich LeFurgy has been a board member, adviser, or investor in over 30 online advertising companies, drawing from a diverse career in advertising that spans over 30 years. LeFurgy was a venture capitalist in San Franciso (WaldenVC 1999-2004), founding chairman of the Interactive Advertising Bureau (1996-2001), head of online ad sales at Starwave (ESPN.com, NFL.com, NBA.com, and the Walt Disney Internet Group, 1995-1998), and a senior partner at NW Ayer Advertising in New York (1978-1995). Most recently he started advisory firm Archer in 2004, founded to help early-stage online advertising companies reach takeoff velocity faster with keystone strategic, business development, and ad sales services. He has long been a supporter and evangelist to help grow the industry, and was the founding chairman of the Future of Advertising Stakeholders (FAST) and the SF Bay Area Interactive Group (SFBIG). He received ad:tech's industry achievement award (2008), the IAB's lifetime achievement award (2004), was inducted into *Advertising Age*'s interactive hall of fame (2000), and was recognized by *USA Today* as "the Johnny Appleseed of Online Advertising" (1998).

Olivier Lemaignen
Group Manager, Global Search Marketing
Intuit

Olivier Lemaignen brings 15 years of online and offline demand generation experience to Intuit. After managing QuickBooks' direct marketing acquisition team, he took on the leadership role for the small business division's SEM, affiliate, and display advertising programs. In addition, Olivier now leads Intuit's global search marketing team. Before he began working for Intuit, Olivier spent 10 years in various agency and client-side marketing roles. Most recently, he held the position of VP of marketing for United Marketing Group, a direct marketer of affinity merchandise and membership-based services. Olivier started his direct marketing career with advertising agencies in Chicago, where he consulted on acquisition and retention strategies with clients such as Sprint,

NordicTrack, Midas, and Progressive Insurance. Olivier holds a master's in business administration from the University of Notre Dame, a master's in management from EDHEC Business School (Lille, France), and a B.A. in international economics from the Université de la Sorbonne (Paris, France). He lives in northern California with his wife and five children.

Tom Leung
Product Manager
Google Website Optimizer

Tom Leung is responsible for the overall product vision and product development strategy for Google Website Optimizer. Tom also manages the Google Analytics-authorized consultant program as well as various other projects at Google. He has been working directly in online marketing since 1999 and is co-inventor of a number of patents relating to interactive publishing, web communications, and Internet advertising. Prior to joining Google, Tom was a director of marketing at Trumba, where he was responsible for demand generation and lead conversion, product planning, and strategic account management. He also worked as a product planner at Microsoft, where he led product development and business strategy for Windows Live Hotmail. Tom earned a bachelor's degree from Bowdoin College and a MBA from Harvard University.

Sage Lewis
President
SageRock.com

Sage Lewis started his online marketing company, SageRock.com, in 1999 during a time when most Internet companies were failing. SageRock, however, has thrived under Lewis' direction, growing an average of 30% every year, while also being recognized as one of the top 10 search engine optimization firms in the U.S. by a third-party resource in the industry, Marketing Sherpa. Regarded as a web marketing expert, Lewis speaks regularly to business organizations like NEOSA and COSE, serves as a resource for press about industry trends, teaches a recurring class on search engine optimization at Cleveland State University, and is also a founding member of ClevelandSEO.com, an organization dedicated to highlighting the world-class search engine marketing talent in northeastern Ohio. He also hosts a daily web marketing show at www.webmarketingwatch.com. These four- to seven-minute how-to shows are geared to help the average marketer make better use of all the web marketing tools available.

Rebecca Lieb
Contributing Editor
The Clickz Network

Lieb has held executive marketing and communications positions at strategic e-services consultancies, including Siegel &

Gale. She worked in the same capacity for global entertainment and media companies, including Universal Television & Networks Group (formerly USA Networks International) and Bertelsmann's German network, RTL Television. As a journalist, Rebecca has written about media for numerous publications, including *The New York Times* and *The Wall Street Journal*, and spent five years as Variety's Berlin-based German/Eastern European bureau chief. She is a member of the graduate faculty at New York University's Center for Publishing, where she also serves on the electronic publishing advisory group.

Laura Lippay
Group Program Manager, Search Strategy
Yahoo!

Laura and her team are responsible for evangelizing search engine optimization and building the in-house programs at Yahoo to ensure long-term SEO success. This includes working with her team to automate SEO output, streamline processes, educate constituents, and discover, measure, and act on data-driven SEO recommendations. Prior to working at Yahoo, Laura was the SEO specialist at CNET Networks, where she helped develop the in-house SEO program. Previously Laura was manager of interactive media (loosely subtitled The Goddess of Chaos and Harmony) at The Linus Group, a Bay Area marketing firm.

Eduardo Llach
Chief Marketing Officer & Co-founder
SearchRev

No stranger to the online world and search, Eduardo, in the mid-'90s, was manager of Netscape's Netcenter online advertising business, which included Netscape.com and multiple destination sites. Eduardo also worked as a consultant to the early search pioneer Inktomi. Eduardo was director of product marketing at AdForce, an early online advertising firm that he helped take public. He then founded the pioneering contextual advertising company, Cuica, which developed a network of thousands of websites and advertisers. As a long-time entrepreneur, Eduardo started and sold two 3D software companies and developed software for Kodak, Macromedia, and other companies. He earned a B.S. in mechanical engineering from Cornell University and pursued an M.S. in electrical engineering from the University of Rochester.

Heather Lloyd-Martin
President & CEO
SuccessWorks Search Marketing Solutions, Inc.

Lloyd-Martin is recognized worldwide as the pioneer of SEO copywriting. An enthusiastic and experienced conference speaker, organizer, and moderator, she speaks to standing-

room only audiences around the world. Her list of conference clients include worldwide Incisive Media Search Engine Strategies, as well as other top industry conferences such as adTech, The Conference Board, and select Direct Marketing Association (DMA) events. In addition to the United States, Lloyd-Martin has presented in Australia, Canada, Sweden, the United Kingdom, Germany, Denmark, and Holland. Lloyd-Martin's book *Successful Search Engine Copywriting* is considered a complete best-practices guide to search engine writing. A popular columnist, her articles have appeared in publications such as Inc.com, ClickZ, Catalog Success, and Entrepreneurs' Business Start-Ups. Specializing in gaining her clients top buzz in the search engines, Lloyd-Martin has worked with many big-brand clients, helping them use the power of strategic content to gain measurably increased online visibility.

Misty Locke
President & Co-founder
Range Online Media

Misty was named one of *Fast Company Magazine*'s "Top 25 Women Business Builders of 2004" and has advanced Range to a leading search marketing and interactive agency, with six domestic and international offices. Misty is a regular speaker at influential industry conferences, including Search Engine Strategies, Search Marketing Expo, eTail, WebmasterWorld, Ad-Tech and Shop.org. Misty has led the strategic direction and growth of Range since the company's creation in 2001.

She is proud to have directed the company's mission of providing customers with measurable and industry-leading success metrics and world-class customer service. Under her leadership, Jupiter Research named Range as having the highest average client satisfaction rating in the search marketing industry for the past four consecutive years. Misty is active on agency and search advisory boards for Google, MSN, and Yahoo, and is passionate about creating an industry environment of accountability to marketers and consumers.

Ethan Lowry
Co-founder
Urbanspoon

Ethan Lowry is co-founder of the award-winning restaurant guide Urbanspoon, where he is responsible for the user experience of both the website and the popular iPhone application. Prior to Urbanspoon, Ethan helped start a number successful web companies. Most recently he was the VP of product for Jobster, a recruiting site. Before that he led the design team at the mobile start-up Avogadro, which was later acquired by mobile web pioneer Openwave. He also helped start Drugstore.com. Ethan has a bachelor's degree in product design from Stanford University.

Mehdi Maghsoodnia
CTO
CafePress.com

Maghsoodnia is charged with product development, product management, and merchandising at CafePress.com. He brings over 20 years of experience in executive management roles at both public and private companies and has managed high technology companies through both growing and declining market conditions. Most recently, Maghsoodnia was an executive in residence at Mohr Davidow Ventures (MDV), where he focused on early-stage startups in consumer services and wireless markets. Maghsoodnia still serves as a member of the board of directors at Face Time Communications, a company he co-founded. While there, Maghsoodnia became COO and architected the first secure real-time proxy technology for peer-to-peer and IM traffic used by major financial institutions like Citigroup and Fidelity. Maghsoodnia is a frequent speaker at industry conferences and has authored many publications on messaging, security, and viral communication networks. He holds a B.S. in electrical engineering from University of California, Berkeley, and has done graduate-level studies in computer science at Stanford University.

Todd Malicoat
Independent Search Engine Marketing Consultant
stuntdubl

Todd Malicoat aka Stuntdubl has been creating websites since 1997, and started doing SEO and Internet marketing in early 2001. He is currently an independent search engine marketing consultant. Todd completed a dual-bachelor's degree program in computer information management/business administration from Northwood University in the summer of '03, after completing his thesis on "Planning, Developing, and Promoting a Successful Website for Small Business" — while simultaneously running a web design and consulting firm, Meta4creations.com. Todd was formerly a VP with the Great Lakes Web Professionals, while serving as an Internet marketing consultant with System And Market Services of America (SAMSA) in Saginaw, Mich. He has done project management and Internet marketing for several dozen small to medium-size businesses and a handful of larger corporations. Following SAMSA he was a VP of sales and marketing for We Build Pages in upstate New York.

Kirsten Mangers
Co-founder & CEO
WebVisible

An entrepreneur and philanthropist, Kirsten Mangers was born and raised just miles from where the corporate headquarters of her Orange County, Calif.-based software company, WebVisible, Inc., now stands. A self-proclaimed small business advocate, Kirsten was an early innovator behind the

localization of online advertising for small to medium-sized businesses, in what will become a $13 billion industry by 2010. Kirsten co-founded WebVisible in 2001 with partner Terry DiNatale. Today, WebVisible is the leading international name in local online advertising, utilizing patent-pending technology and world-class services to help local businesses acquire new customers. In 2007, Kirsten expanded the company with diverse international partnerships across nine countries, serving small business advertisers in four languages. WebVisible's domestic and international reseller partnerships now include AT&T, British Telecom, American Express, Groupe Pages Jaunes, European Directories, Microsoft Office Live, The New York Times Company, and more than 45 major U.S. newspapers.

