SES

SearchEngineStrategies.com

Unreasonable
SEARCH
& Seizure

➕ With a broken compensation model surrounding organic search, here's an **Online Marketing Bill of Rights** that revolutionizes the relationship between agency and advertiser.

YOUR GUIDE TO
SES NEW YORK

Staff

Where Content & Community Connect.

[COVER STORY]

Unreasonable SEARCH & Seizure

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contents

welcome

Welcome to Search Engine Strategies and *SES Magazine*, your official guidebook for the week. As a search marketer, you know that the interactive industry is constantly evolving — and so are we. Thanks in part to your feedback, we've given SES New York a makeover this year, with shorter sessions, more case studies, and a refreshed speaker lineup. Whether you're new to the industry or an expert, we have created an educational and networking environment for you that is unparalleled in its magnitude of offerings. Please do not hesitate to approach us this week, as your suggestions and input are always welcome.

We hope you find this conference to be a truly valuable experience in your professional development, and that you leave here inspired with new ideas that are relevant to you and everyone on your team. When you get back to the office next week, we encourage you to stay sharp by reading SearchEngineWatch.com. At SES, our online content, webcasts, magazines, training events, and conferences are all geared toward our year-round mission of helping you achieve your search marketing goals.

➤ www.SearchEngineStrategies.com/newyork

Kevin Ryan
SES Advisory Board Chair

Stewart Quealy
VP, Content Development

SES Advisory Board

Comprised of both industry thought leaders and real-world practitioners, the Search Engine Strategies advisory board brings together top players in the field of interactive media and search. Led by Kevin Ryan, the team works to deliver continually cutting-edge search techniques, more integrated and relevant content, and professional development resources to SES attendees.

Matthew Bailey
President
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Yahoo! Search Marketing

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Market Motive

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IBM Corporation

Erynn Petersen
Sr. Manager, Advertising Platform Evangelism
Microsoft

Randy Peterson
Search Marketing Innovation Manager
Procter & Gamble

About SES Magazine

SES Magazine is now in its third year and will reach a circulation of more than 100,000 in 2009. This issue is divided into two parts: conference guide and editorial. Any page of the magazine that is accompanied by a colored tab on the outer edge includes information about this week's SES New York conference. Note that the colored tracks indicated on the agenda (pages 6-7) correspond with the boxed session descriptions (pages 38-51).

The editorial content of this issue (pages 56-79) is found between the session descriptions and speaker bios. Here you will find interviews, features, and articles on the latest trends in digital marketing. We are grateful to our contributors and readers alike, and we're always interested to hear your feedback (e-mail us at SESmagazine@SearchEngineStrategies.com) and learn about what topics you'd like to see.

For more information about advertising, contributing, or subscribing, or to view past issues, visit
www.SearchEngineStrategies.com/ses-magazine

Drew Eastmead
Managing Editor, SES Magazine

Advertiser Index

Day 1: Tuesday, March 24

Track / Location	Search & the Fundamentals *Grand Ballroom*	Search & the Fear Economy *Sutton North*	Search & the C-Level Executive *Sutton Center*	Search & Measurement *Sutton South*	Search & the Future *Nassau*
7:30a-6:30p	Registration				
8-9a	Morning Coffee — *Grand Ballroom Foyer*				
9-10a	Conference Welcome & Opening Keynote: Guy Kawasaki, Author, *Reality Check*; "Twitter as a Tool for Social Media" — *Grand Ballroom*				
10-10:30a	Expo Hall Grand Opening				
10:30-11:30a	First-timer's Guide to SES & SEM	The Economic Impact on Today's Search Landscape	Entrepreneurs & Execs: Search Marketing Fluency	SEO Metrics: Going Beyond the Numbers	SEO: Where to Next
11:30-11:45a	Session Interval				
11:45a-12:45p	Introduction to Search Engine Marketing	Survival of the Fittest 2.0	Outside your Website: Branding Without Borders	Landing Page Testing & Tuning	Key Points in Launching a Global Website
12:45-1:45p	Networking Lunch — *Americas Hall 2*				
1:45-2:45p	Chitika: Apps & Beyond Google (SS)	Search Marketing as a Business Activity	Budget Migration: Going Digital	Pay Per Conversation	Where Will Customers Be Searching in Five Years?
2:45-3p	Session Interval				
3-4p	The Imperative: Successful Site Architecture	Publishers & Agencies: New Business Models	Digital Corporate Governance Programs	Advanced SEO Strategies: Analytics, Journalism, & More	Universal & Blended Search Update
4-4:30p	Afternoon Break — *Expo Hall*				
4:30-5:30p	Getting Mobilized! Mobile Marketing Strategies	Pay-for-Performance: Winning Strategies	Common Search Marketing Mistakes CMOs Make	Extreme Makeover Conversion Edition	Video Search Optimization
5:30-6:30p	Networking Cocktail Reception — *Expo Hall*				

Day 2: Wednesday, March 25

Track / Location	Fundamentals *Grand Ballroom*	Search for the Small Business *Nassau*	Vertical & Retail *Sutton North*	Advertising *Sutton South*	Online Marketing Summit / ClickZ *Sutton Center*
8a-5:15p	Registration				
8-9a	Morning Coffee — *Sutton Foyer*				
9-10:15a	Link Building Basics	Social Media for the Little Guy	Lower Your Marketing Costs with Vertical Search	Search Advertising 101	Social Media Marketing for Brand Building
10:15-10:45a	Coffee Break — *Expo Hall*				
10:45a-12	Keywords & Content: Search Foundations	Search on a Dime	Advanced B2B	Google: Preview the New AdWords Interface (SS)	A Snapshot of the Display Ad Marketplace
12-1p	Networking Lunch — *Americas Hall 2*				
1-2p	Orion Power Panel: The State of Search — A Maturing Marketplace or Poised for More Growth? — *Grand Ballroom*				
2-2:15p	Session Interval				
2:15-3:30p	Facebook: Harness the Social Graph (SS)	Turning Simple Change into Big Profit	Four Paths to Success in a Tough Travel Economy	Search Becomes the Display OS	Slash Your Search Budget
3:30-4p	Afternoon Break — *Expo Hall*				
4-5:15p	Dealing With Affiliates: A Roadmap to Success	Small Business Case Studies	Google: Maximize Your Website's ROI (SS)	Wpromote: Boost Your SEM Results (SS)	Political Search: Preparing for 2010

Day 3: Thursday, March 26

Track / Location	Organic *Sutton North*	Advanced PPC *Sutton South*	Social Media & Blogging *Grand Ballroom*	Issues & Answers *Nassau*	Clinics & Tools *Sutton Center*
8a-4p	Registration				
8-9a	Morning Coffee — *Grand Ballroom Foyer*				
9-10a	Morning Keynote: John Gerzema, Chief Insights Officer, Young & Rubicam Group & Author, *The Brand Bubble* — *Grand Ballroom*				
10-10:30a	Coffee Break				
10:30-11:45a	SEO Through Blogs & Feeds	Advanced Keyword Research	Update on Social Media Optimization	Duplicate Content & Multiple Site Issues	Extreme Makeover: Ad Copy & Continuity Clinic!
11:45a-12:45p	Networking Lunch — *Americas Hall 2*				
12:45-2p	News Search SEO	Advanced Paid Search Techniques	Planning a Successful Social Media Strategy	Brand & Reputation Management	SEO Tools of the Trade: What's in Your Toolbox?
2-2:15p	Session Interval				
2:15-3:30p	Google Website Optimizer: Improve Conversion Rates	Ads in a Quality Score World	Online Communities: A Bonanza of Content	Independent SEM/SEOs: Issues & Answers	Extreme Makeover: Live Site Clinic!
3:30-3:45p	Session Interval				
3:45-5p	Importance of Usability & Accessibility in Search	Black Hat PPC	Blogging for Business	Privacy & Trademark Issues	Extreme Makeover: Live Site Clinic!

For more details on the sessions and their speakers, see the descriptions beginning on
page 38

Search Engine Strategies 2009 TRAINING   BRUCE CLAY, INC   BASE CAMP

For details on both Monday's and Friday's training workshops, go to
page 52

Sponsored Sessions

These five sessions, in addition to the two keynotes, Orion Panel, and networking cocktail reception — also indicated in yellow — are **open to all** attendees (including Expo Hall only). Also open to all are the Express Site Clinics (see page 13).

- Chitika (Tuesday, 1:45p)
- Facebook (Wednesday, 2:15p)
- Google (Wednesday, 10:45a)
- Google (Wednesday, 4p)
- Wpromote (Wed, 4p)

1.37

Did you know the average CPC ad for the finance vertical cost $1.37 in January?

Source: Efficient Frontier

- Find CPC data monthly at ClickZ Stats.

ClickZ Stats covers statistics, demographics, and online usage patterns of the worldwide Internet population. The section contains articles highlighting reports released from research organizations. ClickZ Stats also seeks out data to publish exclusively for its readers. Such features include advertisers by media value, ad impressions by industry vertical, the Internet population in countries around the world, the top search terms in a number of categories, and the average CPC by vertical.

ClickZ.com

Win a brand new Smart Car!

To enter, visit **Booth 1302** in Americas Hall 1 (level 3); see the floor plan on page 12.

The winner will be announced at 3:45 p.m. on Wednesday, March 25.

Sponsored by BUSINESS.COM   WebTrends.

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Search Engine STRATEGIES
WORLD TOUR

Toronto 2009
June 8-10
TBD

London 2010
February
TBD

San Jose 2009
Aug. 10-14
San Jose Convention Center

New York 2010
March
Hilton New York

Chicago 2009
Dec. 7-10
Chicago Hilton

2009 Training Workshops
Denver, April 27   Atlanta, May 5
Chicago, June 8   London, Aug. 10
New York, Sept. 9   Dallas, Oct. 12

Programmed by ClickZ.com   SearchEngineWatch.com

An incisivemedia event

Hilton New York: Level 2 (Session rooms)

Bookstore

◄ **ENTRANCE TO RHINELANDER**
(see following page)

Registration

Sutton North

Bryant
Outrider Career Center

OUTRIDER
experience relevance

Clinton Press Room
Gibson Speaker Room

Sutton Center

Nassau

Sutton South

Key
■ Session rooms
■ Registration
■ Press/Speaker rooms
■ Outrider Career Center
Open to *all* attendees
9a-5p on Tuesday &
9a-4p on Wednesday

SOUTH CORRIDOR

Hilton New York: Level 3 (Grand Ballroom)

◄ **ENTRANCE TO AMERICAS HALLS**
(see following page)

HILTON FLOORS

Grand Ballroom

AMERICAS HALL II
AMERICAS HALL I

FOURTH FLOOR
THIRD FLOOR
SECOND FLOOR
LOBBY
CONCOURSE

➤ Note that the **Grand Ballroom** will also host the keynotes on Tuesday and Thursday, as well as Wednesday's Orion Power Panel.

Floor Plan
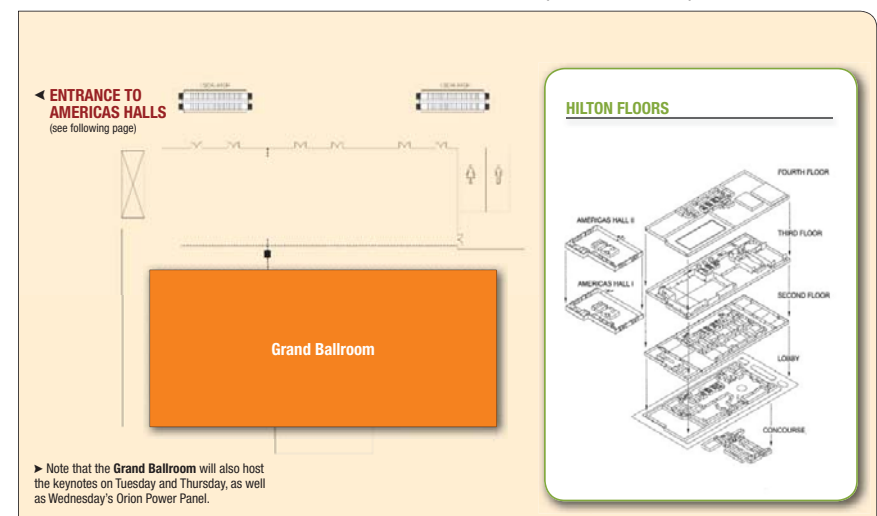
Hilton New York: Level 2 (Rhinelander; booths 100-331)

ENTRANCE ◄

Floor Plan

Floor plan booths:
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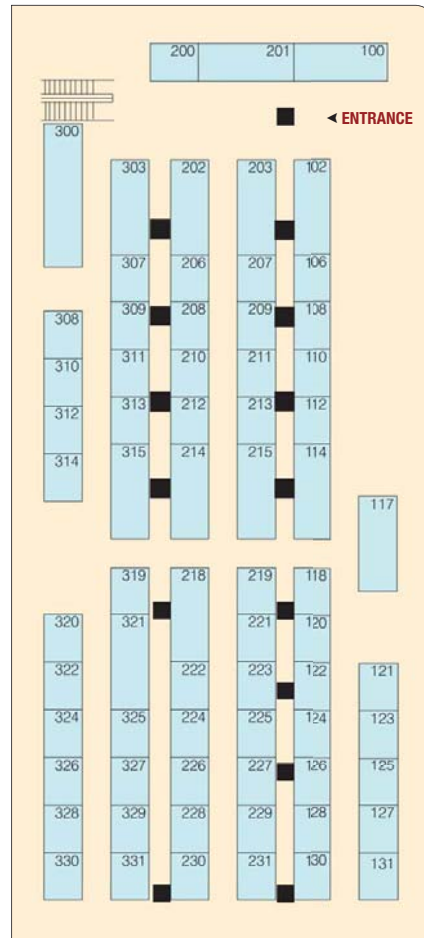
Hilton New York: Level 3 (Americas Hall 1; booths 1000-1510)

SMART CAR GIVEAWAY

STONE TEMPLE CONSULTING — FOOSBALL 1500 — 1510 — SES

Floor plan booths:
1128, 1228, 1302
1122, 1226, 1412
1116, 1217, 1406
1112, 1404
1400
1106, 1108, 1110
1015
1001, 1007, 1011, 1016
1000, 1004, 1008, 1012

ENTRANCE ►

Floor Plan

Exhibit Hall Hours
► Tuesday, March 24 (10a-6:30p)
Networking Reception (5:30-6:30p)
► Wednesday, March 25 (10a-4p)

Registration Hours
► Tuesday, March 24 (7:30a-6:30p)
► Wednesday, March 25 (8a-5:15p)
► Thursday, March 26 (8a-4p)

Conference Hours
► Tuesday, March 24 (9a-5:30p)
► Wednesday, March 25 (9a-5:15p)
► Thursday, March 26 (9a-5p)

Exhibitor List: Booth Numbers

Company	Booth	Company	Booth	Company	Booth
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Ask Sponsored Listings	1007	iContact	218	SearchIgnite	320
Atrinsic	206	iCrossing	100	SearchEngineWatch.com Job Board	1116
Best Of The Web	307	ideaLaunch	202	SEMJ.org	327
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Bruce Clay	1217	Interwoven	131	SES Sales Office	1510
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Engine Ready	310	OrangeSoda	117	WebTrends	1400
Enquisite	319	Performics	222	Wpromote Inc.	112
Express Site Clinics	1122	Pi Business Research	211	Yahoo! Inc.	1011
eZanga.com, Inc.	121	Placelinks Search Analytics	331	YELLOWPAGES.COM	321

Express Site Clinics (Booth 1122; open to all attendees)

Tuesday, March 24

► **Express Search Usability Clinic** (1-2p)
Shari Thurow, Founder & SEO Director, Omni Marketing Interactive
Get one-on-one advice for usability, design, copy, link development, and any technical issues that may prevent your website from receiving high quality search engine traffic and visitor conversions.