Russ Mann
CEO
Covario

Under Russ' leadership, Covario has established its leadership position in interactive marketing analytics (IMA) solutions and expanded its client portfolio to include many of the world's best known brands. As CEO, Russ is responsible for the strategic direction of the company, and he oversees the day-to-day operations of the organization. For more than two decades, Russ has been a pioneer in advanced analytics, Internet lead generation, and customer relationship management for enterprise-class organizations. He has worked with a variety of organizations to create revenue upside through online marketing and customer management technologies. Prior to Covario, Russ was the general manager at myFICO.com (consumer financial services group of Fair Isaac Company), where he led the development of a new consumer-focused credit scoring product, from conception to market delivery, which grossed $3 million in the first six hours after being made commercially available.

Brian Mark
CTO
Toolbarn.com

Since 1999, Brian Mark has been in charge of the development and optimization of the ToolBarn.com website. Starting out as a one-man offshoot of an established brick and mortar, he has been instrumental in establishing the ToolBarn.com name as one of the industry leaders in power tool sales online. During this time, he also started ToolPartsDirect.com as a niche marketing opportunity within the power tool industry.

With prior jobs like SCO Unix system administration and graphic arts, Brian has transitioned from a programmer to a search marketer while at ToolBarn.com with a heavy emphasis on analytics and profitable advertising. By leveraging the flexibility of his custom-developed e-commerce platform to integrate tracking of marketing efforts through the entire sales process, he can track ROI at microscopic levels.

Gregory Markel
Founder/President
Infuse Creative, LLC

Gregory is recognized as one of the 10 "pioneers of search." His Infuse Creative company is internationally regarded as one of the premiere tech-driven lead generation, e-commerce, and entertainment-focused search engine marketing companies in the world, with clients that include Pacificare, Secure Horizons, Natrol, National Geographic, Prudential, Universal, CBS, EA Sports, Fox Network, Newline Cinema, Sony, Time Warner, Warner Bros., and many others, representing dramatically varying client types.

Gregory began his SEO career in 1995 in the real estate website vertical as one of the industry's first real estate site optimizers, eventually landing his SEO code on over 60,000 websites, with many still top-ranked to this day. During the course of his career, Gregory and/or his company have achieved first-page SEO rankings for many of the most competitive keywords on the planet, including, "music," "movie," "mp3," "britney spears," and countless more.

John Marshall
CTO
Market Motive

John Marshall is Market Motive's CTO and visionary for curriculum, teaching, and technical strategy. Prior to Market Motive, John was the founder and CEO of ClickTracks, inventor of the patented "overlay report," and was instrumental in introducing ad hoc segmentation technology into the web analytics market. John is a Netscape alumnus and a seasoned technologist, with roots in programming high-speed algorithms and statistical analysis. As an entrepreneur, John led ClickTracks through five years of consecutive growth until acquisition by Lyris Inc. John brings an excellent track record of teaching to Market Motive and regularly speaks on the topic of web analytics, conversion techniques, and marketing.

Jonathan Mendez
Founder & CEO
RAMP Digital

A leading voice at the intersection of technology and marketing, Jonathan is widely regarded as the foremost expert on landing page optimization, multivariate testing and onsite content targeting. Jonathan recently founded RAMP Digital to work with clients in creating marketing solutions fueled by APIs, Semantics, Intelligent Web, and emerging marketing technology. Prior to that, he was the founder and chief strategy officer of OTTO Digital, the services division of the market leading optimization technology Offermatica (purchased by Omniture). He was also a senior consultant at Creative Good and founded VitaminLab.com, which won the *Nutrition Business Journal* award for five-year growth under his direction. Jonathan authors the popular marketing blog "Optimize & Prophesize." He has provided expert pre-click and post-click strategies and execution for online testing, targeting and optimization to some of the world's leading brands and businesses, including Amazon.com, Ameriprise, Disney, Citibank, H&R Block, IBM, Intuit, Microsoft, Monster.com, Sears, and T-Mobile.

Matt McGee
Director of Strategic Search
KeyRelevance

Matt McGee began doing SEO around 1999-2000, back when Google was just a baby and you were "hot stuff" if you could figure out how to get a site to rank well in both Lycos and Excite. Today, as the director of strategic search for KeyRelevance, he's responsible for helping clients use the Internet to grow their business via SEO, social marketing, blogging, local search — you name it. He has guided successful projects for clients of all sizes and budgets, with special emphasis on traffic acquisition via organic rankings. Matt is a regular speaker on the Search Engine Strategies and Search Marketing Expo conference circuits, and a frequent contributor to several SEO- and SEM-related blogs and discussion forums.

Tim McGuinness
VP of Search
hakia.com

McGuinness is VP of search at hakia.com, a semantic search engine founded in 2004 that is currently in the late stages of developing technology that could revolutionize the industry. He has over 10 years of experience in the Internet industry, including five years with leading search portals at Lycos and AOL. He built his Internet background at the bits and bytes level, starting as an IT consultant with IBM and later as a public relations strategist. McGuinness holds a BSc from Clarkson University, and an MBA from the University of Scranton.

Jay Middleton
Senior Manager, Worldwide Search Marketing
Adobe

Jay Middleton brings with him a wealth of search and digital online marketing experience, both on the agency and client sides. At Adobe, Jay has been tasked with building a world-class global search marketing program and infrastructure from the ground up. Prior to Adobe, Jay managed over 100 search programs for Fortune 1000 clients at Fathom Online, an SEM service provider. His clients, who crossed many verticals, included Covad Communications, Sprint, Polaroid, Cisco, Siebel Systems, Fisher Investments, AvalonBay Properties, Dunkin' Donuts, and PlanetOut Inc. He also worked closely with top advertising agencies, including Organic, Genex, Harte-Hanks, Butler, Shine, Stern and Partners, Starcom, and Responsys. Search campaigns under his management received the top honor as the 2006 Mixx Awards "Best Search Marketing Campaign of the Year" and also received first runner-up honors at the 2005 Ad Tech Awards for "Best Search Marketing Strategy/Campaign."

Ken Mohn, Jr.
VP of Agency Services
Pepperjam

Mohn a search engine marketing expert with more than 10 years of online marketing experience. At Pepperjam, he leads a large team of pay-per-click, search-engine optimization, and online media buying professionals. His approach has always been to stay one step ahead of the industry, taking advantage of emerging trends where others are mired in outdated search strategies.

Jeannie Moran
eCommerce Marketing Director
AutoNation

Moran has been working with Fortune 500 companies for nearly 10 years. She is the e-commerce marketing director for AutoNation, Inc., America's largest automotive retailer. It ranked No. 112 on the 2005 Fortune 500, outselling all other automotive retailers in the U.S. Moran is responsible for the marketing, development, and management of 280 dealership websites. In addition, she oversees the search marketing program and is charged with merchandising the online inventory and dealership showrooms. Most recently, she transitioned web providers and created a new design for online auto shoppers by talking to customers and automotive research experts. Prior to joining AutoNation, Moran worked for Hilton Hotels Corporation for six years, where she held similar roles for programs across 2,500 hotels. During that time, the Hilton Family of Hotels was ranked as one of the top 20 revenue-generating websites. The brand websites set daily booking records and are recognized as an online leader across all industries.

Alicia Morga
CEO
Consorte Media

Alicia Morga is CEO of Consorte Media, the leading provider of online marketing solutions targeting the Hispanic market. Through its network of premium content sites, its extended advertising network of third-party sites, and its targeted lead-generation services, Consorte Media provides brands with multiple ways to connect with the over 20 million U.S. Hispanic consumers online today. The Consorte Network today receives over 1 billion impressions and traffic of 18 million unique visitors per month. Prior to founding Consorte Media, Alicia was an investment professional focused on venture opportunities in the technology sector for The Carlyle Group's U.S. venture fund. She also worked at Hummer Winblad Venture Partners, focusing on early-stage software investments. Alicia has served on the boards of technology companies such as Ingenio, Ventaso, Secure Elements, Archetype-Solutions, Applied Semantics, Menerva Technologies, and Discovercast. Alicia holds a J.D. from Stanford Law School and a B.A. from Stanford University.

Joseph Morin
Partner, Boost Search Marketing
CEO, Storybids, Inc.

Joseph currently serves as the CEO of Storybids, a venture capital-funded startup focusing on in-video advertisements via product placement in user-generated content as well as professionally-scripted Internet Webisodes. Storybids offers a new way to monetize video that can be substituted or used in conjunction with pre-roll and post-roll advertising by inserting actual products, services, or verbal mentions pre-production via a marketplace based on storyboards as the point-of-sale. Joseph began his career in the Internet in 2001, founding Boost Search Marketing, which focused on organic search engine optimization, branding and strategy, business modeling, lead generation, conversion analysis, and competitive intelligence. Joseph has consulted with many companies on their online marketing strategies, including Autobytel, Business.com, CreditCards.com, Education.com, Enterprise Rent-A-Car, MGM Mirage, Microsoft, Travelzoo, Tribune Interactive, and UsedCars.com.

He is a moderator of the Search Engine Watch Forum "SEM Organizations & Events" and serves as evangelist for WebmasterWorld.com.

Bill Muller
Chief Marketing Officer
iProspect

Bill is responsible for creating the strategy and overseeing the implementation of all marketing, public relations, and sales support initiatives for iProspect. He has nearly 30 years of marketing management experience, including online, database, and event marketing; field sales support; market research; and lead generation. He is also the author of iProspect's series of research studies published in partnership with JupiterResearch. Bill joined iProspect in 2002. Prior to iProspect, he spent nine years as director of database marketing and lead generation for the IT research and advisory firm Giga Information Group (acquired by Forrester Research in 2003), where he was responsible for all client acquisition and event marketing, as well as implementation of the corporate database marketing and CRM solutions.