► **Power PPC Advertising Clinic** (2-3p)
David Szetela, CEO, Clix Marketing
Get your Google AdWords PPC advertising campaigns and landing pages expertly analyzed, with specific recommendations for improvement and optimization. Or just come to watch, and learn a wide range of tips and best practices.

► **CPA Optimization Station** (3-4p)
Jonathan Mendez, Founder & CEO, RAMP Digital
With advertising dollars more accountable than ever, optimizing your cost per acquisition or cost per action (CPA) has never been more important. Take advantage of this rare opportunity to sit with optimization guru Jonathan Mendez as he finds ways to improve your ROI. Jonathan will perform strategic evaluations and provide actionable insights on the consumer touch-points in your conversion path: keywords, ads, landing pages, and registration/checkout. Jonathan will also offer test ideas for use with multivariate and A/B testing, as well as advice on how to use emerging marketing technologies to further improve your results.

Wednesday, March 25

► **Small Changes, Big Results** (12-1p)
Matthew Bailey, President, Site Logic Marketing
Need some help, or just another pair of eyes to check your website? This clinic will help you identify minor changes in your website that could lead to major results. If you are particularly daring, bring the access to your analytics (if they are hosted online), and we will really dive in.

► **Your Baby Is Ugly: Landing Page Mini-Critiques** (2-3p)
Tim Ash, President, SiteTuners
Your landing page has severe and fundamental problems and could have a much higher conversion rate. Join us on the exhibit show floor for complimentary mini-critiques by landing page optimization expert Tim Ash, author of the bestselling book *Landing Page Optimization*, from Wiley Press.

► **Dave Naylor Search Marketing** (3-4p)
David Naylor, SEO, Bronco
Ever wanted the chance to have an industry-leading SEO take a look at your website, and to get an honest and often brutal opinion on whether it is any good? Then Dave is available to do a mini site clinic for you. You'll be amazed at the information you will glean within seconds of the analysis.

WE KNOW HOW TO MAKE

THE WORLD WIDE WEB

A LITTLE MORE LOCAL

AROUND HERE.

At Superpages.com we can help you develop and maintain a Web presence that works. Visit your local search expert at our booth.

we know around here **super**pages.com

Sponsors
&
Exhibitors

Google
Booth 1106

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 1001

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 search advertising management, online display advertising management, paid inclusion management, shopping feed management, global search engine marketing, web analytics/attribution modeling, reputation management, and other related services. By dramatically increasing business results for clients, iProspect helps to create search marketing heroes every day. With offices in Boston, San Francisco, Chicago, and Dallas-Fort Worth, as well as global search engine marketing offices, iProspect can be contacted at (800) 522-1152, or by visiting our website, www.iprospect.com.

Ask Sponsored Listings
Booth 1007

http://sponsoredlistings.ask.com/

Ask Sponsored Listings (ASL) is the automated open-auction system that allows SEM specialists, advertisers, 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.

iContact
Booth 218

www.icontact.com

iContact is the leading e-mail marketing and online communications platform. More than 50,000 businesses, nonprofit organizations, and associations worldwide use iContact to easily create, publish, and track their e-mail newsletters, blogs, surveys, auto-responders, and RSS feeds, including market leaders like AT&T, Vonage, International Paper, Re/Max, Centex Homes, and Symantec. iContact allows for publishing to multiple online 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.

Microsoft
Booth 1012

http://advertising.microsoft.com/search-advertising

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 like 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.

WebTrends
Booth 1400

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, enabling companies to understand their customers, drive customer engagement, and enhance marketing and brand awareness. Our SEM offering allows marketers to expand the reach of their paid search campaigns. WebTrends Ad Director offers a smarter solution. The automated service uses self-learning technology to manage, optimize, and profitably expand an organization's paid search advertising portfolio, across all of the major search networks.

Looking for a new business partner or a specific service, but aren't sure where to start? Check out the
Product & Service Guide
on the following page.

Product & Service Guide
*Booth #s on right

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7Search.com

Booth 102

www.7Search.com

7Search.com 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 business verticals. Partnerships with hundreds of niche web properties, search engines, and portals 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. iPhone giveaway at the booth!
Advertisers: http://7search.com/advertise/
Partnerships: http://7search.com/partner/

ABCSearch.com

Booth 214

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 $.10 per click. Our geo-targeting capability and optimization tools enable us to drive quality traffic to help achieve your company's online marketing goals. With ABC Neighborhood, advertisers can geo-target anywhere in the world, down to city and state. ClickShield deters click fraud, giving our advertisers more for their money and more quality clicks.

Acquisio

Booth 313

www.acquisio.com

Acquisio Search is a PPC management platform designed specifically for agencies who manage pay-per-click accounts for multiple clients. It allows campaign managers to automate month-end reporting with the industry's most sophisticated white label reporting engine. The platform also shines when it comes to daily management tasks, thanks to the world's first and only multi-engine bulk editor — think AdWords Editor, but for Yahoo Search Marketing and Microsoft adCenter. Last but not least, Acquisio optimizes existing campaigns with a proprietary algorithm that quickly identifies those keywords that prevent optimal campaign performance. With Acquisio, account managers can now create reports, optimize, and manage all their client accounts on Google AdWords, Yahoo Search Marketing, and Microsoft adCenter, from just one login.

Acronym Media

Booth 215

www.acronym.com

Acronym Media is an independent, global search and keyword-driven marketing agency, headquartered in New York's landmark Empire State Building, with operations in the U.S., U.K., Germany, Brazil, Russia, and Singapore. Consistently rated as a top 10 search engine marketing agency by *Advertising Age*, Acronym offers its clients over 14 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 that 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. Global clients include Four Seasons Hotels, BMW, Priceline.com, Nokia, The Wharton School of the University of Pennsylvania, Sirius Satellite Radio, Humana, and Clarins. Acronym Media can be reached at (877) SEM ACRO (+1 212 691 7051), or e-mailed at info@acronym.com.

AdGooroo

Booth 1128

www.adgooroo.com

Monitor competitors, expand keywords, and protect trademarks with AdGooroo, 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.

adMarketplace

Booth 114

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.

Atrinsic

Booth 206

www.atrinsic.com

Atrinsic is one of the leading digital advertising and entertainment networks in the United States. Atrinsic brings together the power of the Internet, the latest in mobile technology, and traditional marketing/advertising methodologies, creating a fully integrated vehicle for the generation of qualified leads monetized by the sale and distribution of entertainment content, brand-based distribution, and pay-for-performance advertising. Feature-rich advertising services include a mobile ad network, extensive search capabilities (SEM/SEO), e-mail marketing, one of the largest and growing affiliate networks, robust media buying technology, a social media application ad network, and proprietary entertainment content.

Best Of The Web

Booth 307

www.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. BOTW 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.

Blogsvertise

Booth 226

www.blogsvertise.com

Blogsvertise is an exciting way for advertisers to begin advertising on blogs and reach the blogging community. Benefits for Internet advertisers are enormous. By advertising on blogs, advertisers generate buzz, build publicity, and promote their websites. 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. We are one of the oldest and largest blog advertising networks online. Bloggers also benefit through the Blogsvertise ad network by registering their blog in the system and earning extra income and revenue by placing advertisements on their blogs. Don't just advertise, Blogsvertise!

Brafton CustomNews

Booth 118

www.brafton.com

Brafton CustomNews is the news agency specializing in providing tailored news feeds for websites. Newsroom journalists write newsfeed 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.

Bruce Clay

Booth 1217

www.bruceclay.com

Since 1996, bruceclay.com has been one of the leading search engine optimization (SEO) web destinations. The site, which offers step-by-step methodologies, including free interactive tools on all aspects of SEO, 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.

Business.com

Booth 300

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 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," the 2007 BtoB "Media Power 50," *Los Angeles Business Journal* list of "Best Places to Work," and Deloitte Technology "Fast 500."

150 million
There's over 150 million Internet users in the U.S.
Source: Nielsen Online
➤ Get details on Internet populations for more countries at ClickZ Stats.
ClickZ.com.

Chitika, Inc.

Booth 230

www.chitika.com

Founded in 2003, Chitika, Inc. (pronounced CHIH-tih-ka) is one of the largest search-targeted advertising networks, currently serving over 600 million search-driven impressions per month, and growing. For result-driven advertisers and media buyers, Chitika offers an keyword-targeted search marketing program, proven to extend the visibility of SEM campaigns beyond the search engine results page, and into content websites in the Chitika Network. With hundreds of direct advertisers, esteemed media/agency partnerships, and a network of 36,000 content-rich websites, Chitika connects today's leading advertisers and brands with intent-driven search users. For publishers, Chitika is a highly effective monetization service with eCPMs among the highest in the industry. The company's patented targeting technology works to tag, track, and target ads to users based on the search activity across the network. The Marlborough, Mass.-based Chitika will turn six this year.

ClickEquations

Booth 328

www.clickequations.com

ClickEquations is powerful pay-per-click software that helps advertisers and agencies manage large paid search campaigns more effectively and efficiently. Our web interface lets you control all of your campaigns, accounts, and clients quickly and easily with full bidding, management, and reporting features. ClickEquations Analyst, a unique Excel plug-in, gives you unlimited customization of sharable reports and dashboards — and unprecedented analytics power. We offer a free 30-day trial for qualified companies and transparent, no-hassle pricing with no setup fee and no lengthy contract. Learn more at our website, read our paid search blog (clickequations.com/blog), and follow us on Twitter (http://twitter.com/clickequations).

Click Forensics, Inc.

Booth 1108

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.

Compete
Booth 110
www.compete.com
Compete provides marketers with actionable digital intelligence to improve their online and offline marketing effectiveness. Hundreds of clients, including the world's leading brands, rely on Compete to help them create more effective websites and more targeted advertising campaigns. Products include online measurement tools available at Compete.com, as well as deep consumer and competitor insights in the automotive, consumer goods, financial services, media, retail, telecom, and travel industries. Compete's offerings are based on the online behavior and survey responses of millions of consumers — the largest integrated panel of its kind. Compete's unique multi-source panel methodology and industry-leading data management practices ensure our panel is unmatched in its depth, quality, and integrity. Compete is a unit of TNS Media and a member of the WPP Digital Network. To learn more, visit www.competeinc.com. And to increase your digital intelligence, visit www.compete.com or our award-winning blog at www.blog.compete.com.

comScore, Inc.
Booth 326
www.comscore.com
comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo, BBC, Carat, Best Buy, The Newspaper Association of America, ESPN, Nestlé, Starcom, Universal McCann, the United States Postal Service, Verizon, Merck, and Expedia.

Direct Agents Interactive Advertising
Booth 124
www.directagents.com
Direct Agents Interactive Advertising is an award-winning digital marketing agency that specializes in search marketing, media buying, performance marketing, and lead generation. We achieve success for our clients through customized media campaigns that combine dedicated account teams with new media and technology. DA Search,

the search marketing division of Direct Agents, offers clients fully customized and performance-based search engine optimization and paid search services. Our holistic approach means we also focus on improving landing page conversions, analyzing user paths and the competitive landscape to offer our clients a distinct advantage. Our DAS technology platform utilizes self-learning and predictive modeling algorithms to fully automate bid management and achieve maximum ROI for even the largest campaigns. Direct Agents is a proud member of the *Inc.* 5000 and *Entrepreneur Magazine* "Hot 100 Companies." Clients include DIRECTV, Experian, Visa Black Card, Shoes.com, Flightline.co.uk, NetQuote, TheLadders, ITT Technical Institute, and The University of Phoenix.

DOCLIX
Booth 225
www.doclix.com
DOCLIX owns and operates AdSide, a premium pay-per-click ad network that utilizes an innovative, patent-pending two-step click lead qualification model. AdSide places non-intrusive expandable text messages on premium web pages that have been manually reviewed for content. Advertisers pay only for twice-qualified leads, generating higher conversion rates and ROI. Our fully transparent reporting system provides a clear view of the source of clicks, enabling effective optimization. AdSide expands publishers' advertising real estate and provides them with a new revenue stream that does not dilute user experience. Premium publishers are required to have over 1 million unique visitors and are pre-screened for content classification prior to ad placement. AdSide ensures the highest contextual relevancy between content and ads, and along with our yield optimization technology, we help maximize click-through rates and effective CPMs. For more information, please visit www.doclix.com, or contact us at info@doclix.com to schedule a meeting.

Dozier Internet Law, P.C.
Booth 108
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's founder, John W. Dozier, Jr., is listed in the bar register of preeminent lawyers, as a "Super Lawyer" in Internet Law, and as a legal elite in Intellectual Property — all peer selection recognitions. The firm specializes in litigation and risk management relating to Internet copyright and trademark infringement, defamation, and affiliate marketing issues nationwide.

Efficient Frontier
Booth 1412
www.efrontier.com
Efficient Frontier is the worldwide market and technology leader in providing search engine marketing (SEM) solutions for large advertisers and agencies. Founded in 2002, Efficient Frontier pioneered the application of modern portfolio theory to SEM and today combines its core predictive modeling algorithms and bidding technology with comprehensive strategic and tactical value-added services to manage more than $750 million in annual search spend globally. The largest and most sophisticated advertisers and agencies partner with Efficient Frontier to achieve and sustain optimal campaign performance and growth in highly complex and competitive search marketplaces. The company has over 200 employees and is headquartered in Sunnyvale, Calif., with offices in New York, the U.K., France, Germany, Hong Kong, and India, with technology licensing partnerships

I'm searching for...

" ways to opt out of this recession.

— Lance Loveday, CEO, Closed Loop Marketing

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 blog.efrontier.com/.

Ektron, Inc.
Booth 120
www.ektron.com

Ektron is a global leader in web content management software and services, empowering organizations so that they can maximize their business performance online. With tools and functionality that maximize SEM, SEO, and social media optimization strategies for SMBs and enterprises alike, Ektron CMS400.NET delivers valuable content to the people who are looking for it. Ektron empowers both developers and non-technical business users. Developers can take advantage of built-in server controls to deploy a website out of the box or customize the deployment using CMS400.NET's API, addressing all of the business' SEO needs. Business users benefit from an intuitive user interface for managing website content and messaging. In addition to SEO tools and core content management, CMS400.NET ships with a wide array of functionality, including social networking, web 2.0, SEO, and synchronization tools. Ektron has more than 20,000 customer implementations worldwide, including NASA, Kodak, and Johnson & Johnson.

Emailvision
Booth 322
www.emailvision.com

Emailvision has become the global market and technology leader in on-demand software for e-mail marketing automation. Used daily by over 1,500 companies worldwide, the Emailvision flagship product, Campaign Commander, is the benchmark tool for e-commerce and publishing. Sold as a subscription service, it enables clients to improve message deliverability, lower costs, and focus on their online retention marketing strategies without important technology investments. The company has offices in major international markets, including the U.S., U.K., France, Germany, Switzerland, Belgium, the Netherlands, and Spain. Emailvision (ALEMV) was founded in 1999 and is listed on the Euronext/Alternextstock exchange.

Engine Ready
Booth 310
www.engineready.com

For over 10 years, Engine Ready has helped organizations achieve unparalleled online success by providing conversion-boosting landing page optimization, paid search, SEO, training, and online marketing software. Managing paid search accounts in excess of 17 million keywords, and 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
Booth 319
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 broad overview to extremely granular information about local search markets. The company has offices in San Francisco and Victoria, British Columbia.

eZanga.com, Inc.
Booth 121
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!

Facebook
Meeting Room 1226
www.facebook.com

Facebook gives people the power to share and make the world more open and connected. Advertising on Facebook focuses on-demand generation by enabling marketers to be part of the ongoing conversation among people and deliver relevant ad messages based on people's real interests and connections. Online marketers can reach a desirable, active audience of more than 175 million people on Facebook and precisely target their ads. Because people are on Facebook to discover and share information through the lens of their friends, it is an ideal setting for advertisers to generate demand for their products and services.