Robert Murray
President
iProspect

Murray is responsible for formulating iProspect's corporate strategy as well as managing the company's operations. With more than 15 years of strategic consulting and financial analysis expertise, he is also in charge of developing and negotiating strategic alliances, identifying acquisition opportunities, and evaluating the company's capital structure. He has served as the president of iProspect for the last five years and led the company through its recent acquisition by Aegis PLC. Previously, he served as the firm's EVP. Prior to joining iProspect, Murray was a marketing and manufacturing strategy consultant for Bain & Company, Inc. of Boston. Murray also has served as a financial analyst for the North American sales group of Lotus Development Corporation in Cambridge, manager of financial reporting for Applied Extrusion Technologies Inc. of Boston, and a supervising senior auditor and certified public accountant for the Boston office of KPMG Peat Marwick.

Jon Myers
Head of Search
MediaVest

Jon has worked in search marketing and online media for more than nine years. Involved in SEO for years and paid search (PPC) since its inception in the U.K., he is recognised for his unparalleled experience and knowledge within search engine marketing in the U.K. He was one of 10 experts selected by Overture (Yahoo) to help create its SEM accreditation scheme.

He is a regular member of search product improvement panels with all of the major search engines within paid search. Jon has actively been involved over the years with industry bodies such as SEMPO and the IAB as a search task force committee member. A regular presenter at industry events, Jon has spoken at Incisive Media's Search Engine Strategies (SES) conferences in the U.K., Europe, and the U.S., as well as at Internet World, AdTech, Marketing Weekly Conferences, Annual Marketing Summit, Revolution Conferences, Online Marketing Show, NMA Training Days and Conferences, NMK Digital Marketing events, and the U.K. Mobile Marketing Conference.

Satya Nadella
SVP, Search, Portal & Advertising Platform Group
Microsoft

Nadella leads Microsoft's engineering efforts across the Search (Live Search), portal (MSN), and advertising platforms. He joined Microsoft in 1992, and most recently led Microsoft Business Solutions (MBS), the group that develops and markets the line of Microsoft Dynamics products that manage financial, customer relationship, and supply chain management functions. During his six years in MBS, Nadella was responsible for Microsoft Dynamics ERP as well as the creation of Microsoft Dynamics CRM and Microsoft Office Small Business product lines.

Prior to that, Nadella founded and led the Microsoft bCentral small business online service, served as general manager for Commerce Platforms Group, and was responsible for Microsoft Commerce Server and Microsoft BizTalk Server products. Nadella was also a key member of several advanced technology incubation efforts inside Microsoft, including interactive television (ITV) and digital rights management (DRM). Nadella's first assignment at Microsoft was in the Windows Developer Relations group, where he was a program manager. Before joining Microsoft, Nadella was a member of the technology staff at Sun Microsystems Inc.

Nadella has a master's in computer science from the University of Wisconsin and a master's in business administration from the University of Chicago.

David Naylor
SEO
Bronco

David Naylor, more commonly known as DaveN, started working in the SEO industry over eight years ago, working mainly with three large corporations, releasing their database-driven data, creating internal link structures, and improving usability. David went on to consult for a variety of online businesses, from corporations to off-shore pharmaceutical companies, retail outlets to large portals. His techniques range from clean white-hat SEO to black-hat SEO, depending on the techniques needed for success. A few years ago, David entered into the affiliate wars and today is a major contributor in the affiliate arena. David's main motivation is that he believes that there is no point having a site if it doesn't rank No 1. He also runs a successful ISP and web design company that specialises in e-commerce solutions and bespoke state-of-the-art programming, which provides clients with not just SEO services but a complete website design, programming, and hosting package. Along with these commitments, he still finds time to moderate at WebMasterWorld and SearchEngineWatch, as well as post on his own blog.

Chase Norlin
CEO
Pixsy Corporation

Norlin is the CEO of Pixsy Corporation, the leading provider of video and image search to websites, applications, and devices. Norlin has spent the last 15 years in the emerging technologies and the online media space. Prior to Pixsy, he served as senior business development executive at Value-Click, where he managed publisher distribution and emerging technologies for the ValueClick display ad network, paid search, and comparison shopping divisions. Prior to Value-Click, he was a senior business development consultant to InfoSpace and was charged with publisher distribution and emerging applications for the paid search division. Previously, Norlin developed Sony's first online photo sharing venture and founded the web's first video sharing company. He also served as an EIR at Boeing Ventures in launching Boeing's online photo and video licensing division.

Lee Odden
CEO
TopRank Online Marketing

An Internet marketing veteran of 10-plus years, Odden is CEO of TopRank Online Marketing. Recognized by MarketingSherpa and topseos.com, TopRank helps Fortune 500 companies with Internet marketing consulting, training, and implementation services. Odden has been cited in numerous books and industry publications, including *The Economist* and *DM News*, on the topics of search, social media, and online public relations. He also publishes Online Marketing Blog, ranked as one of the top 10 marketing blogs by *Advertising Age*. Odden is a regular speaker at Search Engine Strategies, WebmasterWorld Pubcon, DMA Annual Conference, Media Relations Summit, PRSA International Conference, and Mediapost's Search Insider Summit.

Pauline Ores
Sr. Marketing Manager, Social Media Engagement
IBM Corporation

Pauline Ores is responsible for IBM's social media research/metrics strategy and program, in support of IBM's new Web 2.0 network value programs. Pauline's previous roles at IBM include interactive marketing strategy for IBM's Power System UNIX server business and leading web design strategy as part of IBM's corporate brand experience team.

Elisabeth Osmeloski
Director of Online Media
Zonder.com

Elisabeth has been in the search marketing industry since 1999 and recently joined Zonder, a travel search service that helps consumers find and book vacation rentals (privately owned homes, villas, condos, and cabins) online. Elisabeth's area of expertise is adventure travel and action sports marketing, which is complemented by her background as an active travel journalist. At Zonder, Elisabeth is responsible for managing content, organic, and paid search marketing strategies. Prior to joining Zonder, Elisabeth was the editor of Search Engine Watch; she frequently contributes articles on the travel search vertical. She has been a speaker on the Search Engine Strategies conference circuit since 2001, and has planned several Incisive Media conferences and events, including Search Engine Watch LIVE! and SES Travel 2007.

Eric Papczun
Director of Natural Search
DoubleClick Performics

Eric specializes in increasing visibility and traffic to large retail, publisher, lead generation, and financial websites for DoubleClick Performics, the performance-based marketing division of DoubleClick, a leading online marketing firm. Eric drives the strategic direction of natural search programs for DoubleClick Performics' clients, which include many of the nation's top brands. He leads a team of NSO experts who identify critical technical, content, and linking roadblocks that impede the navigation and ranking of a website and its relevant content. Eric's experience in managing interactive marketing programs — both on the client and service provider sides — uniquely positions him to deliver results, while being respectful of a company's distinctive culture. Eric spoke this year at SES New York about strategies for optimizing video for natural search and also writes a monthly byline for Search Engine Land.

Todd Parsons
Co-founder & CPO
BuzzLogic

A co-founder of BuzzLogic, Parsons is responsible for the strategic planning and delivery of BuzzLogic's software products and services. Prior to founding BuzzLogic, Parsons led development of the knowledge bank and online business services for Silicon Valley Bank, where he managed development of productivity and business intelligence products for the bank and venture capital community. Previously, Parsons co-founded Textus Worldwide, a supply chain management consulting firm, and held senior management positions with InnovationWorld and Artmetropolis. Parsons has served on the faculty of San Jose State University's electronic commerce program. Parsons graduated with a B.A. in economics from the University of Utah.

Neil Patel
Co-founder
ACS

Patel is an Internet marketing consultant who founded ACS in 2003. He has led Internet marketing strategies for small and medium-sized businesses as well as top companies such as Hewlett Packard and Samsung. His experiences includes social media optimization, social media marketing, search engine optimization, and buzz/viral marketing.

Dhana Pawar
Co-Founder & VP Products
Yojo Mobile

Pawar manages the development of Yojo's mobile products. She was responsible for launching Mizpee, a very popular location-based application and was instrumental in growing

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What's going to happen in search...

in the next 10 years?

"The new Google 3.0 Wayfarer sunglasses will revolutionize shopping. You see a pair of sneakers in the window of "Foot Locker." Now do you click the search button on your glasses to find other sneaker outlets? Do some price negotiation? Or have Shopzilla buy your size at the cheapest price?

— WILLIAM FLAIZ, AVENUE A / RAZORFISH

MizPee's usage to over 100,000 members and 1.2 million hits in less than five months. Pawar has contributed a wealth of experience to the wireless industry. She has worked extensively with leading carriers such as Verizon, AT&T, and Sprint, as well as brands like P&G, Disney, Rand McNally, and Toyota. She was also responsible for successful mobile marketing campaigns for Covergirl, P&G, NBC/Bravo, Lifetime Disney, Toyota, Island Def Jam, Sony Music, Mini USA, Vespa USA, Dolce Resort, and Spike TV.

Randy Peterson
Search Marketing Innovation Manager
Procter & Gamble

Randy is search marketing innovation manager at P&G. He received his B.S. in computer science from the University of North Dakota and has held senior system analyst positions with ATT and Comtel Communications. In 1993 he joined Procter & Gamble Far East, where he held positions working in Japan, Korea, Singapore, and the Philippines. Randy is now located in Cincinnati.

Randy Pickard
VP Product Innovation
User Centric Inc.

Randy is the VP of product innovation at User Centric, a global user experience consulting service. He has 19 years of marketing experience and has spoken at a number of Internet marketing conferences. At the intersection of SEO and usability, Randy has been optimizing web pages for search since 1996. Prior to User Centric, he was VP of marketing at iNest Realty. Randy took over a marketing effort that was producing four to five sales a month in 1999 and developed it into a program that generated over 400 home sales per month during the height of the real estate boom, with total lifetime sales of new homes worth over $3.6 billion.