Fathom SEO
Booth 1016
www.fathomseo.com

Fathom SEO is a market-leading firm dedicated to search engine marketing (SEM), with an emphasis on organic search engine optimization (SEO). The company offers search engine ranking and visibility (SERV) programs, which include SEO, online PR, social networking, and link-building modules using a proprietary process, software, web analytics, and consulting services. Fathom SEO also offers programs for pay-per-click (PPC) management, online video production and distribution, and opt-in e-mail marketing. Fathom SEO's programs dramatically increase traffic to a client's website by improving referring traffic and placement at the top of search engines

for keywords and phrases important to their business. Once improving traffic, Fathom focuses on leveraging video, calls-to-action, and phone call tracking to measure traffic conversion to leads and customers. Visit Fathom SEO TV for video demos and advice.

GlobalCollect
Booth 1406
www.globalcollect.com

GlobalCollect is the world's premier payment service provider of local e-payment solutions for international customer not-present (CNP) businesses such as Internet, mail, and telephone orders. GlobalCollect specializes in a wide range of industries, including travel, ticketing, telecommunications, retail, publishing, portals, online gaming, and digital content. While most providers limit their services to a technical link with payment acquirers, GlobalCollect is a full-service partner, consulting clients on how to increase transaction volumes, expand distribution channels, and reduce costs by streamlining office processes. Through a single-interface online payment platform, we offer access to an unrivaled portfolio of local and international payment methods in over 200 countries, including all major credit and debit cards, direct debits, bank transfers, real-time bank transfers, eWallets, cash at outlets, prepaid methods, checks, and invoices.

GoECart
Booth 213
www.goecart.com

GoECart is the clear choice for serious e-commerce merchants focused on creating and rapidly growing a successful online business. Through 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-plus 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 e-commerce platform and online retail solutions since 2000, serving a diverse customer base of small and medium-sized retailers to Fortune 500 companies. E-mail us at Sales@GoECart.com, or call +1 (203) 336-2284, or toll free at (877) 243-3612.

Hitwise
Booth 212
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.

iCrossing
Booth 100
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, Ariz., the company has 580 employees in 12 offices in the U.S. and Europe.

ideaLaunch
Booth 202
www.idealaunch.com

Valuable, relevant content is what your company needs to attract and retain customers. ideaLaunch offers a suite of content marketing services that hundreds of clients are using to gain the trust and win the business of online customers. From content creation to content optimization to content testing to content performance to content sponsorship, our resources and services will improve your traffic, conversions, and profits. And keep improving them. Join the new marketing revolutionaries who deploy our content marketing solutions to improve mind share, market share, and profit share.

Idearc Search Marketing
Booth 200
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
Booth 315
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 131
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 more than 300 partners enrich and extend Interwoven's offerings.

Kenshoo Inc.
Booth 231
www.kenshoo.com
Kenshoo is the provider of Kenshoo Search, the only third generation end-to-end search marketing platform. Built utilizing the quality management approach, Kenshoo Search enables marketers to optimize every aspect of their campaigns to achieve maximum ROI. Kenshoo's automation and optimization technology is being used today by ad agencies and advertisers on five continents and in dozens of languages. Kenshoo is backed by venture capital firms Sequoia Capital and Arts Alliance.

KeywordMax
Booth 314
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 bid management, ad serving, and e-mail delivery. Our solutions are privately branded, so you can convey a seamless brand message to clients and provide merchants and ad agencies/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.

Listrak
Booth 106
www.listrak.com
Listrak is a leading provider of hosted e-mail marketing software, allowing permission-based marketers to manage, send, track, and grow their e-mail marketing investment. We deliver e-mail marketing intelligence through our intuitive web-based application. Leading marketers rely on this intelligence to better manage e-mail in their multi-channel marketing mix. Listrak helps companies, agencies, and associations better manage customer relations. Its web-enabled interface helps marketers engage their customers, using an advanced profiling and personalization engine. Listrak's world-class support and professional services assist clients with enterprise integration. Clients include L'Oreal, Motorola, and the Pennsylvania Department of Health.

LivePerson, Inc.
Booth 123
http://solutions.liveperson.com
Increase your conversion rates, improve customer satisfaction, and lower service costs. More than 5,000 small and mid-size business customers use LivePerson's award-winning live chat and contact center solutions to increase online sales, improve customer service, and manage interactions across all channels: chat, voice, e-mail, and self-service/knowledgebase.

Local.com
Booth 1110
www.local.com
Local.com (NASDAQ: LOCM) is a top U.S. website and local search network attracting approximately 16 million visitors each month who seek 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.

LookSmart
Booth 1000
www.looksmart.com
LookSmart is a premier search advertising network and management solutions company. A trusted provider of quality search advertising products and services to text advertisers, LookSmart offers targeted pay-per-click search and contextual advertising via its proven search advertising network. For publishers seeking to create their own branded vertical advertising networks, LookSmart also licenses and manages search ad networks using its award-winning AdCenter platform. Dedicated to the quality of text advertising, LookSmart is one of the five founding members of the IAB click measurement panel. For more information, visit LookSmart.com or call (415) 348-7500.

Lyris, Inc.
Booth 1004
www.lyris.com
Lyris, Inc. is the online marketing expert delivering the right mix of software technology and industry knowledge to help its customers simplify their marketing efforts and optimize campaign ROI. Lyris provides marketers a suite of best-of-breed applications for managing e-mail and mobile marketing campaigns, publishing and managing website content, creating landing pages, optimizing websites, and managing pay-per-click campaigns.

Marchex
Booth 201
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 consumers 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 208
www.marinsoftware.com
Marin Software provides an enterprise-class paid search management application for advertisers and agencies. Marin Software's "no black box" methodology offers serious search marketers unprecedented control and transparency over their SEM programs. Marin Search Marketer addresses the workflow, analysis, and optimization needs

of large-scale advertisers and agencies, saving time and improving financial performance. Marin has over 100 clients, including Razorfish, ZipRealty and Cobalt. Marin's clients manage over $250 million of annualized paid search spend. This past October, Marin won ClickZ's 2008 Marketing Excellence Award for best search management application. Marin is backed by Benchmark Capital and Amicus Capital.

MoreVisibility

Lanyard Sponsor

www.morevisibility.com

MoreVisibility, founded in 1999, is a recognized leader in search engine marketing and optimization. Our areas of expertise encompass management of paid placement campaigns, paid inclusion, shopping feeds, local search, and natural site optimization. Through partnerships and certifications with the major engines, including Yahoo, Google, and MSN, MoreVisibility works with each client to develop an effective campaign. We offer comprehensive advisory services to define strategy, improve conversions, and boost ROI. MoreVisibility has an impressive list of clients and would welcome an opportunity to learn about your goals and challenges.

Mountain Media

Booth 210

www.mountainmedia.com

Mountain Media is a premium provider of search engine-friendly website architecture and highly customizable e-commerce products and services that allow serious online retailers to easily achieve natural search engine rankings and capture increased sales. Privately held and headquartered in Saratoga Springs, N.Y., the company's proprietary e-commerce management platform, known as Mountain Commerce, serves e-tailers with a feature-rich, flexible solution, and was recently named to *Practical eCommerce* magazine's list of notable shopping cart solutions. In the hands of search engine marketing specialists, the platform provides for greater client ROI, allowing the SEM professional to reduce the amount of code rewrite and focus on intelligent site optimization and content development. The Mountain Commerce suite enables online merchants to receive top search engine visibility while providing powerful up-selling and cross-selling features, effective order management and fulfillment, pricing and promotions handling, payment processing, and catalog management — all on a secure and reliable platform. The system is an all in one e-commerce solution that includes individualized, template-free design development with each implementation. Additionally, the company offers a full compliment of commercial web services and custom application development to accommodate the most complex e-commerce projects. Visit our website or call (877) 583-0300 for more information.

Offshoring.com

Booth 312

www.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 back-end 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

Booth 309

www.onwardsearch.com

Onward Search is the nation's leading provider of Internet marketing and creative services talent. We specialize in placing search marketing, graphic design, web development, and related creative services and technology professionals to companies nationwide. We provide our customers with the ability to rapidly source the best talent in the marketplace, so they can successfully deliver against their creative services, online marketing, and technology initiatives. We offer a full range of recruiting, staffing, and talent management solutions to include temporary staffing, consulting, and permanent placement options to ensure our customers have access to the right talent to get the job done. We recruit and staff a range of Internet marketing and creative services professionals to include: search marketing specialists, SEM managers, SEO consultants, PPC managers, social media experts, copywriters, web developers, project managers, production managers, graphics designers, print production managers, and more.

OrangeSoda

Booth 117

www.orangesoda.com

OrangeSoda is online marketing with a twist! Focusing primarily on small and medium-sized businesses, we pride ourselves on the customized service each 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.

Performics

Booth 222

www.performics.com

At Performics, we create opportunities and drive success for more than 200 of the world's top brands. Our innovative approach to paid and natural search — as well as user experience, emerging media, and digital strategy — fully integrates all aspects of performance marketing program management, from analytics and conversion optimization to tracking, reporting, and technology. Our commitment is to deliver more qualified consumers and a better return on investment. Performics works diligently and efficiently on behalf of our clients to boost the effectiveness of their digital marketing efforts. Headquartered in Chicago with offices around the world, Performics is the performance marketing expert inside Publicis Groupe's Vivaki Nerve Center.

Pi Business Research

Booth 211

www.pibusinessresearch.com

Pi Business Research is your partner in high quality online content and copywriting production and solution services. We have expertise in e-commerce portal content, forum and blog updating, financial data collection and analysis, and technical writing, along with white paper and e-book development. Let our team manage your site content, forum research and response, and frequent blog updating — all with highest levels of quality and SEO and SEM best practices, at very competitive rates. We invite you to learn more at www.pibusinessresearch.com, or contact us today at (800) 385-1422.

Placelinks Search Analytics

Booth 331

www.placelinks.com

PlaceLinks Media Dashboard is a secure ASP service for search analytics that combines all your streams of measured ad data, for both Internet and calls. You can compare campaigns, manage ROI, and publish leads. It is a cost-effective solution for automating SEM decision-making, and for publishing the results to clients, employees, and partners.

Platform-A

E-mail Center Sponsor

www.platform-a.com

Platform-A integrates AOL's leading media properties, TACODA's behavioral technology and Advertising.com's mass reach into a unified solution for advertisers and publishers. Our mission is to operate the world's most effective, efficient marketplace for the buying and selling of digital advertising.

PM Digital

Booth 1015

www.pmdigital.com

Headquartered in New York City, PM Digital is a leading online marketing agency serving direct response clients. PM Digital helps target and scale an online audience through search engine marketing, SEO, datafeed marketing, and re-marketing. Supporting our full range of online marketing services is MediaHarbor, our proprietary suite of search marketing tools, reporting, and research, that simplifies and

optimizes search performance on a real-time basis. Our priority is simple: Performance drives scale.

Prime Visibility

Booth 224

www.primevisibility.com

Prime Visibility is a 10-year-old Internet marketing company dedicated to enhancing the online presence of our clients and monetizing their investment. We specialize in search engine marketing (SEM) and search engine optimization (SEO) services. Our staff of Internet marketing specialists is committed to leveling the playing field so that your business maximizes its online marketing efforts. We have a 100% success rate in increasing our client's online visibility, through proven online marketing methods, including natural SEO, pay-per-click management, web 2.0 social media, e-mail marketing, online media buys, and strategic partnerships. For more information on our services, contact us today at (866) PRIMEV1 (774-6381). Or visit our website and request a free search engine position report. Prime Visibility is a PV Media Group Company (PVMediaGroup.com).

PRWeb

Booth 330

www.prweb.com

PRWeb is recognized as a leading online news and press release distribution service worldwide. Since 1997, PRWeb has been changing the way businesses, marketing departments, and public relations firms think about press releases. PRWeb was the first company to develop a distribution strategy around direct-to-consumer communication and to build and offer a search engine-optimized platform

for press release distribution. PRWeb, located in Ferndale, Wash., is a wholly owned subsidiary of Vocus, Inc., a leading provider of on-demand public relations management software.

Pulse 360
Booth 203
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.

Rosetta
Booth 128
www.rosetta.com

Rosetta (formerly Brulant) is one of the nation's preeminent interactive agencies, fusing leading-edge technology with break-through interactive marketing and creative design. *Advertising Age Magazine* recently ranked Rosetta as one of the largest interactive agencies in the U.S. and top 20 among search engine marketing companies. Rosetta's capabilities are wrapped around deep industry knowledge within consumer products and retail, health care, financial services, consumer technology and media, B2B, and travel and hospitality. Rosetta's acquisition marketing practice consists of innovative online marketing professionals offering leading-edge, but proven, interactive marketing strategies and services across search engine optimization, paid search management, data feed optimization, online media planning, social media, and mobile marketing. Representative clients include Harry & David, Nationwide, OfficeMax, Citizens Bank, Kraftmaid, Marriott, Helzberg Diamonds, Campmor, and MOEN.

SageRock Digital Marketing Agency
Booth 311
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's why SageRock is dedicated not only to generating qualified traffic, but also to understanding traffic behavior and improving online lead conversions. Also, we never operate 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 320
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) continually updates and adjusts 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.

SEMJ.org
Booth 327
www.semj.org

SEMJ.org publishes *Search Engine Marketing Journal*, a print publication that is 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 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, and help to advance the field of search marketing.

SEMPO
Booth 324
www.sempo.org

The Search Engine Marketing Professional Organization (SEMPO) is a nonprofit association with over 860 members, representing thousands globally. SEMPO works to increase awareness and promote search engine marketing worldwide. Member benefits include research, SEMPO Institute and event discounts, job board, networking opportunities, research, webinars, membership committees and regional groups, and more. E-mail us at info@SEMPO.org. The SEMPO Institute is the top resource for the serious marketing professional who wants a higher standard of education. This online training curriculum is extensive and comprehensive, with the lessons and tests designed to take you from beginner to serious SEM professional. Visit sempoinstitute.com or e-mail institute@sempo.org.

SEO Samba
Booth 130
www.seosamba.com

SEO Samba: advanced SEO automation platform for SEM firms and website marketers. According to SEMPO, a third of large agencies, and half of small ones, struggle with differentiation, while a quarter of their clients cite better execution technology as a reason to switch agencies. With a white label version of SEO Samba, search agencies can cost-effectively manage the continuous optimizing of hundreds of websites across projects and customers with an unprecedented level of precision and consistency. SEO Samba also brings predictability to in-house search marketers managing one or more websites, thanks to best practices and time-saving SEO automation features.

Sitecore
Booth 223
www.sitecore.net

Sitecore's web content management system (CMS) and portal software solutions make it easy for businesses to create and keep up-to-

date, dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allow companies to better leverage their content to improve customer experience and drive business growth. Thousands of public and private organizations, including national governments and Fortune 500 companies, utilize Sitecore solutions for their websites. These organizations have created and now manage over 20,000 dynamic websites with Sitecore, including Microsoft, LexisNexis, GlaxoSmithKline, Siemens, Toshiba, The British Open, WebTrends, and Manchester United.

SLI Systems, Inc.
Booth 303
www.sli-systems.com

SLI Systems provides site search, site navigation, and user-generated 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 FTD, Etronics.com, Tupperware, ULTA, and hundreds more benefit every day from SLI Systems' search technology.

SpyFu
Booth 127
www.spyfu.com

SpyFu reveals which keywords your competitors are buying and which ones they optimize their site for. Once you understand the competition, you can beat them at their own game or exploit their weaknesses. We are obsessed with delivering the most powerful online advertising espionage. Search by domain, and see what keywords draw visitors. Search by keyword, and see costs, number of advertisers, and closely related terms others bought as well. Or, just delve deeper and capitalize on the information we've collected. From top 100 ad buyers to the biggest CPC terms, SpyFu reveals information too powerful to pass up.