Cris Pierry
Senior Director of Product Management
Yahoo! Search

Cris is responsible for the product management of Yahoo Search, including web search, multimedia search (image, video, and audio), next generation search, and social search. Prior to this role, Cris was responsible for the development all of Yahoo's multimedia search products as well as a host of international web search properties. Cris has over 16 years of technical development, computer engineering, and leadership experience at companies like Microsoft, Action Engine, and Yahoo. In previous roles, Cris has led teams to create cutting-edge products at both large and small companies. Previously, Cris co-founded Action Engine Corporation, focusing on the design of mobile web services platforms for wireless carri-

ers to enable rapid and efficient deployment of advanced data services for operators in Europe, Asia, Australia, and America. Cris holds a B.S. in computer science from Worcester Polytechnic Institute in Worcester, Mass.

Scott Prevost
General Manager & Director of Product
Powerset

Dr. Scott Prevost is GM and director of product of Powerset, a venture capital-funded startup that's building a transformative consumer search engine based on natural language processing. For over a decade, Dr. Prevost has worked to bring natural language processing technology to the marketplace. As a graduate student at the University of Pennsylvania, he developed theoretical models of prosody for synthetic speech, as well as technology to generate dialogue for autonomous agents. In post-doctoral research at the MIT Media Lab and FX Palo Alto Lab, he integrated gestures, facial expressions, and other interactional cues into his research, creating lifelike 3D characters with speech recognition, dialogue processing, and vision capabilities.

Dr. Prevost co-founded and served as CEO of Headpedal, Inc., a software company that specialized in creating virtual character interfaces for customer-facing applications on the web. He also previously served as CEO of Animated Speech Corporation, which produces interactive, animated tutors for speech and language development.

Jeff Pruitt
President, SEMPO
VP, Corporate Sponsorships, iCrossing

Pruitt joined iCrossing in 1999 as CFO and director of business development. Currently, he manages iCrossing's corporate partnerships, determining how iCrossing will use partner information to create the best solutions for their clients. Pruitt sits on the advisory councils of Google, Yahoo, and Microsoft. Additionally, he has served three terms on the Search Engine Marketing Professionals Organization (SEMPO) board, and is the current president and co-chair of the development committee. He also serves on the advisory board of the Yellow Page Association (YPA).

Pruitt has been a speaker at a number of industry conferences, including ad:tech Chicago and San Francisco; SES San Jose, New York, and Chicago; OMMA Video in L.A.; keynote speaker at the Baidu World Conference; and keynote at the 2007 SEMPdx Conference in Portland. Before coming to iCrossing, Pruitt spent six years at Arthur Andersen in the audit and finance divisions. Pruitt has a B.A. in accountancy from Arizona State University, and is a member of the American Institute of Certified Public Accountants and the Arizona Society of Certified Public Accountants.

Brock Purpura
CEO
Etology

Brock Purpura is CEO of Etology, an international ad-exchange network. With almost a decade of online experience, Brock gained the bulk of his corporate development and online experience as head of corporate operations of Friendfinder Inc. for eight years, a world-renowned online dating and social network, which he helped build from a startup to a 250+ employee company. Originally from New Jersey, Brock moved to Silicon Valley in California during the first dot-com boom and still resides there. He frequently meets with new startups and web executives to lend his expertise in online trends and Internet business modeling.

Erik Qualman
Global VP
EF Education

Erik Qualman is the global VP of online marketing for EF Education, headquartered in Lucerne, Switzerland. EF Education is the world's largest private educator (Student Tours, Language Schools, Smithsonian, Hult MBA School, Au Pair Exchange, Student Exchange, etc.). Qualman works out of the 850-person Cambridge, Mass., office. Prior to joining EF Education, Qualman helped grow the marketing and e-business functions of Cadillac & Pontiac (1994-97), BellSouth (1998-2000), Yahoo (2000-03), EarthLink (2003-05), and Travelzoo (2005-08). Qualman holds a B.A. from Michigan State University and an MBA from the University of Texas at Austin. Qualman is a frequently requested speaker within the Internet and marketing community. He's also an acclaimed fiction author — more information is available at American Novel. A former basketball player at Michigan State University, Qualman still finds time to follow his beloved Spartans.

Dan Quinn
Manager of Global E-business
Research In Motion

Quinn is primarily responsible for all consumer, partner, and mobile web programs, in addition to global online marketing, search marketing, and social media strategy at RIM. During his time at RIM, Quinn has worked to build global search marketing and search optimization practices for the company.

Jeff Quipp
President & CEO
Search Engine People

Jeff is president and CEO of Search Engine People Inc., one of Canada's leading search/social marketing companies. With more than eight years' experience in the search space, Jeff is an online marketing strategist and a pioneer in the field. He

is a visionary in the SEO/SEM/SMM field and was among the first to foresee the potential of search engines as an integral component of the marketing mix. Jeff has an MBA from Wilfrid Laurier University, and a B.A. in economics.

Avi Rappoport
Editor
SearchTools.com

Avi Rappoport is the editor of SearchTools.com, and has offered an unbiased perspective on website, Intranet search, and enterprise search since 1998. She combines her studies in library and information studies with years in software development to analyze how search engines work, and how they can best fit in a specific situation. She covers robot crawling, data interfaces, index features, query processing, retrieval, relevance ranking, search and results page UI and UX, specialized search log analytics, and maintenance processes. Consulting clients have ranged from the Library of Congress to Salon to Procter & Gamble, and she frequently presents talks and workshops at the Enterprise Search Summit, Web Development, and other conferences.

Irene Rigos
Senior E-commerce Manager
Wyndham Hotel Group

Irene is a senior e-commerce manager for Wyndham Hotel Group, part of Wyndham Worldwide, the world's largest lodging franchisor. With over eight years of Internet experience, Irene has held a variety of roles that have led to the strategic development and successful launch of various global marketing campaigns, including SEM/SEO, e-mail marketing, strategic partnerships, and affiliate. Her skills in usability and website product development also played a key role in her company's international expansion in EMEA, with the development of in-language websites for the U.K. and Germany. Currently, Irene is leading the optimization of the SEM strategy for all Wyndham Hotel Group brands.

Ken Robbins
Co-Founder & President
Response Mine Interactive

Robbins has more than 20 years of combined sales and marketing experience. He began his professional career in 1984 at the age of 20 by knocking on doors and offering his services as a residential real estate agent. By 26, he was a multi-million-dollar residential real estate broker. In 1996, he joined Bennett Kuhn Varner (BKV) as a direct response television product consultant, primarily working on the Dirt Devil account. He later led various web-related projects, including media tests and search engines. In 2002, Response Mine Interactive was launched as a sister agency of BKV, with Robbins

at the helm. He sits on the Yahoo agency advisory council and is a member of the Atlanta Interactive Marketing Association (AiMA), Search Engine Marketing Professional Organization (SEMPO), and Shop.org, a division of the National Retail Federation.

Jeffrey Rohrs
VP, Agency & Search Marketing
ExactTarget

Rohrs serves as VP, agency and search marketing for ExactTarget, the market leader in on-demand e-mail software solutions for permission-based e-mail marketing. Prior to joining ExactTarget, he served as president of Optiem, a full-service Internet marketing agency whose clients include Sherwin-Williams, Things Remembered, and Insurance.com. A "recovering attorney," Rohrs is well-versed in marketing law and is a featured speaker on legal and emerging issues at Incisive Media's Search Engine Strategies conferences held in San Jose, New York City, and Chicago. He was also a featured speaker at Marketing Sherpa's inaugural E-mail Marketing Summit. He has been quoted on a variety of interactive marketing topics in publications such as *Advertising Age*, Wired.com, *Marketing Sherpa, Target Marketing*, ClickZ, *Inside Business*, and *The Plain Dealer*. Rohrs received his J.D. and master's in mass communication from Boston University. He received his undergraduate degree from Miami (Ohio) University, where he currently serves on the advisory board for the school's interactive media studies program.

Mark Rosenberg
Of Counsel
Sills Cummis & Gross P.C.

Rosenberg is Of Counsel to Sills Cummis & Gross P.C.'s intellectual property practice group and is resident in the firm's New York office. For more than 18 years, he has assisted clients in a variety of industries in acquiring, protecting, enforcing, and licensing their intellectual property rights. In the Internet field, he has assisted clients in reaching cost-effective resolutions of disputes relating to web, pop-up, and e-mail advertisements, as well as domain names. He has also drafted web hosting, website development, and list rental agreements, privacy policies, and website terms and conditions. He is a seasoned litigator who has successfully handled many complex patent, trademark, trade dress, and copyright actions.

David Roth
Director of Search Marketing
Yahoo!

David guides SEM and SEO strategy across all Yahoo properties, overseeing programs and establishing internal best practices and reporting standards. He previously worked with

Carat Fusion as the director of search engine marketing in the San Francisco office. Previously, Roth worked with eonMedia, Avenue A | Razorfish, and Inceptor. He holds an MBA from UC San Diego and a B.A. in sociology from UC Berkeley.

Alissa Ruehl
Manager of Paid Search Services
Apogee Search

Alissa is the manager of paid search at Apogee Search, the largest search marketing firm in the Southwest. She was one of Apogee's first five employees and has been personally involved in the management of paid search campaigns for over 100 companies, including Golfsmith, Lance Armstrong Foundation, PerkinElmer, and St Jude Medical. Alissa assists clients by defining strategies to integrate their paid search into multi-level, online, and offline tracking systems. This allows Apogees' clients to move beyond basic analytical models to more forward-thinking models that actually drive revenue. Prior to immersing herself in the world of paid search, she worked in direct mail for the American Heart Association. She got started in online marketing while acquiring dual degrees in marketing and the enigmatic Plan II honors program at the University of Texas. She is a certified Google Adwords professional and a certified yoga teacher. If you're bored, ask her how those are related.

Kevin Ryan
VP, Global Content Director
Search Engine Strategies & Search Engine Watch

Ryan is a seasoned industry veteran. His former roles include VP, interactive media, for the Interpublic Group agency; Wahlstrom Interactive; and CEO of Kinetic Results, a 2006 *Advertising Age* top 20 search engine marketing firm. Ryan recently founded a strategic consulting firm, Motivity Marketing, and has written over 200 articles on search and interactive marketing as search editor for iMedia Communications, a trade publisher and event producer serving the interactive media and marketing industries. His former client roster includes notable brands such as Rolex Watch USA, State Farm Insurance, Farmers Insurance, Minolta Corporation, Samsung Electronics America, Toyota Motor Sales USA, Panasonic Services, and Hilton Hotels. Additionally, Ryan has volunteered his time with the Interactive Advertising Bureau (IAB), Search Engine Marketing Professional Organization (SEMPO), and several regional nonprofit organizations.

Ryan Sarver
Founder & VP of Business Development
Skyhook Wireless

Ryan leads product initiatives, including the consumer product Loki, at Skyhook. Ryan's focus is on leveraging the WPS plat-

form in consumer applications and experiences through products like Loki or through partnerships. Prior to Skyhook, Ryan was founder and CTO at Xplana, Inc, an educational software company. He is also the founder and chair of the LocationAware Working Group, whose goal is to work with browser vendors, location providers, and location consumers to define a privacy-aware standard for making a user's geolocation data available through a simple API. Ryan is also an invited expert for the W3C's ubiquitous web applications working group.

Matthew Scheybeler
CTO
blinkx

Matt joined blinkx in 2004 as a technical director. He began his career at Autonomy Corporation, where he spent three years, becoming highly proficient in rich media-related technology and advancing from programmer to team leader. Prior to blinkx, he founded his own consultancy firm, Automatic Software, where he worked with a variety of mobile and enterprise search companies. Matt holds a BSc in artificial intelligence and computer science from Edinburgh University.

Erica Schmidt
Global Director of Search
Isobar

Schmidt is responsible for helping Isobar search agencies across the globe increase their revenues from search engine marketing, and she assists Isobar agencies in launching iProspect-branded SEM practices. Schmidt also ensures that each agency is delivering services according to iProspect U.S. best practices. Prior to Isobar, Schmidt was client services director at iProspect, overseeing a number of client-facing search teams; she focused on delivering superior strategies and proactive account management to clients. A polished speaker, Schmidt has presented at various conferences around the globe, including Search Engine Strategies. She has also authored articles for industry publications, including *Pharmaceutical Executive Magazine* and *Direct Magazine*.

Mark Scholz
Interactive Manager of IPG Worldwide
Hewlett-Packard

Mark has oversight responsibility for all forms of interactive marketing for the imaging and printing group at HP. This

includes management and coordination of the online media spend and accountability for HP's four agencies, geos (40+ countries), and product lines within IPG. Over the past eight years, Mark has worked in a number of search marketing and traditional advertising capacities.

Robert Scoble
Managing Director
FastCompany.TV

Scoble is an American blogger, technical evangelist, and author. He is best known for his popular blog, Scobleizer, which came to prominence during his tenure as a technical evangelist at Microsoft. He currently works for Fast Company as a video blogger. Along with with Shel Israel, he is the co-author of *Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers*.

Jay Sears
EVP, Strategic Products & Business Development
ContextWeb, Inc. / ADSDAQ Exchange

Sears is an EVP at ContextWeb, creators of the online advertising exchange ADSDAQ. He is responsible for bringing new products to market as well as developing key strategic relationships that drive audience and revenue acquisition. Prior to ContextWeb, Sears was SVP business and strategy development for EDGAR Online (1997-2004), where he drove the strategy that took the company from an under $1 million entrepreneurial business to a publicly-traded NASDAQ company. He created over 300 partnerships including ones with Yahoo, the Nasdaq Stock Market, and Microsoft. Prior to EDGAR Online, he served as VP marketing for Wolff New Media, the subject of *Burn Rate* by *Vanity Fair* media columnist Michael Wolff. Sears regularly speaks at industry conferences such as Search Engine Strategies and CIMA and has been quoted in publications such as Jack Myers Report, *MediaWeek*, *Inc Magazine*, and others. Sears received his B.A. in political science from Kenyon College in 1989.

Shashi Seth
Chief Revenue Officer
Cooliris

Shashi Seth is the chief revenue officer for Cooliris, a company which creates technology that allows users to browse the web in rich, immersive, and intuitive ways. Previously,

Shashi was the head of monetization at YouTube, where his team focused on building advertising products, exploring new monetization opportunities, and defining new business models. Prior to that, Shashi was the product lead for web search at Google. His team focused on products and features for core search, social search, and search personalization (both implicit and explicit personalization). Shashi started his career at NASA Langley Research Center, where he built flight simulators and futuristic avionics equipment. While there, he initiated and managed the world's first in-flight cockpit weather display programs. He holds a bachelor's degree in mathematics and statistics and a master's in computer science.

Aaron Shear
Partner
Boost Search Marketing

Aaron is a partner in Boost Search Marketing, an enterprise-level global consulting firm. He offers expert advice to many of the most trafficked sites around the world. Previously he was global director of SEO at Shopping.com, an eBay company. While there, Aaron spearheaded the global optimization efforts of Shopping.com, Dealtime.com, and Epinions.com. Prior to Shopping.com, Aaron was the CTO at SEO Inc., where he spearheaded optimization efforts with clients such as IGN Entertainment, Vegas.com, Sierra Trading Post, Sony Motion Pictures, Archer Daniels Midland, Alliance Business, and Centers Network. Aaron previously worked as a technical account manager at Inktomi, where he learned SEO from the creators of the search engines first-hand. His primary responsibility was managing client relationships with MSN, IWon, Hotbot, HP, and others. Aaron has been optimizing websites since the late '90s and has provided hundreds of businesses with top SEO and SEM returns.

Lee Siegel
Author
Against the Machine

Lee Siegel is the winner of the 2002 National Magazine Award for reviews and criticism and the author of two books of essay collections, including *Falling Upwards* and *Not Remotely Controlled*. Lee has also been the television critic for the New Republic, the art critic for Slate, and the book critic for the Nation. Siegel's current controversial critique of web culture, *Against the Machine: Being Human in the Age of the Electronic Mob*, was published in January 2008.

Marshall D. Simmonds
Chief Search Strategist
New York Times / About.com

Simmonds is the chief search strategist for The New York Times Company. He is responsible for maximizing traffic and search engine exposure, and promoting the many brands by implementing strategic marketing techniques for NYTimes.com, Boston.com, IHT.com, and About.com's 500 topic sites and properties (Consumer Search, Calorie Count, Baseline Studio Systems, UCompareHealthCare). In addition to his work with The Times, he is also spearheading "Define Search Strategies," an enterprise search consulting service, funded by The New York Times Company, working with many of the largest publishers in the world. Simmonds is a worldwide speaker and a regular presenter at Incisive Media's Search Engine Strategies and Webmaster World conferences. He specializes in educating large companies on the process of bringing search marketing in-house and into the daily workflow. His experience includes education and training programs, an expertise in content management services (home-grown and popular packages), extensive site redesigns, optimizing data-based content, and assessing and quantifying results through log-file/metrics services (home-grown and popular packages).

Jaideep Singh
CEO & Co-Founder
Spock.com

Singh is CEO of Spock Inc., the leading people search engine focused on helping users find and discover people. Prior to founding Spock, he was an investment professional and EIR at Clearstone Venture Partners, a leading venture capital firm with investments in companies such as Overture, Paypal, and Netzero. His focus as an investor was early-stage investing in consumer and enterprise technology businesses. Previously, Singh spent over eight years in operating roles that included the development, management, and marketing of software.

As product marketing manager at Wind River, he managed the flagship product, VxWorks, for all the major semiconductor platforms. Additionally, he managed all I/O connectivity products. Prior to his marketing role, Singh held management and engineering positions at Wind River, IBM, and Siemens. He received his MBA from The Wharton School and holds a B.S. in computer engineering from the University of Arizona, where he also completed all the coursework for an M.S.

Martin Sinner
Founder & Managing Director
Idealo Internet GmbH

Martin is founder and managing director of Idealo Internet GmbH, a Berlin-based company that runs product and flight price comparison websites within Germany, France, and the U.K. Idealo.de is among the top players in Germany and within the top 50 of all German websites. Idealo was acquired in 2006 by Germany's leading publishing company, Axel Springer AG. Martin is now responsible for several SEO and SEM activities of Axel Springer companies.

Speaker Bios

What's going to happen in search...

in the next 10 years?

"Search will be integrated into those 'Back to the Future' hover-boards that we'll all be riding.

— Matt Cutts, Google

Jennifer Slegg
Owner
JenSense.com

Jen began as a freelance writer and then turned to writing content for the web 10 years ago. She has created numerous content-rich and community-based sites in niche markets. As a result, she is well-versed in the many ways to monetize content online. Jen also has considerable experience with issues that writers face online, including copyright infringement and duplicate content, and how to combat them so they don't affect search rankings. Acknowledged as the leading expert on the Google AdSense contextual advertising program, she recently launched JenSense, a blog dealing exclusively with contextual advertising. Her unique style brings insight to both publishers and advertisers of contextual ad programs. She is also well-known as "Jenstar" on the various search forums, and is a moderator of Google AdSense, Yahoo Publisher Network, contextual advertising at Search Engine Watch, and the Google AdSense forum at WebmasterWorld.

Brian Smith
Analyst
ComparisonEngines.com

Brian covers the shopping comparison engine industry through ComparisonEngines.com. You may also know Brian through VerticalSearch.net, where he covers the online travel and job search verticals; or Search Engine Watch, where he's a shopping search correspondent and SearchDay contributor. Over the last 11 years, he's been involved with a number of Internet start-ups, researching, planning, implementing, and optimizing cost-effective online marketing and business development programs. Brian has a passion for metrics-oriented marketing activities that drive targeted traffic at a low cost per acquisition (CPA) for e-commerce companies. He has hands-on experience with search engine optimization (SEO), pay-per-click (PPC) marketing, e-mail marketing, adware, banner/media buying, and affiliate program management.