Submit Express
Booth 207
www.submitexpress.com

Since its inception in 1998, Submit Express has been dedicated to helping businesses achieve higher rankings in the major search engines and directories through consultation, keyword research, content writing, optimization, link building, article writing, social media optimization (SMO), and submissions. Our staff members are highly experienced in website development, copy writing, project management, Internet marketing, and search engine placement strategies. Submit Express has helped thousands of companies with their search engine optimization (SEO) needs. To date, Submit Express has provided SEO services to over 5,000 companies and premium search

engine submission service to more than 25,000 companies. In addition, our site's free submission and webmaster tools section is one of the top destinations in the SEO industry, with over 20 million visitors to date. Submit Express has been ranked as one of the fastest-growing private companies in the U.S. by the *Inc.* "5,000" for the past two years. Submit Express: the leader in SEO since 1998.

Superpages.com
Booth 1112
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.

The Search Agency
Booth 1404
www.thesearchagency.com

The Search Agency provides an integrated suite of pre-click and post-click online marketing services, including SEO, PPC, display media, and conversion path optimization. The combination of hands-on account management and proprietary technology consistently drives qualified traffic to your site and converts more visitors into leads once they arrive.

TMP Directional Marketing
Booth 209
www.tmpdm.com

TMP Directional Marketing (TMPDM) is the largest local search marketing agency, offering online, offline, and mobile advertising solutions to top 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, TMPDM has 600 employees and 15 offices in the U.S. and Canada. Visit us online or call (866) 738-4127.

Trellian
Booth 219
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 search engine marketing (SEM) 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

Sponsors & Exhibitors

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.

University of San Francisco
Booth 221
www.usanfranonline.com/ses

Put it *all* together with a master certificate in Internet marketing! The University of San Francisco's master certificate in Internet marketing is the first and only online certificate program that provides the advanced training and credentials you need to become an interactive marketing expert. Master all facets of digital marketing, including website usability, blogs, web 2.0, search engine optimization (SEO), web analytics, viral marketing, affiliate marketing, and social media. The program also prepares you for certification from two of the industry's leading organizations, Google Advertising Professional and the Web Analytics Association. Register for a chance to win an online Internet marketing course valued at up to $2,280 at the event, or register now at usanfranonline.com/ses. See official rules for entry details and eligibility restrictions. No purchase necessary.

VentureDirect Worldwide
Booth 122
www.venturedirect.com

For the past 25 years, VentureDirect Worldwide has produced extraordinary results for thousands of marketers seeking to acquire new customers, increase sales, generate leads, drive web traffic, and create incremental revenue. Our goal is to generate the highest return on investment for every advertising dollar spent by our clients. VentureDirect leads the way with search engine marketing solutions. Our exclusive cost-per-lead program provides conversions from search leads that can be two to 10 times higher than other online lead generation programs. We offer shared cost-per-lead and pay-per-click advertising programs that also deliver peak performance and revenue.

ViralSweeps
Booth 325
www.viralsweeps.com

ViralSweeps is an interactive promotion company that helps you optimize your website's performance by providing turnkey strategies that motivate consumers to act by offering them the chance to win a huge prize. The company's focus is providing large-scale, low-cost promotional events that offer small to medium-size businesses the opportunity to participate in areas previously reserved for large businesses. The end result provides your website with more traffic, higher conversions, and increased sales revenue at an affordable cost with minimal effort or exposure.

Wahlstrom
Booth 126
www.wahlstrom-i.com

Wahlstrom is fluent in all aspects of search engine marketing, Interactive Yellow Pages, and Print Yellow Pages. Over the years, Wahlstrom has developed proprietary technology for leading-edge planning and placement systems and generated the expert knowledge to develop a consistent and innovative brand strategy to achieve the most effective ROI for our clients. Wahlstrom Group has a long-

standing reputation for excellent service and operational expertise. Our competitive strength lies in the ability to develop and implement innovative directional marketing ideas, connecting buyers to brands that generate profitable traffic to help build clients' businesses.

WebmasterRadio.FM
Booth 1228
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; "PowerSource," hosted by Tim Mayer and Jeremy Zawodny of Yahoo Search; and "Wizards of Web," hosted by Bryan and Jeffrey Eisenberg. Each program we air reaches out to a different part of the marketplace, ensuring there's 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 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 solely 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 308
www.websitemagazine.com

Website Magazine is a must-read for anyone seeking website success and is the most popular trade magazine in its field. *Website Magazine* will help website owners develop, design, maintain, and promote their online business. Subscribe today free! Advertisers: Download a media kit at websitemagazine.com/advertising/mediakit_2009.pdf. Now reaching more than 135,000 qualified professionals. BPA audited. We are green! Learn more at ReplaceATree.org. iPhone giveaway at the booth!

Wpromote Inc.
Booth 112
www.wpromote.com

Wpromote prides itself in superior search engine marketing. From two employees in 2001 to more than 40 today, the company has experienced unwavering growth and continuous recognition for its exceptional service to each and every client. As a two-time *Inc.* "500" honoree, Google Adwords Qualified Company, and recipient of countless other accolades, clients are assured that the best search starts here, at Wpromote. Since its inception, Wpromote has dedicated itself to a single-mission statement: help businesses succeed on the web. With unmatched experience in search marketing and unrivaled dedication to our clients' results, Wpromote always stands out above the crowd.

Yahoo! Inc.
Booth 1011
www.yahoo.com

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo is focused on powering its communities of users, advertisers, publishers, and developers by creating indispensable experiences built on trust.

Yahoo is headquartered in Sunnyvale, Calif. For more information, visit pressroom.yahoo.com or the company's blog, Yodel Anecdotal, ycorpblog.com.

YELLOWPAGES.COM
Booth 321
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 advertising, websites, search engine solutions, video advertising, and more. YellowPages.com is dedicated to providing a leading presence for bringing consumers and advertisers together.

Association Sponsor

SEMNE
www.semne.org

Search Engine Marketing New England (SEMNE) was created in 2006 as a networking organization for anyone responsible for search marketing and driving traffic to their website. SEMNE meetings feature expert speakers on topics such as online PR, SEO, click fraud, social media, and more. Meetings are held around New England every other month and are open to individuals interested in learning more about search marketing and making connections with others in the industry. During each meeting, attendees have plenty of time to network and learn from industry leaders. SEMNE member benefits include free admission to all meetings, networking opportunities with peers and industry leaders, discounts to industry events, and free job listings. SEMNE is dedicated to enabling people to exchange information and ideas, learn new search marketing tips and techniques, and network with like-minded individuals.

Media Partners

BtoB Magazine
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 practices — 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.

Econsultancy
www.econsultancy.com

Econsultancy is a global, independent community-based publisher, focused on best practice digital marketing and e-commerce. Our hub has 80,000-plus members worldwide from clients, agencies, and suppliers alike, with over 90% member retention rate. We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, face-to-face conferences, forums, and professional networking. For the last 10 years, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers, and lead the way in best practice and innovation.

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 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.

eMarketer
www.emarketer.com

eMarketer is "the first place to look" for research and analysis on digital marketing and media. eMarketer aggregates and analyzes information from more than 3,000 sources, and brings it together in analyst reports, daily articles, and the most comprehensive database of online marketing statistics in the world. eMarketer provides the information to help marketers understand the growth and impact of the Internet and emerging digital media, and to stay ahead of the curve on new trends such as blogs, social networking, mobile marketing, and many others that are profoundly affecting the business landscape.

Search Engine Guide
www.searchengineguide.com

Search Engine Guide is a free resource site aimed at educating small business owners about search engine optimization, paid search advertising, link building, and blogging. Editor-in-chief Jennifer Laycock is known for her down-to-earth style of writing, and her ability to translate even the most complicated marketing concepts into action items that can be implemented by businesses of all sizes. Search Engine Guide offers daily and weekly newsletters, featuring articles from a wide range of contributing authors. The site's small business ideas forum allows business owners to come together in a friendly environment to ask questions and share ideas.

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.

Searchme
www.searchme.com

Searchme is a fun, new way to search the web for videos, music, news, and more. This innovative search engine delivers search results in a slick visual format that people can flip through — similar to paging through a magazine. Ads are interleaved between visual search results based on query terms, combining the best of search marketing with branded display ads, allowing for highly targeted ad placement and delivering higher click through rates (CTR).

Target Marketing
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. We provide readers with insight into subjects such 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 North American Publishing Company (NAPCO) in Philadelphia, also publishers of *eMarketing and Commerce* (eM+C), *Catalog Success, FundRaising Success, Publishing Executive*, and *Book Business* magazines, and the newsletter "Inside Direct Mail."

TopRank Online Marketing Blog
www.toprankblog.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 frequently speaks at search and PR industry conferences and has been quoted in *U.S. News* and *The Economist*. Odden has also written for Yahoo Publisher Network and DM News and serves on the operating committee for 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 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 force to reckon with, and a reliable source of information on all aspects of Internet marketing.

WebProNews
www.webpronews.com

WebProNews is the No. 1 source for e-business and search news. 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 to quality 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.

Sessions

Day 1: Tuesday, March 24

🕘 9-10a

CONFERENCE WELCOME/ORIENTATION & OPENING KEYNOTE
Twitter As A Tool For Social Media

Keynote Speaker
- Guy Kawasaki
  Author, *Reality Check*
  Founding Partner, Garage Technology Ventures

🕙 10:30-11:30a

SEARCH & THE FUNDAMENTALS
First-timer's Guide to SES & SEM

If this is your first Search Engine Strategies conference, you won't want to miss this illuminating introductory session. Two long-time SES faculty members will walk you through the week and help you to understand the various offerings and events. They will present a short overview of the "Introduction to SEM" session that will be held immediately following. They will also explain the differences in the various session levels and cover the logistics, networking opportunities, and special event details — thoroughly preparing you for your whirlwind week. Also discussed will be the glossary (see page 112) of terms and phrases that are frequently used at SES events.

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

Speakers
- Greg Jarboe, President & Co-founder, SEO-PR
- Matthew Bailey, President, Site Logic Marketing

SEARCH & THE FEAR ECONOMY
Searching for a Solution: The Impact of Today's Economy on the Search Landscape

The U.S. economy is in the midst of a recession, consumer spending is declining, and not even the brightest economic minds can pinpoint when things will begin to get better. Like most other industries, online search marketing has undoubtedly been impacted by the current economic environment. Join comScore for a presentation on the current state of the U.S. online economy, with a particular focus on the search landscape. How is today's economy impacting consumers' online behavior? How is consumers' use of search and comparison shopping sites changing in today's economic climate? The presentation will include an in-depth analysis of consumers' online behavior as well as insights from recent comScore research, helping search marketers gain a better understanding of what they can do to maximize their business during these challenging times.

Introduction
- Andrew Goodman, Principal, Page Zero Media

Solo Presentation
- Jack Flanagan, EVP, comScore Inc.

SEARCH & THE C-LEVEL EXECUTIVE
Entrepreneurs & C-Suite Executives: A Fast-Track to Search Marketing Fluency

With search marketing gobbling almost half of all online marketing dollars, it's imperative for entrepreneurs and C-suite management to be fluent in search. This fast-paced session will rip through the alphabet soup of search — the PPC, SEO, SEM, CMS acronyms — and delve into why and how you can manage search, align it to meet strategic organizational/marketing goals, budget for this effort, find appropriate KPIs, and break down barriers to success. This session will provide a framework for getting the most out of this conference.

Introduction
- Bryan Eisenberg, Co-founder, Future Now, Inc.

Solo Presentation
- Amanda Watlington, Owner, Searching for Profit

SEARCH & MEASUREMENT
Meaningful SEO Metrics: Going Beyond the Numbers

As knowledge of SEO practices moves from the offices of the optimizers to the board room, the standard metrics used by the practitioners of this former dark art are straining under the weight of the all powerful bottom line. The days when upper management was impressed by subtle changes in page rank have been replaced by questions of LTV and ROI. As more resources are dedicated to creating the perfectly optimized and keyword-rich landing page, executives are demanding proof of return. This panel will discuss a myriad of ways to move beyond page rank and into metrics that can make you a hero, and better still, get your budget increased to a respectable level.

Moderator
- Jeff Ferguson, Director of Online Marketing, Napster

Speakers
- Cindy Krum, Founder & CEO, Rank-Mobile
- Anne Kennedy, Managing Partner & Founder, Beyond Ink
- Seth Besmertnik, CEO & Co-Founder, Conductor, Inc.
- Ray "Catfish" Comstock, Senior Search Strategist, BusinessOnLine

SEARCH & THE FUTURE
SEO: Where to Next?

Certain industry pundits have said that SEO is dead. And others say it's alive and kicking. Forums, blogs, and newsletters on the subject abound. And there's no doubt that you can get some really up-to-date and on-the-nail information. But there's also the B.S. element. So how do you tell what the good stuff is and what the guff stuff is? Join our panel of search community leaders. They were some of the first authoritative voices out there and continue to be so. They've been monitoring the flow of conversation in the SEO world for up to 10 years now. They've heard opinions on everything from black hat/white hat SEO, dynamic delivery, Flash, Google index updates, universal search — and everything else that comes with the territory.

Moderator
- Mike Grehan, Global KDM Officer, Acronym Media

Speakers
- Marcus Tandler, CEO, Creativity in Action
- Bill Hunt, CEO, Global Strategies International; Director, Global Search Strategy, Neo@Ogilvy
- Chris Boggs, Director, SEO, Rosetta
- Sasi Parthasarathy, Program Manager, Live Search, Microsoft
- Jill Whalen, CEO, High Rankings

🕚 11:45a-12:45p

SEARCH & THE FUNDAMENTALS
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
- Mike Grehan, Global KDM Officer, Acronym Media

Speakers
- Susan Prater, Global Digital Marketing Manager, Owens Corning
- Jennifer Slegg, Owner, JenSense.com
- David Naylor, SEO, Bronco

SEARCH & THE FEAR ECONOMY
Survival of the Fittest 2.0

Hard times are here, but you can flourish. You may not have been in the trenches the first time around, when the likes of Boo.com, eyeballs, and the Pets.com sock puppet ruled the mind space of online marketers. In this session, veterans of that first downturn in online marketing will talk about the strategies that helped them survive those difficult times and show how they intend to survive again. Don't miss this session; you'll take away key strategies to ensure you're one of the lucky ones who flourishes in this current round of turbulent times.

Moderator
- Sara Holoubek, Consultant, Columnist & SEMPO Board of Directors

Speakers
- Bryan Eisenberg, Co-founder, Future Now, Inc.
- Jason Ciment, Co-founder, LaDezign.com
- Bob Myhal, President, MuscleMaster
- Kevin Lee, Co-founder & Executive Chairman, Didit

SEARCH & THE C-LEVEL EXECUTIVE
Thinking Outside Your Website: Branding Without Borders

With the popularity of sites like YouTube, Flickr, Twitter, and Facebook, brands increasingly want to engage with their customers outside their website. The portability of content and viral connectivity that occurs online requires a new approach to branding. Participants will learn strategies for increasing brand awareness and protecting brand equity in today's socially connected web, as well as tactics that can be implemented in today's resource and budget-constrained environment.

Moderator
- Fionn Downhill, CEO & President, Elixir Interactive

Speakers
- Kevin Cobb, Interactive Brand Manager, EMBARQ
- Tim Kendall, Director of Monetization, Facebook
- Ron Diorio VP, Product & Community Development, Economist.com

See related article p. 74

SEARCH & MEASUREMENT
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
- Sage Lewis, President, SageRock.com

Solo Presentation
- Tim Ash, President, SiteTuners

See exclusive interview p. 56

SEARCH & THE FUTURE
Key Points in Launching a Global Website

As the world becomes smaller and search marketing becomes more complex, the era of "ranking well in Google" is over. This is especially true for companies who are targeting multiple markets or countries. New opportunities also mean that you must consider more complexities than just standard SEO. We'll tackle the critical issues in successfully developing, optimizing, and launching global websites that meet next-generation marketing goals — without losing control or your mind. The session will include some case studies and cover topics like keyword research, language and cultural issues, geographical issues, issues involving different engines and platforms, leveraging standardized templates to develop global websites, cross-border management issues, copy writing for multiple audiences, and adapting unique market trends and techniques.