Chris "Silver" Smith
Lead Strategist
Netconcepts

Smith provides thought leadership in the innovative development of GravityStream (www.gravitystream.com), a web proxy solution for optimizing dynamic websites for improvement in natural search traffic. He also provides custom consulting on search engine optimization for clients, and writes on various Internet marketing topics for a number of industry sites and forums. Smith previously worked for Verizon Superpages.com, where he served as head of the advanced technology and development department, instituted a highly competitive and company award-winning natural search optimization program, and founded the company's SEO council.

Smith has five patents pending for local search and user interface technologies. He works from his home in the Dallas/Fort Worth area and blogs regularly on technology and Internet marketing topics at Natural Search Blog (www.naturalsearch-blog.com).

Jamie Smith
CEO
Engine Ready

Smith got an early entrepreneurial start during the beginning of the Internet boom building and selling websites. He has over 10 years of Internet marketing experience, continually staying on top of the newest opportunities in the ever-changing online business landscape. In 1998, Smith founded World Methods, an Internet marketing agency headquartered on the island of Martha's Vineyard.

World Methods and Engine Ready merged in September 2001, putting together a robust online services organization with a talented group of Internet software visionaries. Under Smith's tenure, Engine Ready has transformed from a local Internet marketing services company into a leading strategic software development firm. Smith studied business administration at the University of Vermont and has a B.S. in management and occupational safety from Keene State College.

David Snyder
Search Specialist
JRDunn.com

David is the search strategist and marketer for JRDunn.com, a leading name brand jewelry e-commerce site. David parlayed his gifts as a published writer and former teacher into his current Internet marketing career. His specialties include search engine optimization, search engine marketing, online press strategies, and social media marketing and optimization. David is a true Florida native. He was raised in Miami and now resides with his wife and son in Delray Beach.

Stephan Spencer
Founder & President
Netconcepts

Stephan Spencer, M.Sc., is president of Netconcepts, a full-service interactive agency with specialization in search engine optimization (SEO) and e-commerce, as well as e-mail marketing through its GravityMail division. Stephan founded the company in 1995 as a web development firm. Over time, Netconcepts has become one of the leading voices for search engine-ready e-commerce. Clients include Home Shopping Network, AOL, Verizon SuperPages.com, Discovery Channel, and REI. Stephan is a frequent speaker at Internet conferences around the globe for organizations such as the DMA, the AMA, Shop.org, Search Engine Strategies, Internet World, IQPC, and IIR. Stephan is a senior contributor to Marketing-Profs.com, a monthly columnist for Practical Ecommerce, and a contributor to numerous business and marketing magazines. He is co-author of the analyst report, "The State of Search Engine Marketing 1.0 — New Strategies for Successful Cataloging," published by *Catalog Age*.

Marshall Sponder
Senior Web Analyst
Monster.com

Marshall is senior web analyst at Monster.com and is on the board of directors of the Web Analytics Association for social media. Marshall also paints and shows his work and art musings at www.artnewyorkcity.com.

Michael Stebbins
CEO & Founder
Market Motive

After serving as a marketing strategist for ClickTracks, Silicon Graphics, Fujitsu, and other entrepreneurial companies, Michael started Market Motive with a vision to teach marketers how to get the most out of Internet marketing. Named Marketing Executive of the Year 2007 finalist, Michael has authored a patent-pending web analytics method and frequently speaks on web analytics, paid search, Internet marketing processes, and automation systems.

Gary Stein
Director of Strategy
Ammo Marketing

Gary has been in the interactive industry since 1993, when he was director of content at Mactivity, Inc. More recently, he was the senior advertising analyst at Jupiter Research and senior strategist at Red Sky Interactive. Gary has worked with a number of top-brand clients, including Coca-Cola, P&G, Lands' End, and Visa. He currently lives in San Francisco with his family.

Michelle Stern
Client Services Director
iProspect

Stern is responsible for managing multiple client-facing teams on organic and paid search engagements. She leads overall campaign strategy, including the integration of search efforts and other client marketing initiatives, and oversees training and development for client services managers and search marketing specialists. Stern joined iProspect in 2005 as a paid search specialist and served as a client services manager before becoming a client services director. In addition to search, Stern's expertise is in market research and consulting. Prior to iProspect, Stern was a project manager for Copernicus, a leading market research firm, where she worked with Fortune 500 companies in many industries, delivering customer segmentations and brand positioning recommendations. Stern is a Google-certified AdWords professional and a Yahoo ambassador. She is a graduate of Dartmouth College in Hanover, N.H.

Jim Sterne
Target Marketing
Chairman, Web Analytics Association

Sterne is an international speaker on electronic marketing and customer interaction. A consultant to Fortune 500 companies and entrepreneurs, he focuses his 25 years in sales and marketing on measuring the value of the Internet as a medium for creating and strengthening customer relationships. Sterne has written six books on Internet advertising, marketing, and customer service, including *Web Metrics: Proven Methods for Measuring Web Site Success*.

He is the producer of the annual eMetrics Marketing Optimization Summit (www.emetrics.org) and is the founding president and current chairman of the Web Analytics Association. He was named one of the 50 most influential people in digital marketing by *Revolution*, the U.K.'s premier interactive marketing magazine.

Gregg Stewart
SVP, Interactive
TMP Directional Marketing

Gregg is responsible for managing the interactive and local search programs for TMPDM's many clients. Working with senior-level management, Gregg continually innovates, develops, and upgrades products, services, and technologies. Most importantly, Gregg finds and develops the best talent to serve TMPDM's interactive business clients. TMPDM, the largest ($500 million) local search, Yellow Pages, and search engine marketing firm, is independent and headquartered in New York with 700 employees and 22 offices in the U.S. and Canada. TMPDM serves hundreds of clients, including more than 100 Fortune 500 companies.

Speaker Bios

Annie Stickney
Search Engine Optimization Lead
Forbes.com

Stickney is the SEO lead for Forbes Digital. She previously worked as the online marketing manager for SpaFinder.com, where she was in charge of online analytics, e-mail marketing, PPC, and SEO. She is a certified Google professional and a Yahoo ambassador. With a degree in behavioral neuroscience from Gettysburg College, she is currently combining her love of behavioral analysis with the science of SEO.

Jessie Stricchiola
Founder
Alchemist Media Inc.

Jessie began her search engine optimization career in 1997. After moving to Los Angeles in 1999, she started Alchemist Media, Inc., a small search engine marketing consultancy featured for the past four years in *BtoB*'s top 100 search engine marketing companies in the U.S. and consistently listed in TopSEOS.com's top 20 organic search engine optimization firms. Alchemist has offices in both Los Angeles and San Francisco. For the past five years, Jessie has been a guest speaker at each of the search industry's leading conferences, including Incisive Media's Search Engine Strategies conferences, ad:Tech, WebmasterWorld's World of Search (Pub-Con), WebGuild, and Shop.org. She has also spoken in front of various organizations, including the California Bar Association and the Federal Expert Witness Association. As one of the original nine co-founders of SEMPO (the Search Engine Marketing Professional Organization), she also served two years on the board of directors for the organization.

Sean Suchter
VP
Yahoo! Search Technology Engineering

Sean has nearly 10 years' experience in web search and currently runs the Yahoo search technologies team, where he is responsible for both engineering and product management of the algorithmic side of Yahoo web search. Sean came to Yahoo in March 2003, during the company's acquisition of Inktomi, where he had been leading the search engine team. Sean started at Inktomi in 1998 as an engineer. He holds a B.S. in engineering and applied science from the California Institute of Technology in Pasadena, Calif.

Danny Sullivan
Editor-In-Chief
SearchEngineLand.com

Widely considered a leading search engine guru, Danny has been helping webmasters, marketers, and everyday web users understand how search engines work for over a decade. Danny began covering search engines in late 1995, when he undertook a study of how they indexed web pages. The results were published online as "A Webmaster's Guide To Search Engines" — a pioneering effort to answer the many questions site designers and Internet publicists had about search engines. The positive reaction from both marketers and general search engine users caused Danny to expand the guide into Search Engine Watch, where he served as editor in chief through November 2006. Now he heads Search Engine Land as editor in chief. Danny also serves as Third Door Media's chief content officer.

Tim Sullivan
Co-founder & CEO
CO2Stats

Sullivan received an M.Phil. and M.A. from Yale University, where he is currently completing his Ph.D. on the history of the social impact of media. He received an A.B. from Boston College, from which he graduated Phi Beta Kappa and summa cum laude. He has three pending patents, and his research has been featured in *Scientific American, Wired, Reuters, and The L.A. Times*. He is the author of numerous articles and a book. Sullivan is a director of the Yale Club of Boston.

Mikkel deMib Svendsen
Creative Director
deMib.com

Mikkel deMib Svendsen is a long-term moderator at Search Engine Forums, where he established and managed the two forums, "Dynamic pages, frames and stuff" and "Non-English Search Engines." He is known as the resident authority on advanced problems with frames, dynamic pages, Flash, and cloaking. He has years of experience with search engines and SEO, having served as manager of the largest Scandinavian search engine and as VP of product development at Ankiro, Denmark's leading search product company. He also regularly services a number of Europe's major portals and search engines as a consultant in search-related projects. He served as co-chair of Search Engine Strategies Copenhagen 2001.

David Szetela
CEO
Clix Marketing

Search advertising expert David Szetela founded Clix Marketing in 2003, following a 25-year career in technology sales and marketing. He is active in the Search Engine Marketing Professional Organization (SEMPO) and authored two lessons in SEMPO's advanced search advertising course. His articles have been published in online publications such as Search Engine Land and the Clix Marketing Blog, and he is a frequent speaker at industry conferences like the PPC Summits, Marketing Sherpa Summits, and Search Engine Strategies.

What's going to happen in search...

in the next 10 years?

"You'll be able to ask your Googlebot, 'Where are my car keys?' and your SERP would be projected from the Googlebot as a 3D hologram of your house, showing the exact location of your car keys — great!

— ANDERS HJORTH, RELEVANT TRAFFIC

Marcus Tandler
CEO
Creativity in Action

Tandler is the CEO of German-based SEO company Creativity in Action, which has a strong focus on SEO services for large companies and websites looking to improve their rankings within the Google guidelines. He started working in the SEO industry over seven years ago. Tandler started out as technical supervisor for a new economy startup company. After the bubble burst, he was head of the new media unit at the media agency Alleswirdgut, working with top clients such as BMW, the German postal service, Universal Studios Network Germany, and several German TV stations. Before founding CIA, he was head of online marketing for the German job board jobscout24.