Moderator
- Kevin Ryan, SES Advisory Board Chair & CMO, WebVisible

Speakers
- Motoko Hunt, Founder, Japanese Search Marketing Strategist, AJPR LLC
- Maura Ginty, Senior Web Manager, Web Content Team, Autodesk, Inc.
- Marjorie Madfis, Interactive Marketing Manager, Web Editor, IBM
- Erik Qualman, Search Engine Watch Expert & Global VP, EF Education

🕐 1:45-2:45p

SPONSORED SESSION

Chitika

Chitika: Searchapalooza — Kick-ass Apps Contest & Talking Search Beyond Google

This is your exclusive opportunity to interact, explore, and talk tech with the innovators and industry experts who are leading search marketing into new terrains beyond *the* search engine. Five of today's most cutting-edge thinkers and market-defining innovators (reviewed and pre-selected by our experts) will present their respective "killer search apps" to the expert panel, including thought leaders from Yahoo and Microsoft, Jennifer Slegg ("JenSense"), and the workshop audience, for critical review and feedback. Think American Idol meets DEMO. It's survival of the slickest apps. We invite you all to join our panel experts and delve out ruthless, zany, stomp-on-the-box critique, all in the name of search beyond Google. In the spirit of search re-targeting, this session will also host Chitika's near legendary, third annual cookie eating contest. All attendees are invited to participate and cookie themselves to new extremes; the winner will receive an HP Mini Netbook.

SEARCH & THE FEAR ECONOMY

Every Day in Every Way: Search Marketing as a Business Activity

Search marketing can help the company in more ways than the SERPs. In this session, you'll learn how to bring your in-house search marketing program to the rest of the company, so you can add value in areas such as marketing research, marketing copy, prioritizing product releases, customer service, and more. This will help you provide a consistent customer experience, boost revenue, and create an organization that works smarter, on a daily basis, with the search marketing data available today.

Moderator
- Bill Hunt, CEO, Global Strategies Intl, Director, Global Search Strategy, Neo@Ogilvy

Speakers
- Olivier Lemaignen, Group Manager, Global Search Marketing, Intuit
- Jessica Bowman, SEO Strategist & In-House SEO Expert, SEMinhouse.com
- Tonya Price, Director, Marketing & Web Operations, Worcester Polytechnic Institute

SEARCH & MEASUREMENT

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 dialogue, 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 this, you must demonstrate the value of your products and services in all your marketing efforts, especially when sales are decreasing. But how? Plan 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
- Jeffrey Rohrs, VP, Marketing, ExactTarget

Speakers
- Bryan Eisenberg, Co-founder, Future Now, Inc.
- Sandra Cheng, Product Manager, Google

SEARCH & THE C-LEVEL EXECUTIVE

Budget Migration: Going Digital Without Impacting Your Brand

The move to a predominantly digital marketing strategy can be overwhelming. Migrating from staid traditional channels to the open waters of the web can be daunting, especially for companies that are unsure of how to properly measure search, display, e-mail, and social media. This session will arm you with the information you need to know about migrating budget to digital without impacting your brand awareness or the equity you have built in your brand. Participants will learn from companies that have started moving significant resources away from TV, radio, and print, and into search, social, display and e-mail. We'll discuss lessons learned as well as the metrics and tools need to gauge the success of a balanced digital marketing program.

Moderator
- Jason Ferrara, SVP, Sales & Marketing, Elixir Interactive

Speaker
- Beverly Thorne, SVP, Marketing, Century 21 Real Estate LLC
- Pattiann McAdams-Russell, Executive Director, Online Division, Avon

SEARCH & THE FUTURE

Beyond Googling: Where Will Your Customers Be Searching in Five Years?

Nothing in search marketing is as certain as change. Ten years ago Google did not exist — now it's a verb that means searching on the web. Growing use of media such as video, social, and personal appear to provide new avenues for searchers. What are the early adopters embracing now? How will your customers find you? What media should you keep in your sites and what should you discard? This session is a long-view look at weak signals and trends that appear to point in new directions.

Moderator
- John Marshall, CTO, Market Motive

Speakers
- Anne Kennedy, Managing Partner & Founder, Beyond Ink
- Pauline Ores, Senior Marketing Manager, Social Media Engagement, IBM Corporation
- Frank Watson, CEO, Kangamurra Media

What are you searching for at SES New York?

I'm searching for...

"

the attendee who traveled the farthest to attend this year's event.

— Matt McGowan, VP, Publisher, Incisive Media

🕐 3-4p

SEARCH & THE FUNDAMENTALS

The Imperative: Successful Site Architecture

A fresh look at how to successfully architect your site for search engines and how specific page elements and design technologies may impact your ability to gain solid organic listings. We'll cover topics such as directory and file structure, server-side includes (SSIs), 404 error trapping, JavaScript, robots.txt use, frames, secure area usage, and much more. Toward the end of the session, as time allows, volunteers from the audience will have their sites examined to see what architecture and design changes could be implemented to increase search engine traffic.

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

Speakers
- Shari Thurow, Founder & SEO Director, Omni Marketing Interactive
- Alan Perkins, Head of Search Marketing, SilverDisc Limited

SEARCH & THE FEAR ECONOMY

Publishers & Agencies: New Business Models for Changing Times

This panel will explore and define new revenue opportunities for publishers. What are the new business models that are gaining traction, and how are tried-and-true business models evolving in the marketplace due to the needs of clients and the economy? What are publishers looking for? What are their clients looking for? How has the landscape changed for such traditional models as lead generation? Join this lively panel, and hear the answers to these questions and more.

Moderator
- Greg Jarboe, President & Co-founder, SEO-PR

Speaker
- Erik Matlick, CEO, Madison Logic
- Marshall D. Simmonds, Chief Search Strategist, New York Times/About.com
- Mark Edmiston, Managing Director, AdMedia Partners

SEARCH & THE C-LEVEL EXECUTIVE

Implementing a Digital Corporate Governance Program

As companies migrate their marketing efforts online, the costs of implementing an effective program can quickly skyrocket if a proper governance program is not in place. Cannibalization of budget and dilution of brand are common pitfalls faced by companies that have multiple business units or franchisees. Participants will learn best practices for implementing a governance program that coordinates marketing efforts and optimizes budget across lines of business, geographic regions, and organizational "fiefdoms."

Moderator
- Jason Ferrara, SVP, Sales & Marketing, Elixir Interactive

SEARCH & MEASUREMENT

Advanced SEO Strategies: Integrating Analytics, Usability, Persuasion, & Journalism

Beyond the simple SEO tactics that many people already know, there's another level to optimizing your website for rankings, conversions, visibility, and more. This level requires a deeper understanding of searchers, their behavior, and how search engines use those human factors in developing their algorithms. Many would have you believe that advanced SEO means more technical tricks and "black hat" techniques. But in reality, advanced SEO is more about a deeper understanding of the searcher and using elements — both on and off the page — that will persuade him to view your website favorably and increase the chances of conversion. By utilizing established methods of persuasion, defined thousands of years ago, and refined over decades in print journalism, newspapers can give us insight into readers' tendencies. Combining the disciplines of persuasive writing design, usability, and behavioral analytics will catapult your website from common to extraordinary.

Introduction
- Stewart Quealy, VP, Content Development, Incisive Media

Solo Presentation
- Matthew Bailey, President, Site Logic Marketing

SEARCH & THE FUTURE

Universal & Blended Search: An Update

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
- Kevin Ryan, SES Advisory Board Chair & CMO, WebVisible

Speakers
- Olivier Lemaignen, Group Manager, Global Search Marketing, Intuit
- Larry Cornett, VP, Consumer Products, Yahoo! Search
- Todd Schwartz, Group Product Manager, Live Search, Microsoft
- Vic Drabicky, Director of International & Market Development, Range Online Media
- Keith Hogan, VP, Search Technology, Ask.com

For the latest information on SES New York's sessions and speakers, visit

SearchEngineStrategies.com

Sessions

Sessions

🕐 4:30-5:30p

SEARCH & THE FUNDAMENTALS

Getting Mobilized! Mobile Marketing Strategies

Learn basic mobile marketing strategies that are attracting mobile traffic today. This session will focus on mobile SEO, but will also touch on driving traffic and conversions with mobile applications, text messaging, and mobile e-mail. You will learn what you need to know to develop, launch, and track an integrated mobile marketing strategy.

This session will help attendees understand how mobile marketing fits into the traditional and online marketing mix and determine what mobile marketing strategy is most appropriate for their business. It will provide tips for updating existing sites to work on a variety of mobile devices and will expose the major SEO mistakes that are being made by some of the top mobile marketing agencies. Attendees will walk away with a clear understanding of basic mobile SEO best practices, including mobile site architecture, local and universal SEO tactics that work in a mobile application, and how to author metadata that is compelling in mobile search results.

Introduction
- Amanda Watlington, Owner, Searching for Profit

Solo Presentation
- Cindy Krum, Founder & CEO, Rank-Mobile

SEARCH & THE FEAR ECONOMY

See related cover story p. 60

Pay-for-Performance: Winning Strategies for Advertisers & Agencies

Paid and organic search strategies have varied significantly for as long as they have existed. The starting point (keyword research) and the end goals (conversions or sales) are the same. But how you get from here to there has varied tremendously. Unfortunately, the compensation models for organic and PPC have not followed similar tracks. Agencies running PPC campaigns have traditionally been compensated based on a percentage of spend. The higher the ROI, the higher the spend, and the more the agency earns. By contrast, organic practitioners generally are compensated on a flat-fee model, regardless of value delivered.

This panel will discuss winning compensation models for advertisers and agencies. Advertisers want to pay for success. They want sales, and nothing else matters. Regardless of SEO or PPC focus, agencies want to be compensated fairly for the quality of their work. They're success oriented, and wish to be compensated based on the value they deliver. In times economically uncertain times, the bottom line is more in review than ever. Both advertisers and agencies need to examine new ways to earn revenue and be compensated. Industry experts will present winning business models that can benefit everyone.

Moderator
- Matt Van Wagner, President, Find Me Faster

Speakers
- Richard Zwicky, Founder & CEO, Enquisite
- Ron Belanger, VP of Agency Development, Yahoo!
- Brian Klais, EVP, Netconcepts
- Tom Cuthbert, President & CEO, Click Forensics
- Jonathan Scott, COO, Direct Traffic media

SEARCH & THE C-LEVEL EXECUTIVE

The Dozen Most Common Search Marketing Mistakes That CMOs Make

Whether you're a CMO — or someone who needs to educate, advise, or influence one — this session's information could be vital to your search marketing success. You'll learn about the 12 most common strategic mistakes that companies make in their SEO and paid search initiatives, and gain insight into these critical search marketing concepts and their role in the marketing mix. A panel of senior-level search marketers across a variety of industries, business models, and company sizes will share experiences, advice, and perspective on these mistakes, how to avoid them, and how understanding them can dramatically increase your search marketing results.

Moderator
- Bill Muller, Chief Marketing Officer, iProspect

Speakers
- Keith Dieruf, Online Marketing Manager, Ameriprise Financial
- Nancie Freitas, CMO, Constant Contact
- Willie Fernandez, Director, Online Marketing, World Travel Holdings/National Leisure Group
- Tom Tweedie, VP of Marketing, Baudville, Inc.
- Bob Myhal, President, MuscleMaster

SEARCH & MEASUREMENT

Extreme Makeover: Conversion Edition

This session will analyze the metrics, usability, and persuasion ability of three companies pre-selected for the session. The speakers will work with these companies to redesign a key page and then set up that redesign in an A/B test. This session will instruct you on how to identify the critical barriers to success on the sites selected and how this team of experts would go about fixing them in less that 48 hours. You'll learn key things to look for, obstacles to avoid, and the key considerations when optimizing your website for conversion.

Moderator
- Christine Churchill, President, KeyRelevance

Speakers
- Bryan Eisenberg, Co-founder, Future Now, Inc.
- Tim Ash, President, SiteTuners
- Ethan Giffin, CEO, Groove Commerce

SEARCH & THE FUTURE

Video Search Engine Optimization: 2009 & Beyond

According to comScore, 139 million U.S. Internet users watched an average of 83 videos per viewer in March 2008, accounting for 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 world of search. We'll look at how video search engine optimization (VSEO) has become the most important new use of SEO today.

Moderator
- Jeff Ferguson, Director of Online Marketing, Napster

Speakers
- Greg Jarboe, President & Co-founder, SEO-PR
- Liana Evans, Director of Internet Marketing, KeyRelevance
- Gregory Markel, Founder/President, Infuse Creative, LLC
- Henry Hall, Senior Product Manager, Microsoft Live Search
- Matthew Liu, Product Manager, YouTube Sponsored Videos

🕐 9-10a

FUNDAMENTALS

Discover the Power of Linking: Link-Building Basics

Discover how search engines rely on link analysis as an important component in ranking web pages. Learn also how to increase traffic to your site by building quality links in an appropriate manner.

Moderator
- Chris Boggs, Director, SEO, Rosetta

Speakers
- Kristjan Mar Hauksson, Managing Partner, Nordic eMarketing
- Debra Mastaler, President, Alliance-Link
- Sharad Verma, Senior Product Manager, Yahoo! Search Technology
- Sasi Parthasarathy, Program Manager, Live Search, Microsoft
- Peter van der Graaf, Advanced Search Specialist, Netsociety
- Ankur Choksi, Director, Search Technology, Ask.com

SMALL IS BEAUTIFUL: SEARCH FOR THE SMALL BUSINESS

Small Voices, Big Impact: Social Media for the Little Guy

What if you could conduct market research, organize focus groups, and build your customer base all without spending a dime? Thanks to social media, you can. Small businesses around the world are acquiring loyal customers, gaining valuable insight, and boosting business by pounding the social media pavement. Find out how small companies with even smaller budgets can freely tap into the world of social media to improve business and increase sales.

Moderator
- Stoney deGeyter, President, Pole Position Marketing

Speakers
- Amber Naslund, Director of Community, Radian6
- Jennifer Evans Laycock, Director of Social Media, SiteLogic; Editor-in-Chief, Search Engine Guide
- Christina Kerley, Marketing Specialist, ckEpiphany
- Tim Kendall, Director of Monetization, Facebook

VERTICAL & RETAIL

Lower Your Marketing Costs With Vertical Search

The current economic recession calls for radical measures to control marketing spend and make it as cost effective as possible. The last downturn a decade ago saw the emergence of Google's pay-for-performance model as the preeminent way to advertise online cost-effectively. Now that keyword advertising on general search engines has become mainstream, marketers must look elsewhere for untapped opportunities, where there is less competition for attention. Vertical search engines provide this opportunity. Vertical search category leaders — such as in travel, shopping, and classifieds — have seen an explosion in traffic, but are relatively unexploited by advertisers. Attend this session to find out what vertical search engines are doing for marketers in this recession that Google did for them in the last.

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

Solo Presentation
- Paul Forster, CEO, Indeed

ADVERTISING

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.

Moderator
- Mark Jackson, SEW Expert & President/CEO, VIZION Interactive

Speakers
- Matt Van Wagner, President, Find Me Faster
- Mona Elesseily, Director of Marketing Strategy, Page Zero Media
- Jay Sears, EVP, Strategic Products & Business Development, ContextWeb, Inc. / ADSDAQ Exchange

ONLINE MARKETING SUMMIT, HOSTED BY CLICKZ

Social Media Marketing for Brand Building

How are smart companies using social marketing tools to promote brands and reach out to customers? Is it possible to do so without investing a fortune?

Moderator
- Erin Brenner, Associate Editor, ClickZ

Speakers
- Dave Evans, VP, Digital Voodoo
- Hollis Thomases, Founder, WebAdvantage.net
- Harry Gold, CEO, Overdrive Interactive

75.9 million

MySpace had 75.9 million unique visitors in December 2008, followed by Facebook with 54.6 million unique visitors.

SOURCE: comScore

► Check out ClickZ Stats for more data.

ClickZ.com.

🕐 10:45a-12p

FUNDAMENTALS

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? Learn how to target the right terms in your paid and organic search marketing, and where these keywords should be used.

Moderator
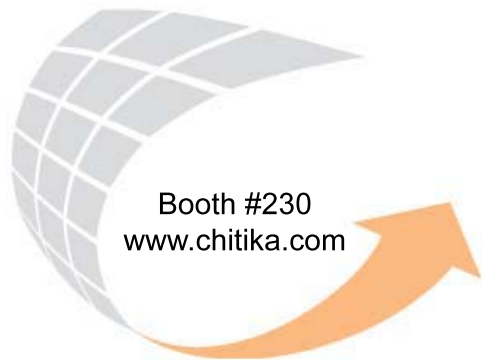- Mona Elesseily, Director of Marketing Strategy, Page Zero Media

Speakers
- Christine Churchill, President, KeyRelevance
- Mike Murray, SEM Thought Leader, Fathom SEO
- Andrew Wheeler, Managing Director, iProspect Chicago
- Katherine Shappley, Agency Development Executive, Microsoft
- Robert Clinite, Director, Central Strategic Account Management, Ask Sponsored Listings

Sessions

SMALL IS BEAUTIFUL: SEARCH FOR THE SMALL BUSINESS

Search on a Dime

Search marketing has long been touted as one of the most afford-able ways to market a business, but these days, competition is fierce. What's a small business on a budget to do? Hear the tips and tricks that will help you pick up the valuable traffic being left behind by your competitors. Learn from the best how to maximize your exposure via organic, paid search, and local search without emptying your wallet.

Moderator
- Jennifer Evans Laycock, Director of Social Media, SiteLogic; Editor-in-Chief, Search Engine Guide

Speakers
- David Mihm, Director & COO, GetListed.org
- Matt Van Wagner, President, Find Me Faster
- Stoney deGeyter, President, Pole Position Marketing

VERTICAL & RETAIL

Advanced B2B

Forget consumers. You want leads! Leads that become opportuni-ties 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
- Rebecca Lieb, VP, U.S. Operations, Econsultancy

Speakers
- Scott Brinker, President & CTO, ion interactive
- Jeff Woelker, Senior Digital Strategist, Slack Barshinger
- Kevin Lee, Co-founder & Executive Chairman, Didit
- Ian Harris, CEO, Search Laboratory Ltd
- Adam S. Goldberg, Chief Innovation Officer, Clearsaleing

SPONSORED SESSION   Google

Google: Preview the New AdWords Interface

Google believes in releasing new products and features early and often. A few months ago, we began testing a new interface for AdWords intended to make campaign management faster, clearer, and more intuitive. The set of features included in the new interface has grown substantially since our initial announcement. Now we'd like to invite you to preview the new AdWords interface, live at SES, and tell us what you think!

Ariel Bardin and Angela Lai, AdWords product and engineering leads, will take you on a tour of the new interface, showcasing new features and demonstrating how the new interface can make day-to-day campaign management more efficient. We'll close with an extended Q&A, where you can share your feedback and ideas directly with the AdWords team. Finally, all session attendees will receive prior-ity access to the new interface, so be sure to bring your AdWords Customer ID.

Speaker
- Ariel Bardin, AdWords Product Lead, Google
- Angela Lai, AdWords Engineering Lead, Google

ONLINE MARKETING SUMMIT, HOSTED BY CLICKZ

Pardon My Reach: A Snapshot of the Display Ad Marketplace

The addressable audience on ad networks, exchanges, and other plat-forms is ever larger, as are your options for segmenting that audience. This session will touch on the possibilities — and the realities — of media planning in a world where portal power is a fading dream, but targeting is more powerful than ever.

Moderator
- Zach Rodgers, Managing Editor, ClickZ

Speakers
- Chris Paul, VP, Media Director, Digitas
- Sarah Baehr, VP & National Media Lead, Razorfish
- James Colborn, Group Manager, Microsoft Digital Advertising Solutions, Microsoft
- Adam Kasper, SVP, U.S. Director of Digital, Media Contacts Boston

🕐 1–2p

SPONSORED SESSION

ORION POWER PANEL: The State of Search — A Maturing Marketplace or Poised for More Growth?

The paid search marketplace has rocketed from virtually zero to more than $10 billion in the past decade, which begs the question: Is the search marketplace on the verge of maturing in North America, or will advertising dollars continue to flow into search? As ROI and performance become increasingly important, will search gain a larger share of advertising revenues, or is search generally — or at least across some categories — becoming too expensive and competitive? Can search make an argument for value beyond pure performance and results? Will further insights and performance gains be realized as they relate to an overall SEM/SEO strategy for a brand, or has the industry discovered most of the tricks? This panel takes a hard look at the current value proposition of search and what the future holds for the North American search marketplace.

Moderator
- Kevin Ryan, SES Advisory Board Chair & CMO, WebVisible

Speakers
- James Colborn, Group Manager, Microsoft Digital Advertising Solutions, Microsoft
- Jon Diorio, Group Product Manager, AdWords & Monetization Products, Google
- Steven Kaufman, SVP Media Director, Digitas
- Robert Murray, CEO, iProspect
- Jeffrey Pruitt, EVP, iCrossing & President, SEMPO

🕐 2:15–3:30p

SPONSORED SESSION   facebook

Facebook: Harnessing the Social Graph

Are you wondering how to effectively advertise on Facebook? Kasey Galang and Rebecca Sawyer will guide you through the social graph and provide tips and tricks for leveraging and optimizing your advertis-ing on Facebook.

Speakers
- Kasey Galang, Product Marketing Manager, Facebook
- Rebecca Sawyer, Online Sales Operations Manager, Facebook

SMALL IS BEAUTIFUL: SEARCH FOR THE SMALL BUSINESS

Turning Simple Change Into Big Profit

If you're a small business, you are likely leaving business on the table due to easily corrected mistakes in your online marketing plan. Whether it's making your organic and paid search ads more tempting to searchers, or correcting the simple mistakes that keep visitors from converting once they reach your site, this panel will provide you with a slew of simple changes that can dramatically increase both your traf-fic and your conversions. This panel will also share free tips and tools on cheap and easy campaign testing.

Moderator
- Jennifer Evans Laycock, Director of Social Media, SiteLogic; Editor-in-Chief, Search Engine Guide

Speakers
- Kayden Kelly, CEO, Blast Advanced Media
- Matthew Bailey, President, Site Logic Marketing
- Lance Loveday, CEO, Closed Loop Marketing

VERTICAL & RETAIL

Four Paths to Success in a Tough Travel Economy

Travel marketers discuss the challenges of smart search marketing in tough economic times, when leisure travelers are hard to come by and businesses slash budgets. Experts in four key areas of travel search marketing — organic, paid, social and local/mobile — share strate-gies and creative campaign ideas to attract and increase traffic, prov-ing that it is possible to generate positive ROI with limited resources.

Moderator
- Elisabeth Osmeloski, Director of Online Media, Adventures in Search

Speakers
- Paul Rapino, Senior Director, U.S. Vertical Sales, Microsoft
- Willie Fernandez, Director, Online Marketing, World Travel Holdings/ National Leisure Group
- Marty Weintraub, President, aimClear

ADVERTISING

Search Becomes the Display OS

"The increasing marginal returns of search advertising are now doing more than taking market share from display advertising; they are en route to becoming display advertising's operating principle." — Scott Rafer, CEO, Lookery

Search advertising, the one-time bastard stepchild of Internet marketing that only five years ago barely existed, is now poised to double the spend of display advertising in 2009 (eMarketer). With the continued decline in display performance, some believe that the only thing that will save display advertising is making it more like search. This session explores these leading-edge ideas and technology, and provides some early case studies on the effectiveness of making search the operating system for display. We will provide case study examples of the above, the amazing results achieved, and ads that are not only search applications themselves but that can be purchased and targeted based on the keyword.

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

Speakers
- Jonathan Mendez, Founder & CEO, RAMP Digital
- Scott Rafer, CEO, Lookery
- Amit Kumar, VP Product, Dapper
- Bob Dillon, VP, Product Marketing, Yahoo! Advertising Marketplaces Group

ONLINE MARKETING SUMMIT, HOSTED BY CLICKZ

Slash Your Search Budget: What Are Your Alternatives?

Is the rising cost of keywords getting you down? Where can marketers invest some of their digital marketing spend to get a bigger bang for their buck?

Moderator
- Anna Maria Virzi, Executive Editor, ClickZ

Speakers
- Eric Bader, Managing Partner, BrandinHand, Inc.
- Jack Aaronson, CEO, The Aaronson Group
- Aaron Kahlow, Chairman & Founder, Online Marketing Summit
- Robin Neifield, CEO & Co-founder, NetPlus Marketing Inc.

🕐 4–5:15p

FUNDAMENTALS

Dealing With Affiliates: A Roadmap to Success

Join this panel for a no-holds-barred discussion as performance marketing's top contenders square off. As SEM evolves, marketers find themselves competing head-on with affiliates. Marketers want more leads and sales, increased affiliate-generated leads and 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
- Jeffrey Rohrs, VP, Marketing, ExactTarget

Speakers
- Kristopher Jones, President & CEO, Pepperjam
- Jeff Ferguson, Director of Online Marketing, Napster
- Lori Weiman, CEO, The Search Monitor
- Peter Figueredo, CEO, NETexponent

SMALL IS BEAUTIFUL: SEARCH FOR THE SMALL BUSINESS

Small Business Case Studies

While it's great to listen to tips and advice on how to go home and improve your business, nothing hits home as well as genuine exam-ples of companies just like you who've experienced success using those same tactics. Come and hear the stories of small businesses who have found creative and inexpensive ways to market themselves online, and get answers to your questions from the people who have been there.

Moderator
- Jennifer Evans Laycock, Director of Social Media, SiteLogic; Editor-in-Chief, Search Engine Guide

Speaker
- John Sherrod, Director of Search, Babybedding.com

Sessions

Sessions

SPONSORED SESSION — Google

Google Workshop: Maximizing Your Website's ROI

Your business probably spends a tremendous amount of time, resources, and capital on your website development and online advertising initiatives. Yet, for many organizations, the most challenging aspect is to retain visitors and convert them into buyers. Google's web search engine has set a high bar for relevance, speed, and ease of use. Unfortunately, most sites don't meet these high expectations: 85% of site searches don't return what the user sought, and 80% of visitors will abandon a site if search functionality is poor (Jupiter Research). To help maximize ROI, Google offers a variety of tools that website owners can leverage. Join Google at this informative session to learn how you can better utilize Google Site Search to maximize the return on your website investment.

Speaker
- Alex Torres, Product Marketing Manager, Google Enterprise

9-10a

MORNING KEYNOTE

The Brand Bubble: The Looming Crisis in Brand Value & How to Avoid It

See exclusive interview p. 57

Keynote Speaker
- John Gerzema
  Chief Insights Officer, Young & Rubicam Group

10:30-11:45a

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, VP, U.S. Operations, Econsultancy

Speakers
- Michael Gray, Owner, Atlas Web Service
- Sally Falkow, President , PRESSfeed
- Lee Odden, CEO, TopRank Online Marketing
- Michel Leconte, CEO, SEO Samba

SPONSORED SESSION — WPROMOTE

Wpromote: 8 Things You Aren't Doing That Will Boost Your SEM Results

If there is one session that you can't afford to miss, this is it! Using real-life examples, you will learn the secrets top online marketers are using to beat the competition and squeeze the greatest results possible from their SEM efforts. This session blends concepts of PPC, SEO, landing page optimization, and social media in an easy-to-digest fashion and a healthy dash of fun. Most importantly, it will give you truly actionable takeaways to improve the results of your SEM campaigns.

Speakers
- Michael Mothner, Founder & CEO, Wpromote
- Michael Stone, VP, Sales & Strategy, Wpromote

ONLINE MARKETING SUMMIT, HOSTED BY CLICKZ

Political Search: Preparing for Search in 2010

The 2008 election season is over, but it won't be long before local, statewide, and congressional candidates turn their thoughts toward the 2010 mid-term elections. Find out what you need to know to run search efforts for political advertisers, and what commercial marketers can learn from their political brethren.

Moderator
- Kate Kaye, Senior Editor, News & Special Projects, ClickZ

Speakers
- Eric Frenchman, Founder, PardonMyFrench
- Josh Koster, Managing Partner, Chong Designs LLC
- Colin Delany, Founder & Chief Editor, epolitics.com

ADVANCED PPC

Advanced Keyword Research

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? This advanced session will demonstrate how to target the right terms in your paid and organic search marketing efforts, and learn where these keywords should be used.

Moderator
- Matt Van Wagner, President, Find Me Faster

Speakers
- Christine Churchill, President, KeyRelevance
- Ron Jones, President/CEO, Symetri Internet Marketing
- Frederick Vallaeys, AdWords Evangelist, Google
- Stacey Helman, Agency Development Executive, Microsoft
- Sage Lewis, President, SageRock.com
- Robert Clinite, Director, Central Strategic Account Management, Ask Sponsored Listings

SOCIAL MEDIA & BLOGGING

An Update on Social Media Optimization

Community-built web sites like Facebook, YouTube, Microsoft Tagspace, and Wikipedia, as well as 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, and demonstrates how to tap into them in an appropriate manner. Hear how-to's and tips from search marketers and what they've discovered from their experiences in optimizing social media.

Moderator
- Kevin Newcomb, Managing Editor, Search Engine Watch

Speakers
- Liana Evans, Director of Internet Marketing, KeyRelevance
- Dave Snyder, Co-founder, Search & Social
- Benu Aggarwal, Founder & President, Milestone Internet Marketing
- Marty Weintraub, President, aimClear
- Chris Winfield, President, 10e20, LLC

ISSUES & ANSWERS

Duplicate Content & Multiple Site Issues

More and more site owners are concerned that they might get penalized accidentally or specifically 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
- Anne Kennedy, Managing Partner & Founder, Beyond Ink

Speakers
- Shari Thurow, Founder & SEO Director, Omni Marketing Interactive
- Mikkel deMib Svendsen, Creative Director, deMib.com
- Sharad Verma, Senior Product Manager, Yahoo! Search Technology
- Sasi Parthasarathy, Program Manager, Live Search, Microsoft
- Eric Enge, President, Stone Temple Consulting

CLINICS & TOOLS

Extreme Makeover: Live Ad Copy & Continuity Clinic!

Does your PPC ad make a promise that your landing page can't keep? Make sure that your ad copy and landing page contents are in alignment with each other to ensure a smooth and profitable visitor experience. This clinic will examine actual ads and landing pages offered up by volunteers from the audience.

See related article p. 66

Moderator
- Dana Todd, CMO, Newsforce

Speakers
- Scott Brinker, President & CTO, ion interactive
- Karl Blanks, Ph.D., Chairman & Co-founder, Conversion Rate Experts
- Mel Carson, adCenter Community Mgr, Europe, Microsoft adCenter

12:45-2p

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
- Mark Jackson, SEW Expert & President/CEO, VIZION Interactive

Speakers
- Greg Jarboe, President & Co-founder, SEO-PR
- Lisa Buyer, President & CEO, The Buyer Group
- Dana Todd, CMO, Newsforce
- John Shehata, Senior SEO Manager, Advance Internet, Inc.

ADVANCED PPC

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.