He is co-host of the popular "Webmasters on the Roof" show on Webmasterradio.FM, as well as a regular speaker at various conferences such as Search Engine Strategies and the Casino Affiliate Convention. He holds a master's of arts and a diploma in marketing, and is working on his doctor in computer science. He resides in Munich, Germany.

John Tawadros
Chief Operating Officer
iProspect

Tawadros is responsible for overseeing the ongoing development of iProspect's client service and campaign management process, as well as all the proprietary technologies used to support those efforts. iProspect's client-facing, algorithmic search, paid search, and technology teams all report to Tawadros.

Prior to joining iProspect in 1999, Tawadros worked for Picturetel Corp., a teleconferencing company, where he was customer service manager. At Picturetel, Tawadros was awarded the presidential award. Tawadros has written numerous articles for industry publications, including iMedia Connection and MediaPost, and he is a regular columnist for Search Engine Watch. He also contributes to iProspect's own "Search Marketing Advisor" newsletter. Tawadros has spoken at numerous industry events, including the BtoB Lead Generation Summit and Search Engine Strategies. He received his bachelor's of business in computing from Victoria University of Technology in Australia, where he also worked as a support service advisor.

Rebecca Thompson
VP of Marketing
Vivisimo

Rebecca has more than a dozen years of experience in high-technology marketing in both Pittsburgh and Silicon Valley. Formerly the VP of marketing at FreeMarkets, she was responsible for managing and developing FreeMarkets' brand image and overseeing its global supply management solutions and all corporate marketing initiatives. Before FreeMarkets, Rebecca was director of corporate marketing for FORE Systems, where she led the corporate communications, advertising, and market intelligence programs. She also worked as a manager of industry relations for Cisco Systems and as an industry analyst for Dataquest/Gartner Group, both in San Jose, Calif. She has a B.A. in sociology from the University of North Dakota.

Cynthia Tillo
Sr. Product Manager of Advertising Services
Adobe Systems

Tillo is the senior product manager for advertising services at Adobe, where she is responsible for Ads for Adobe PDF, a new service that enables publishers to monetize PDF-based content through advertising. Prior to joining Adobe, Tillo was director of product management at Oracle Software. In this role she managed two product lifecycle management (PLM) software solutions, overseeing global teams across San Jose, India, and China. Earlier in her career, Tillo held the position of senior consultant at Zefer Interactive, where she consulted Fortune 100 and new venture clients on formulating their online e-business strategy. Tillo began her career at Hewlett Packard, where she managed supply chain programs for HP's Laserjet business. Tillo holds a B.S. from the University of California, Berkeley.

Dana Todd
CMO
Newsforce

Dana Todd is one of the most passionate and entertaining voices in the search marketing industry today. A highly sought-after speaker for international conferences such as Search Engine Strategies, DMA, Ad:tech, OMMA, and the Online Marketing Summit, she regularly takes on the industry's hottest topics and goes head to head with search heavyweights. With more than 10 years' experience building brands online, Dana is

considered an SEM pioneer. A search evangelist, she helped found the industry's largest trade organization, SEMPO. She served two terms as president of SEMPO, starting in 2005, and currently serves on the board of directors. She's also on the board of advisors for YPA and Ad:tech. As a co-founder of SiteLab International, a full-service interactive agency, Dana's extensive knowledge of search engine marketing has helped grow the company into a top U.S. interactive agency.

Joel Toledano
Co-Founder & CEO
Krillion

Joel is co-founder and CEO of Krillion Inc. (www.krillion.com). Krillion is the premier provider of local shopping search information, serving today's ready-to-buy consumers who research products online for purchase from retailers in their area. Prior to Krillion, Joel was the director of business development and chief negotiator for the Yahoo Search business unit, where he was responsible for establishing and managing strategic partnerships to identify, develop, and execute new revenue-producing channels and business initiatives with both startups and established companies. Prior to his work for Yahoo Search, Joel worked in business development for Yahoo consumer services, where he was responsible for development and implementation of Yahoo-branded Internet access services, including services offered through alliances with SBC and other broadband and narrowband providers. Before joining Yahoo, Joel ran business development for Rentals.com until it was acquired by Primedia in 2001.

Cory Treffiletti
President, Managing Partner
Catalyst:SF

Cory has been a thought leader in interactive marketing and advertising since 1995, both launching and developing a number of successful interactive agencies as a senior executive with i-Traffic, Freestyle Interactive, Real Branding and Carat Interactive/Carat Fusion. In addition, Cory is a serial entrepreneur and business owner, having launched marketing efforts for IUMA (formerly a division of eMusic), Sharkle (a division of ViTrue), and others. He has worked with some of the world's top brands, including BMW, Kodak, Western Union, Warner Bros., and Electronic Arts.

Cory is frequently asked to speak at agency and publisher summits and conferences, while also authoring a weekly column on Wednesdays for Mediapost (http://blogs.mediapost.com/spin/) and a daily blog post at www.treffiletti.com. Additionally, Cory is the Internet advertising industry's confirmed No. 1 Pearl Jam fan, having attended more than 48 shows since 1991.

Bob Tripathi
Search Marketing Strategist
Discover Financial Services

Bob manages enterprise wide organic search and paid campaign strategy for Discover. He also sets SEO strategy and provides education to build SEO best practices into the workflow of business groups across Discover Financial Services, including credit cards, prepaid gift cards, small business cards, education finance, and Discover Bank.

Bob has over seven years of hands-on experience in SEO and managing PPC campaigns in both B2B and B2C industries. Over the years, he has worked with businesses of all sizes, helping them to generate revenues and achieve positive ROI with search engine marketing. Bob has a B.A. in international business and marketing from Eckerd College, Fla. He is a co-founder of SEMPO Chicago Working Group and also serves in the in-house search committee at SEMPO.

Frederick Vallaeys
Google AdWords Evangelist
Google

Vallaeys helps advertisers learn about which Google products are best to support their marketing goals. He also represents the needs of advertisers to the engineering and product management teams. He joined the company in 2002 to help bring AdWords to the Dutch and Belgian markets. Since then, he has been involved in the design of many of AdWords' core features in addition to those related to new and traditional media. Prior to Google, Frederick was an engineer at Sapient as well as a part-time wedding photographer who found new customers through AdWords. He holds a bachelor's degree in electrical engineering from Stanford University.

Matt Van Wagner
President
Find Me Faster

Matt is a seasoned sales and marketing professional specializing in search engine marketing strategies for small and medium-sized companies in New Hampshire, Maine, Massachusetts, and Vermont.

An award-winning speaker whose presentations are usually as entertaining as they are informative, Matt is the president and founder of Find Me Faster, a search engine marketing firm based in Nashua, N.H., and an early member of the Search Engine Marketing Professionals Organization (SEMPO). He writes on Internet, search engines, and technology topics for the *New Hampshire Business Review*. Matt is a graduate of St. Lawrence University, Canton, N.Y. (B.S. in economics), with an MBA from Rivier College in Nashua, N.H.

Sharad Verma
Senior Product Manager
Yahoo! Search

Sharad is a senior product manager for content, crawl, and indexing systems of Yahoo Search Technology. Before joining Yahoo in 2007, he worked for multiple Silicon Valley start-ups, building document classification products and business applications for mortgage lenders. Sharad graduated from IIT Bombay (India) with a degree in chemical engineering in 1999.

Anna Maria Virzi
Executive Editor
ClickZ

Anna Maria Virzi joined The ClickZ Network as executive editor in August 2007. Previously, she was executive editor at Ziff Davis Media's Baseline magazine. She's also held editorial posts at Forbes.com, *Internet World*, and the *Connecticut Post*, and received awards from American Business Media, the American Society of Business Publication Editors, and New England Associated Press.

Sean Walsh
VP, Online Marketing
LuxuryLink.com

Walsh leads all customer acquisition initiatives, including paid search, SEO, banner ads, CJ Affiliate Prog, viral/WOM, e-mail, and lead gen purchase. He replaced a reputable agency and brought online marketing in-house, and set all-time traffic and revenue records in his second month with LuxuryLink.com. Walsh has reduced paid search CPC by 45% while doubling click volume. He also implemented a complete analytics and optimization system and boasts 100% year-on-year growth in SEO Traffic.

Jorie Waterman
Lead Program Manager
adCenter Keyword Research Platform, Microsoft

Waterman joined Microsoft's adCenter as a lead program manager in December 2007, coming to the team with over five years of search marketing experience. Immediately prior to joining Microsoft, she was the senior director of search analytics for iCrossing. Her focus has been on keyword research and search analytics in light of understanding what users want and need. This theme is continued at Microsoft with her work on the keyword services platform team. In all, she has been in the interactive marketing world for over a decade, working client-side, agency-side, and now on the side of the engine. This holistic background combined with her degree in comparative religion from Harvard in 1996 provides a unique take on understanding search data and making it actionable.

Amanda Watlington
Owner
Searching for Profit

Amanda Watlington is owner of Searching for Profit, a search marketing consultancy focusing on the interaction of the consumer with businesses, using search engines, RSS, blogs, podcasting, or other new media to deliver their messages. An industry thought leader and an internationally-recognized speaker, Amanda has led sessions on search marketing, web strategy, and social media at Search Engine Strategies, Webmaster World, AdTech, and DMA. She shares her views of where search marketing is headed on her own blog, Blogs and Feeds, and as a blogger for Search Engine Watch.

Frank Watson
CEO
Kangamurra Media

Frank has been involved with the web since it started. For the past five years, he headed SEM for FXCM — at one time, one of the top 25 spenders with AdWords. He has worked with most of the major analytics companies and pioneered the ability to tie online marketing with offline conversion. He has now started his own marketing agency, Kangamurra Media. This new venture will keep him busy when he is not editing the Search Engine Watch forums, blogging at a number of authoritative sites, and developing some interesting online community sites. Frank was one of the first 100 AdWords professionals, a Yahoo and Overture ambassador, and a member or mod of many of the industry forums. He is also on the Click Quality Council and has worked hard to diminish click fraud.