See related article p. 70

Moderator
- Kristopher Jones, President & CEO, Pepperjam

Speakers
- Josh Fialky, Senior Client Services Manager, Idearc Search Marketing
- Thomas Bindl, Founder & CEO, Refined Labs GmbH
- Matt Van Wagner, President, Find Me Faster
- David Sprinkle, Director of Paid Search, Acronym Media
- Andrew Goodman, Principal, Page Zero Media
- Wister Walcott, Co-founder and VP of Products, Marin Software

SOCIAL MEDIA & BLOGGING

Four Views of Social Media: Planning a Successful Social Media Strategy

Social media has many faces. One is the purist viewpoint, where practitioners see social media and nothing else; another is the advertising and PR approach, where practitioners want to control what social media can do. Add into the mix the search marketing viewpoint, where practitioners see not only links, but also how to complement PPC and SEO. And finally, there's the perspective of the end user that marketers tend to forget about. How can marketers utilize all four aspects of this powerful medium to their advantage and create successful strategies? This panel will discuss effective ways to combine several elements of social media, ranging from blogs to networking to social news. Every business is different, but attendees will walk away from this session with a solid foundation for social media strategy.

Speaker
- Liana Evans, Director of Internet Marketing, KeyRelevance
- Beth Harte, Principal, Harte Marketing & Communications
- Rob Key, CEO, Converseon

Sessions

Sessions

ISSUES & ANSWERS

Brand & Reputation Management

Can you use a competitor's trademark in your own search advertising? Or what if a competitor has an ad running on your trademarked brand name? Should you engage professional legal help or are there other options? What if bloggers are posting negative or false claims about your brands, and these are spreading with viral speed through other blogs? Are there ways to get these damaging messages out of the search engines? This session will provide an exploration of these and other brand protection issues.

Moderator
- Jeffrey Rohrs, VP, Marketing, ExactTarget

Speakers
- Kristjan Mar Hauksson, Director, Search & Online Community/ Managing Partner, Nordic eMarketing
- Mark J. Rosenberg, Of Counsel, Sills Cummis & Gross P.C.
- Lela Phommasouvanh, Senior Search Marketing Consultant, FindLaw
- Lee Odden, CEO, TopRank Online Marketing
- Paul Elliott, Partner, Search & Media / Analytics & Optimization, Rosetta

CLINICS & TOOLS

SEO Tools of the Trade: What's in *Your* toolbox?

If you are responsible for your company's search engine optimization, then you know that you need all of the various tools of your trade close at hand. This session will describe the tools that will help you to accomplish your tasks, including indexing, competitive analysis, site ranking, diagnosing and remedying problems, page level information, site level information, on-page optimization, and much more.

Moderator
- Christine Churchill, President, KeyRelevance

Speakers
- Horst Joepen, CEO, Searchmetrics
- Marcus Tandler, CEO, Creativity in Action
- Todd Friesen, VP Search, Position Technologies
- Bruce Clay, President, Bruce Clay, Inc.
- Sharad Verma, Senior Product Manager, Yahoo! Search Technology

🕑 2:15–3:30p

ORGANIC

Google Website Optimizer: Radically Improve your Conversion Rate

Do you know what you are missing by not testing? Many small and large companies have seen testing result in thousands to millions of dollars in recurring revenues. Join this lively panel to hear case studies and discuss testing techniques utilizing Google's new Website Optimizer application. We'll share beginner to advanced tips on how to get started right away testing your site so you will be able to increase website conversion rates, decrease visitor bounce rates, increase time spent on your site, increase visitor satisfaction, and eliminate guesswork from site design.

Moderator
- Elisabeth Osmeloski, Director of Online Media, Adventures in Search

Speakers
- Tim Ash, President, SiteTuners
- Kayden Kelly, CEO, Blast Advanced Media
- Trevor Claiborne, Product Marketing Manager, Google

ADVANCED PPC

Ads in a Quality Score World

Ranking well in paid search listings is less and less about how much you pay and more about the "quality" of your ad campaign. What determines your quality score? We'll take a closer look at quality factors and give tips to increase the perceived relevancy of your campaigns.

Moderator
- David Szetela, CEO, Clix Marketing

Speakers
- Kristopher Jones, President & CEO, Pepperjam
- Ron Jones, President/CEO, Symetri Internet Marketing
- Frederick Vallaeys, AdWords Evangelist, Google
- Misty Locke, President & Co-founder, Range Online Media

SOCIAL MEDIA & BLOGGING

Online Communities: A Bonanza of Content for Searchers & Search Engines

An online community for your niche can be a welcoming place for current and future customers. Let your customers and prospects engage in conversation while they/you provide valuable information, give them a place to connect with others, and let them praise and vent. You also make it easy for them to learn more about your product or service and help them purchase. Search engines *love* this kind of content because it is relevant to the category and has lots of text and keywords. Search engines want to see more content that is customer-generated instead of the same old product pitches. But you need to make sure your community and review/rating environment is search-friendly. This session will discuss techniques for getting your community and review sites indexed, minimizing duplicate content, technical issues that may arise, and tagging.

Introduction By
- Rebecca Lieb, VP, U.S. Operations, Econsultancy

Solo Presentation
- Barbara Coll, CEO, WebMama.com Inc.

ISSUES & ANSWERS

Independent SEM/SEOs: Issues & Answers

While building their businesses, many SEMs and SEOs fly by the seat of their pants. While many issues they deal with are identical to any other type of business, there are issues unique to running and growing a search business. For instance, many small to medium-sized independent SEO and SEM agencies may not be able to get the errors and omissions insurance offered to larger agencies. Is your business protected against significant Google overspends? And how has the current economic climate affected smaller agencies? How have the valuations of independent SEM/SEOs been impacted? And what about competitive positioning — how can you enhance your company's value for a transaction in 2009? Hear the answers to these questions and more from our panel of experts.

Moderator
- David Hoffman, Founder, Search Smart Marketing

Speakers
- Patricia Hall, Managing Partner, Hallmark Capital
- Yuval Marcus, Esq., Gottlieb, Rackman & Reisman, P.C.
- Heather Rogers-Symon, Asst. Director Business Development, HUB International, Northeast
- Kathleen Fealy, President, KF Multimedia & Web, Inc.

CLINICS & TOOLS

Extreme Makeover: Live 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
- Liana Evans, Director of Internet Marketing, KeyRelevance

Speakers
- Jamie Smith, CEO, Engine Ready
- Todd Friesen, VP Search, Position Technologies

🕑 3:45–5p

ORGANIC

The Importance of Usability & Accessibility in Search

Build a user-friendly site, and chances are you've also built a search engine-friendly site. Learn how good usability and accessibility can help your human visitors, plus bring in the search traffic.

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

Speakers
- Matthew Bailey, President, Site Logic Marketing
- Kathleen Fealy, President, KF Multimedia & Web, Inc.

ADVANCED PPC

Don't Be Afraid of the Dark: Black Hat PPC Tactics

The marketplace is very familiar with black-hat SEO tactics and discussions, and full of great ideas. But what about PPC? PPC discussions at conferences center around ways to manage, monitor, optimize, and measure your paid search campaigns. But the reality is that when implementing paid campaigns, expert practitioners rely on more than straightforward bid management. This session will bring together three experts in PPC campaign management who will disclose ways which they assist paid campaigns beyond the normally documented limits generally discussed.

Moderator
- Richard Zwicky, Founder & CEO, Enquisite

Speakers
- Jamie Smith, CEO, Engine Ready
- Kevin Lee, Co-founder & Executive Chairman, Didit
- David Szetela, CEO, Clix Marketing
- William Leake, President & CEO, Apogee Search

SOCIAL MEDIA & BLOGGING

Blogging for Business

With more than 71 million blogs currently being tracked by Technorati, the opportunities for businesses to speak with their customers is nearly unlimited. That's why more and more companies are turning to the blogosphere to connect with consumers. Never before have businesses had such effective access to the frustrations and desires of their target audience. Learn more about harnessing the power of blogs to build buzz about a business online.

Moderator
- Matt McGowan, VP, Publisher, Incisive Media

Speakers
- Jennifer Evans Laycock, Director of Social Media, SiteLogic; Editor-in-Chief, Search Engine Guide
- Michael Gray, Owner, Atlas Web Service
- Lee Odden, CEO, TopRank Online Marketing
- Paul Woodhouse, Director of Organic Web Strategies, Direct Online Marketing

ISSUES & ANSWERS

Privacy, Intellectual Property & Trademark Issues: What You Must 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. The presentation will include a discussion of the state of the law, as well as legal ways to use another's trademark to enhance your visibility on the web. We'll also touch on the latest developments in privacy law, including the CAN-SPAM Act.

Moderator
- Jeffrey Rohrs, VP, Marketing, ExactTarget

Speakers
- Mark J. Rosenberg, Of Counsel, Sills Cummis & Gross P.C.
- Jonathan Moskin, Partner, White & Case LLP
- Yuval Marcus , Esq., Gottlieb, Rackman & Reisman, P.C.

CLINICS & TOOLS

Extreme Makeover: Live Search Advertising Clinic!

This clinic will examine actual ads and landing pages offered up by volunteers from the audience, suggesting changes that may improve click-through and conversion.

Moderator
- Kevin Ryan, SES Advisory Board Chair & CMO, WebVisible

Speakers
- David Naylor, SEO, Bronco
- Dave Davies, CEO, Beanstalk SEO
- Mel Carson, adCenter Community Mgr, Europe, Microsoft adCenter

Search Training Workshops: Monday, March 23

SES presents search engine marketing (SEM/SEO) training. These intensive workshops will provide you with the tools and hands-on exposure you need to become — and remain — a top performer in your field. This in-depth training in a small class setting means that your instructor is readily accessible for informal one-on-one or small group discussions. Not only will you walk away with the knowledge and skills you need to be a successful search engine marketer, you will also jumpstart your career and learn how to improve your business results. No matter where you are in the SEO/SEM process — and whether you're a consultant, site designer, website owner, or in-house marketing professional — you cannot afford to miss this opportunity to learn firsthand the latest developments in search engine marketing.

Training can be taken in addition to the SES New York conference or independently, as workshops take place on the Monday prior to the event. For more information, visit
www.SearchEngineStrategies.com/newyork/training.html

Hilton NY, Level 4: *Rooms indicated on right*	**East**	**Lincoln**	**New York**
7:30-8a	Continental Breakfast — *Foyer*		
8a-12p	Search Engine Marketing Metrics & Myths	How to Create a Successful In-House SEO Program	Making Pay Per Click Pay: Best Practices in Pay-Per-Click Advertising
12-1p	Lunch Break — *Downstairs*		
1-5p	Landing Page Testing Crash Course	Blogging for Business	Search Engine Optimization (SEO) Workshop

EAST (8a-12p)
Search Engine Marketing Metrics & Myths

The metrics that marketers are using today — to make decisions regarding how their budgets are allocated to online advertising vehicles — are flawed. If you do not understand how metrics can produce false positives, you can be led to believe that you are making smart decisions, while 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 New York in 2003. While there, Adam learned about the overwhelming challenges that advertisers face with managing, analyzing, and optimizing their online ad campaigns. In 2006, he left Google to start ClearSaleing. Adam, along with his partners, developed a technology that is used to best assess 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.

LINCOLN (8a-12p)
How to Create a Successful In-house SEO Program

Part workshop, part training, this session allows you to create a game plan for what you need to be doing in your in-house SEO program, right now, to make SEO top of mind — and get your SEO changes live on the site.

Who Should Attend?
For companies who want to start in-house SEO, you'll learn the right way to set up your in-house program. The workshop is also for businesses experiencing challenges with implementing SEO in-house, or those with SEO programs who are experiencing pushback and challenges from other departments.

Instructor
Jessica Bowman, a former in-house SEO at Yahoo, Enterprise Rent-A-Car, and Business.com, is a leading advocate for in-house SEO, founder of SEOinhouse.com, and an SEO consultant who will equip you with realistic, actionable advice that will get you moving further and faster. Her candid style gives you the insight you need, recommendations you can act on, ideas that get you thinking in new ways, and the ammunition you need to make SEO a top priority, so it can drive more revenue. Her experience foretells the politics and roadblocks associated with SEO, whether it's in-house or outsourced, helping pave the way for a smooth SEO program.

NEW YORK (8a-12p)
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. Pay-per-click campaigns include many diverse components, 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.

Who Should Attend?
Anyone involved with marketing and sending traffic and leads to a website will likely benefit from this training workshop. This includes 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 the campaigns they manage.

Instructor
Christine Churchill, president of KeyRelevance, has 10 years of online marketing experience and is a recognized expert in the field of search engine marketing. A strong advocate for ethical SEM, she was a member of the founding board of directors for the Search Engine Marketing Professional Organization (SEMPO). She has served as an officer on the board of directors for the Dallas/Fort Worth Search Engine Marketing Association (DFWSEM) since its inception and hold a master's in business.

EAST (1-5p)
Landing Page Testing Crash Course

Changes in landing page efficiency can dramatically improve the profitability of your online marketing programs. This fast-paced and practical hands-on training will provide you with a crash course in landing page optimization and testing. It will also allow you to develop a personal action plan that is tailored to your specific business. All participants will receive an autographed copy of Tim Ash's bestselling book, *Landing Page Optimization: The Definitive Guide To Testing & Tuning For Conversions*.

Who Should Attend?
People who want to quickly turbo-charge their company's landing page performance. You should ideally already have an established online marketing program with significant web traffic.

Instructor
Tim Ash is the president and CEO of SiteTuners.com, a firm that offers consulting, full-service flat-fee guaranteed-performance tests, and advanced software tools for landing page optimization. During his 14-year involvement with the Internet, Tim has worked with many companies, including Verizon Wireless, American Express, Sony Music, American Honda, COMP USA, and Black & Decker, to develop successful online initiatives. He is the author of the bestselling book *Landing Page Optimization: The Definitive Guide to Testing & Tuning for Conversions* (John Wiley & Sons Press, 2008); visit LandingPageOptimizationBook.com.

LINCOLN (1-5p)
Blogging for Business

With more than 71 million blogs currently being tracked by Technorati, the opportunities for businesses to speak with their customers is nearly unlimited. That's why more and more companies are turning to the blogosphere to connect with consumers. Never before have businesses had such effective access to the frustrations and desires of their target audience.

Who Should Attend?
Marketers and business owners who want to learn more about harnessing the power of blogs to build buzz about their business online. We'll cover the use of both internal blogs and third-party blogs, as we explore what sparks conversation and passion in readers, and how to leverage that conversation and passion for marketing purposes.

Instructors
Jennifer Evans Laycock is the editor-in-chief of Search Engine Guide, an online publication aimed at educating small business owners about search engine marketing, viral marketing, social media marketing, and blogging. Jennifer is also an independent online marketing consultant, specializing in organic search marketing and viral marketing. Her clients have included companies like Verizon, American Greetings, Highlights for Children, and Option-Line, a national crisis-pregnancy hotline. She is the author of the popular e-books "The Small Business Guide to Search Engine Marketing" and "Zero Dollars, a Little Talent and Thirty Days."

Matt Bailey is the president and founder of SiteLogic, a website marketing consultancy, and has been training businesses on website marketing since 1997. He speaks at more than 30 international conferences, seminars, and training sessions each year. Seminar attendees consistently rave about Matt's conversational, entertaining speaking style, and his ability to explain high-level search marketing concepts in a way that even "non-techies" understand. Matt is the primary trainer and developer for The Direct Marketing Association's SEO certification program, and the trainer for the DMA's two-day website marketing seminar.

NEW YORK (1-5p)
Search Engine Optimization (SEO) Workshop

A search-engine friendly website is a user-friendly, search-friendly, and persuasive site that converts visitors into buyers. For a site to be search-engine friendly, it must meet the terms and conditions set forth by the search engines (Google, Yahoo, MSN Search, Ask, etc.). Additionally, the site must satisfy the needs of site visitors.

Who Should Attend?
Anyone who promotes websites as part of their work. Web marketers should understand all parts of a search marketing campaign: optimization, shopping search, paid inclusion, and pay-per-click solutions.