Jamie Welsh
Founder & CEO
10% Solution

Jamie Welsh is the founder and CEO of 10% Solution, a social responsibility certification and consulting company. 10% Solution is a culmination of inspiration, knowledge, tears, experience, guts, a little bit of crazy, and a whole lot of love. In a previous life, Jamie was a highly accomplished executive with a diverse background in hospitality, homebuilding, and software product development. She has held executive roles, as the VP of marketing for Hilton Hotels Corporation, as an executive consultant to startups, and as president and CTO of Your Design Center, working with the top builders in the nation. She has been in marketing and consulting for the past 12 years and in the interactive space for 16 years. She holds a master's in organizational management and a bachelor's in television and film. She also works with several non-profits, including Habitat for Humanity. She is on the board of Team Kids and is an executive board member for the Centennial Heritage Museum.

Ted West
President & CEO
LookSmart

Ted West, president and CEO of LookSmart, has served as one of the company directors since November 2001 and as chair of the board of directors since June 2005. His global online marketing expertise has helped leverage LookSmart as a key independent player in the online search advertising industry. West currently serves as managing director of Sage Partners LLC, an advisory services firm in venture development and strategic leadership. West received an A.B. in architecture/urban planning from Princeton University and an MBA from Harvard Business School.

Tim Westergren
Founder
Pandora

Tim Westergren founded Pandora in January 2000 and now serves as its chief strategy officer. Tim is an award-winning composer, an accomplished musician, and a record producer with 20 years of experience in the music industry. He has recorded with independent labels, managed artists, owned a commercial digital recording studio, scored feature films, produced albums, and performed extensively. His main instrument is the piano, but over the years, he has played the bassoon, drums, and clarinet, and his musical background spans such genres as rock, blues, jazz, and classical music.

Tim received his B.A. from Stanford University, where he studied computer acoustics and recording technology. A musician's musician, he is obsessed with helping talented emerging artists connect with the music fans most likely to appreciate their music. In addition to guiding Pandora's overall strategy and vision, Tim now spends most of his time as Pandora's chief evangelist — traveling the country to meet with listeners to collect feedback, researching local music, and spreading the word of the Music Genome Project.

Jill Whalen
CEO
HighRankings.com

Jill Whalen is a pioneer in search engine optimization, beginning in the field in the early 1990s and founding High Rankings in 1995. Since that time, High Rankings has grown to be one of the preeminent SEO companies in the United States, working with hundreds of clients in more than 40 industries to enhance their presence through proven and dynamic search engine strategies that lead to increased traffic, more conversions, and enhanced sales. The company is committed to helping small to mid-sized businesses understand and implement techniques that maximize the potential of their websites, so that these organizations can fulfill their missions, meet the needs of their stakeholders, and contribute as worthwhile members of the Internet community. Expert SEO consulting, website audit reports, SEO campaigns, and in-house SEO training classes are just a sampling of the services offered through High Rankings.

Derrick Wheeler
Senior SEO Architect
Microsoft

Derrick's responsibilities as senior SEO architect for Microsoft include developing and driving the in-house SEO strategy for the fifth largest site on the planet, Microsoft.com. In addition, he is working with marketers and site owners across Microsoft.com to define and institutionalize search engine optimization best practices. With over a decade of agency-side search engine marketing experience, Derrick has consulted with such clients as American Express, Capital One, General Motors, T-Mobile, Kaiser Permanente, Expedia, and hundreds of other websites of all shapes and sizes.

Ian White
CEO
Urban Mapping

Ian White is CEO of Urban Mapping, a company that produces wayfinding tools and solutions across the tactile and interactive domains. The company's products include the multiple award-winning Panamap print map and Urbanware geospatial database products, all focusing on urban place. White holds 15 years' experience in marketing strategy and product development. He has been published in academic journals and the business press and is a frequent speaker on local search and "context-dependent media."

Prior to founding Urban Mapping in 2003, White worked as a business consultant and held various roles in business development and marketing. He also served as adjunct professor of design and management at Parsons School of Design in New York. White received a B.A. from McGill University in Montreal, an MBA from Babson College, and completed postgraduate studies in France.

Breanna Wigle
CRM Manager
Military Advantage

Breanna's work at Military Advantage focuses on internal metrics, audience segmentation, marketing optimization, and customer satisfaction mining. She's been instrumental in linking database information and web analytics to financial performance, pushing to understand the relationship between lifetime customer value and company success. In addition to her work at military Advantage, Breanna sits on the WAA social media measurement committee.

in the next 10 years?

Users will navigate through search in richer, visual, interactive and non-linear ways, using interfaces that are based on multi-touch and voice.

— Shashi Seth, Cooliris

Laura Wilson
Senior Manager of Audience Development
New England Journal of Medicine

Laura is responsible for setting overall strategy for *The New England Journal of Medicine* and maximizing the revenue for the online marketing channel. She determines and oversees key initiatives required for generating qualified traffic to the websites, monitoring and improving website conversion rates, and deepening customer relationships with the NEJM products, services, and brand. She is also responsible for developing supporting infrastructure for online marketing initiatives.

Having been in the direct marketing industry since 1995, Laura has spent the last several years focused on online marketing initiatives that drive traffic and improve site conversions. Her expertise includes search engine optimization, PPC, optimization of e-commerce and landing pages, e-mail strategies, banner advertising, A/B testing platforms, and website development. Laura holds an MBA from the Rochester Institute of Technology and a B.A. in psychology from the State University of New York College at Cortland.

Chris Winfield
President
10e20, LLC

Chris is president and co-founder of 10e20, an Internet marketing company that specializes in social media and search marketing services. He is considered one of the leading authorities on social media marketing in the world today. Chris has been featured in multiple articles by *The Wall Street Journal*, *The New York Times*, *USA Today*, *Investor's Business Daily*, *The Boston Globe*, and over 100 other media outlets.

Brian Wool
VP of Content Distribution
Localeze

With more than 15 years of experience in database markets, Brian Wool oversees all aspects of Localeze's sales efforts for search engines, Internet Yellow Pages, and mobile search. Brian has been instrumental in the early success of Localeze, by establishing relationships with leading search companies such as MSN, Yahoo, SuperPages.com, and YellowPages.com. Under his sales leadership, Localeze has experienced tremendous performance and growth.

An expert in local Internet search marketing, Brian writes a bi-weekly column for ClickZ Marketing, covering various local search issues, and is a frequent speaker at industry-leading local search conferences. Prior to Localeze, Brian held various sales and marketing positions at comScore Networks, Claritas, and Equifax-National Decision Systems.

April Wurster
Attorney
Baker & McKenzie

Wurster's trademark practice includes litigation, licensing and prosecution. She regularly provides clients with strategic advice regarding the availability, validity, and enforceability of trademarks. Specifically, her practice includes establishing and maintaining domestic and international trademark portfolios, and negotiating and drafting licenses and assignments for clients. Wurster has handled trademark applications in a wide variety of technologies, including semi-conductor, entertainment, software, biotechnology, and pharmaceuticals fields.

Richard Zwicky
Founder & CEO
Enquisite

Richard has been involved in search marketing for 10 years, starting in the late 1990s. He started in the industry by managing the online campaigns for his own successful e-tail operation, which quickly led to developing Metamend, a leading search engine optimization firm which he co-founded in 2000. As CEO for Metamend, he managed and led the optimization campaigns for web properties ranging from SOHOs to Fortune 500 sites. He split Metamend and Enquisite into separate companies in 2006, as Enquisite's services are designed for use by any SEO and SEM.

Today, he is leading Enquisite, which recently released its first products. Richard's work is focused around helping search marketers manage campaigns more easily and with greater success. Richard believes in long-term successful campaigns that are built from the ground up, and are never caught flat-footed by shifts in search engine algorithms or by regional variances in search user behavior.

SES advisory board

Led by SES VP of Global Content Kevin Ryan, the **Search Engine Strategies domestic advisory board** brings together top players in the field of interactive media. The team will work to continually deliver cutting-edge search techniques, more integrated content, and professional development resources to SES attendees.

Sandeep Aggarwal
Senior Equity Research Analyst
Oppenheimer & Co. Inc.

Ron Belanger
Vice President of Agency Development
Yahoo! Search Marketing

Jeff Ferguson
Director of Online Marketing
Napster

Jocelyn Griffing
Senior Vice President, Media
Icon International

Chris Henger
Vice President Affiliate Marketing
Performics

Steven Kaufman
Senior Vice President, Media Director
Digitas

Anne Kennedy
Managing Partner
Beyond Ink

Carol Kruse
Vice President, Global Interactive Marketing
The Coca-Cola Company

James M. Lamberti
Senior Vice President, Search & Media
comScore Networks

Jeff Levick
Director, Global Industry Development & Marketing
Google, Inc.

Jeannie Moran
eCommerce Marketing Director
AutoNation

Pauline Ores
Sr. Marketing Manager, Social Media Engagement
IBM Corporation

Erynn Petersen
Sr. Manager, Advertising Platform Evangelism
Microsoft

Randy Peterson
Search Marketing Innovation Manager
Procter and Gamble

Gregg Stewart
Senior Vice President, Interactive
TMP Directional Marketing

Just Say No

For too long, search marketers have been subjected to the "black box" treatment: maze-like spreadsheets, obtuse reporting and analytics, convoluted workflow, opaque bidding algorithms. Agencies and large advertisers alike have come to realize that, without a better approach to search engine marketing, things are only going to get worse.

At Marin Software, we say "no" to black box SEM. That's why we developed Marin Search Marketer™, simply the best enterprise-class search engine marketing application available today. It was designed from the ground up to give you unprecedented transparency, improve your financial performance and put you back in charge. If you're serious about search marketing, please contact us; you may just find yourself saying "yes".

For Agencies & Advertisers spending
$50k+ per month on paid search
While at SES please visit us at booth 523

www.marinsoftware.com

Marin
SOFTWARE
For Serious Search Marketing℠