Instructor
Shari Thurow is the founder and search engine optimization (SEO) director at Omni Marketing Interactive (www.search-usability.com), a full-service search engine optimization, web design, and website usability firm. Shari has designed and promoted websites since 1995, and is outsourced to many firms worldwide. Clients have included Yahoo, Microsoft, America Online, ABC News, HSBC, Expedia, and WebMD.

Additional Training Workshops: Friday, March 27

SEO Training (Bruce Clay)

Bruce Clay, an industry recognized expert on SEO, will offer a one-day SEO training course (8:30a-5:30p), in conjunction with SES York. This course targets marketing and technical staff alike, offering strategy and tactics necessary in today's fast-changing search world. We'll discuss SEO methodology, concepts, and strategies, and show you the process needed to achieve significant traffic. Focusing on white-hat, search engine-compliant SEO methods, the course covers techniques allowing you to change your sites while staying away from the techniques that will get you in trouble. Others who have completed the extended course have raved about it, and this training will be no exception. The Bruce Clay SEO training helps you properly select and target keywords, while offering a specific and clear view of the techniques required to beat your competition in the war for search results supremacy.

The training covers how to:
- select properly performing keywords
- identify and characterize your competition
- analyze and edit your own content
- develop links worth having
- avoid spam
- measure your success

▶ Plus, get a one-year free subscription to the SEOToolSet!

Analytics Training (Web Analytics Assoc.)

▶ **Online Marketing Campaign Measurement** (8:30a-5:30p)
If you're responsible for driving traffic to your website through online advertising, search, or email marketing, this is the workshop for you. This day-long WAA Base Camp workshop will give you the knowledge, the language and the insights you need to work with your team, your agency and your media buyers to significantly increase your advertising ROI.
- How do you plan an online campaign? How do you determine success?
- How does reach and frequency change online?
- What are the tips and tricks? What are the potential pitfalls?

▶ **Web Analytics for Site Optimization** (8:30a-5:30p)
How do you make your website better? If this is your challenge, then this is the workshop you've been waiting for. Learn the tricks, tools, and techniques to improve navigation, increase engagement, and improve conversion rates.
- How can a website be optimized? What tools are available?
- Which techniques have the highest impact?
- What expertise is needed? Where should I focus my efforts?
- What are the hazards to watch for?

These training workshops are produced in partnership with SES. To register, or for more information, visit **www.SearchEngineStrategies.com/newyork**

HOW WOULD YOU DESIGN PAID SEARCH SOFTWARE?

Forget what's easy for the engines. Let's talk about the tools that serious paid search managers need to do their jobs.

ClickEquations—Software Built *By* and *For* Paid Search Managers

We built ClickEquations on the principle that search is about people, not keywords, and that math, not intuition, should drive decisions. It's the first platform that offers truly deep insights into your campaigns, saves you time *and* helps you optimize, with:

- **Full Powered Reporting**—Online or In Excel, with Live Integration to Other Data Sources

- **Sophisticated Analysis** with Impression Share, Search Queries, Quality Score and ClickVariance™

- **Advanced Editing** and Flexible, Transparent Bidding

FREE 30 DAY TRIAL—BOOTH 328

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interview: Tim Ash
President & CEO, SiteTuners

By **Kevin Newcomb** | Managing Editor, SearchEngineWatch.com

In the "good old days," when search ads were cheap and click-through rates high, it was easier to get more conversions by just paying for more traffic that didn't convert so well. Today, as competition increases, budgets get tighter, and search engines use quality scores to require higher conversions of ads, buying more bad traffic no longer works.

While a few smart marketers have known for a long time that search advertising doesn't end once you get searchers to your site, many are just beginning to understand the idea of landing page optimization.

We've asked **Tim Ash**, president and CEO of SiteTuners, and author of the best-selling book *Landing Page Optimization: The Definitive Guide To Testing and Tuning for Conversions*, to share with us some basic ideas to introduce you to the concepts behind boosting the conversion rates on your ad campaigns by improving the landing page.

Kevin Newcomb: What is landing page optimization (LPO), and why is it important?

Tim Ash: LPO is the process of testing the content of your website or landing page in order to see what gets your online audience to take the desired action. Different versions of the landing page are shown to each new visitor until you can statistically determine which one they prefer. The desired conversion action can be an online sale, form-fill, download, click-through to another important page, or time on your website — basically anything that is measurable and has a known economic value to your business.

There is a multiplicative effect to LPO in terms of scope, efficiency, and scale. In scope, it can improve the quality of all of your traffic sources — not just a single channel. The improved conversion rate after your test will be a permanent increase in efficiency, lowering your cost-per-action. This in turn will increase your program scale as new traffic sources become profitable. It is the only remaining online marketing activity where you can routinely create double- or triple-digit percentage increases in profit.

KN: What are the most misunderstood aspects of LPO?

TA: The key to successful LPO is to get into the head of your website visitor. Unfortunately, most of us think from the viewpoint of our companies. We worry about what we want from the visitor and how to strong-arm them into doing it. We rarely take a hard look at it from the visitor's perspective and ask the hard questions like, "What's in it for me?"

We all pay lip service to the notion that "the customer is always right," but we rarely do anything about it. LPO lets the voice of your customer be heard. By "voting" with their actions or inactions on your landing page, they are giving you direct feedback about what works and what doesn't for them. But this requires you as the online marketer to give up a lot of control. In my view, your audience should determine a lot about your company: your brand, your positioning against other competitors, your messaging and value proposition, and even your pricing.

To give up this kind of control is the hardest thing you can ask an online marketer to do. However, when you get comfortable with it, it's actually very liberating and lucrative. You have to get into a continual testing mindset, and ask your web visitors about every important aspect of your business. Through a kind of involuntary crowdsourcing, they will give you the answer, and increase the conversion rate and efficiency of your marketing in the process.

KN: Is LPO an all-or-nothing proposition? If so, how big of a commitment is it? If not, what are some "baby steps" marketers can take to get started?

TA: Conceptually, LPO is very simple: It's just testing different content to show your web visitors. This can be as simple as a single text change (think headline), or as complex as a multivariate test that spans multiple pages on your site and rearranges the actual flow through your conversion path. The easiest baby steps to take are simple head-to-head, A-B split tests. They are very easy to set up and do not require deep statistical knowledge to run. If you combine that with making small, granular changes — like text or graphics only — the test should be easy to implement, with little outside support required.

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interview: John Gerzema
Chief Insights Officer, Young & Rubicam Group

By **Stewart Quealy** | VP, SES Content Development

Stewart Quealy: In *The Brand Bubble*, you claim that Wall Street is long on brands, but consumers are short on brands. Are consumers really falling out of love with a majority of brands they buy?

John Gerzema: Consumers are reappraising the worth of everything, from luxury goods to laundry detergent. People are saving more, spending less, and looking at brands in a much more practical manner. And our data shows the multiples that markets place on brands far exceed actual consumer sentiment. Across 2,500 brands in a recent survey, we found that brand awareness declined 20%, brand esteem was down 12%, perceptions of brand quality eroded by 24%, and trust in brands declined by 50%.

As to why this is happening, there is excess capacity because of more brands to choose from, making many mere commodities in the eyes of consumers. Secondly, many brands are simply not differentiating themselves from one another, or proving their creativity, flexibility, and vision. And third, consumers are losing trust in brands, because they've lived through all of this financial chicanery, product recalls, and lack of institutional oversight. They're not trusting brands; they're trusting their networks.

SQ: What's the story behind your proprietary research tool, BrandAsset Valuator (BAV)? My understanding is that Y&R has invested more than $113 million to fully develop it.

JG: BrandAsset Valuator is considered the world's largest global database on brands, and because of its scale and longevity, it is recognized as a reliable diagnostic tool for understanding how successful brands are built. Each year we interview almost 500,000 customers in 44 countries across 40,000 brands on more than 70 brand metrics. We conduct surveys in more than 40 languages. From Arabic to Zulu, we ask consumers how they feel about local, regional, and multinational brands, media, and celebrities. We've invested almost $115 million in our study, and our data tracks back to 1993. So it afforded us a tremendous amount of depth and context to reach our findings.

SQ: How are the forces of social media and consumer empowerment reshaping the meaning and value of brands?

JG: Social media is clearly an accelerant in the decay of brand equity. Brands were originally built on mass media, repetition, and economies of scale, which equaled the power of persuasion. But then came ConsumerLand, our mobile, social, searchable broadband-fueled world of limitless consumer potential and endless control.

As a result, consumers now trust each other more than they trust brands. Media Edge/CIA found that 76% of people rely on what others say, versus 15% on advertising. 92% of consumers now cite word-of-mouth as the best source for product and brand information, up from 67% in 1977. No wonder review sites, such as Digg and Reddit, have become the third most common use of the Internet after e-mail and search.

Social media is creating something that I think eventually is going to be very healthy for our economy, and that is institutional and brand integrity.

SQ: You mention that brands now have to think as strategically about optimizing their online presence for search engines, as they do about their television spots, radio ads, and press advertising. In your opinion, why is the value of search engine optimization so significant to brands?

JG: I like to challenge marketers to think of a brand, and then write down what they think is the brand's home page. And if they don't say Google, I'm guessing they're wrong. Increasingly visits to brand sites begin with search, and reviews play a huge role — especially for more considered purchases. And search has become "branding," as most consumer journeys are no longer linear because of digital, and that requires thinking about the entire ecosystem that surrounds the customer journey.

I think we need to think about the role of each capability and how they interact and amplify the consumer's brand experience: SEO, SEM, blogs, message forums, social networks, Twitter, Youtube, Flickr,

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Q&As

KN: What's your view of Google Website Optimizer (GWO)?

TA: GWO is the best thing to have happened to the LPO industry. It is a free tool and backed by Google, so it has removed many of the barriers to someone getting started with LPO. It has also created mass-market awareness of testing as a legitimate activity. People like myself and the Eisenberg brothers have been crying in the wilderness for a long time about the power of LPO. Now it seems like everyone is finally starting to pay attention.

GWO is an excellent tool that can be used to run simple A-B split tests as well as more complex multivariate tests. There is a growing community of users and support, including online forums, tutorials, and a video channel on YouTube. My book, *Landing Page Optimization*, also includes a full appendix on GWO. As an authorized consultant company for GWO, SiteTuners works very closely with Google to spread the word about it. We use it for all smaller tests and use our own TuningEngine tool for larger tests (when the GWO test size limit of eight variables, and 10,000 unique recipes is exceeded).

KN: What is the biggest mistake marketers make when doing LPO?

TA: The biggest mistake is to view LPO as a one-time activity. Some quit if they do not get a good result on their first test. You must be committed to the process of testing. A single test may fail to produce a better-performing page. But through repeated tests, you should be able to knock the current champion off of its throne. This mindset and culture of continual improvement is the only lasting competitive advantage left. It can also unlock huge performance improvements.

KN: Can you briefly outline the benefits and drawbacks of doing LPO in-house versus outsourcing?

TA: If you intend to have LPO become a core competency within your company, then you have no choice but to build a program in-house. If you do not have the team or resources to do it right, you are probably better off outsourcing. LPO requires a very diverse set of skills, and it may be difficult to assemble the required people quickly.

There is also the learning curve to consider. How much money are you leaving on the table by not having a higher conversion rate right now? This is often a very real opportunity cost that companies fail to consider as they spend months fumbling around in-house.

Another consideration is the insider issue. Many of the people tasked with LPO inside of a company also had a hand in creating the original landing pages. Now they are asked to destroy their own creations, or at least admit that they are sub-optimal in some way. This can be very hard to do. Also, the person is asked to create out-of-the-box ideas. This can be very difficult to do if you are too close to the landing page, and are also operating under the cultural norms of your own company. Outsiders can often come in with fresh ideas and extensive testing experience.

Outsourcing versus insourcing can also be viewed as a continuum. You may start with full-service outsourced tests, and then graduate to in-house testing. The premium will always be on good ideas that can really move the needle in terms of improved performance. If you can generate these kinds of ideas consistently, then there are a lot of excellent self-service testing tools available. ▪

Amazon, yelp, review sites, reviews on your own site, conversion, and average order size. And sure, someone may say something unflattering about your brand (and if it's true, it will stick); or, fans could come to your aid. Either way, at least they're at your site reading the review and not a competitor's.

SQ: Brand vision is something you cover extensively in the book. Can you give us a few notable examples of brand vision in practice?

JG: Vision relates to the consumer's perception of the brand's purpose and aspirations, often originating from its leadership, convictions, and reputation of the company behind the brand. Vision is about intent, and consumers want it in their brands. And because of social media, they collect evidence of a brand's vision from many different sources and channels.

Vision is very important today because companies not only want a brand that will act on what it says, but comes from a company that has a more noble purpose than just selling things. Vision may be anchored in a CSR initiative such as Wal-Mart's drive for sustainability, or in company culture, such as Whole Foods or Southwest Airlines. Or in an action, like Zappo's use of Twitter to help create a community for workers that they were forced to lay off due to today's environment. Brands with vision create energy.

SQ: There are some critics who claim *The Brand Bubble* is a dangerous book that will ultimately create panic among the financial community and those who control budgets. Is your estimation of the impact of brand on stock values overstated?

JG: I wrote the book in early 2008, well in advance of today's actual market correction. I think we've seen a lot of what the consumer predicted having come true. And obviously, neither Ed nor I reached our findings lightly. We worked over three years in researching the book by collaborating with respected academics, economists, and business leaders such as Robert Jacobson, David Aaker, Jack Trout, and Kevin Keller. We stand by our book, and moreover, stand by the consumer who actually wrote it for us.

SQ: Any final words of advice that you want to impart to our audience regarding the importance of brand innovation and the future of brand management?

JG: Search is so much more than technology, tactics, and strategy. Search is branding. I'm excited to discuss my findings in the light of what you're discussing, because our two worlds are coming together like peanut butter and chocolate. See you soon! ▪

Online Educational Resources: The Sleeping SEO Giant

By Judy Breck

Like the weather, everyone complains about digital learning materials. They're disorganized, it's difficult to legitimize content, and no one has been able to figure out quite what to do. However, that's changing because search engine optimization (SEO) has a key role to play.

According to Webster's, an elixir is capable of transmuting metals into gold. Similarly, SEO has the potential to morph scattered bits of online learning resources into authoritative patterns of knowledge and ideas. Hey, it's no more difficult than Amazon pushing items into your focus that you suddenly want to buy. SEO can help accomplish the same types of tasks, providing youngsters with knowledge on school topics like math fractions, insect anatomy, the history of Egypt, how chips work — and anything else there is to teach and learn.

A majority of the world's knowledge resources remain behind the proprietary walls of publishers and universities. ▪

Since educators first noticed the information highway in the 1990s, they've grumbled that it's hard to find good materials for learning, and you can't be sure what's accurate when you do find resources. Suspicion and a hands-off attitude linger among educators.

The Internet, of course, turned out not to be an information highway, but rather a cloud. And the education sector has not responded in any systematic way to the findability challenge that this cloud presents. Quite the opposite has been the practice, making the immense and very rich world of educational resources — think billions each year spent on textbooks — a sleeping SEO giant.

Meanwhile, SEO has developed into a very successful e-commerce technique, helping web surfers find just the right sneaker, the perfect book for vacation, or a portable music player matching the desired specs. SEO, coupled with additional content offerings, has also boosted traffic for thousands of websites. One example is The New York Times, which opened its archives and SEO'ed them in the fall of 2007. Within six months, traffic to the Times' archives had doubled and had grown to represent 10% of the page views on NYTimes.com.

The education sector has yet to realize that being online brings traffic, or that resources without traffic linger in the shadows and lose relevancy — which is awful on several levels for learning. Currently, a significant majority of the world's knowledge resources for learning remain behind the proprietary walls of publishers and universities. But that is changing.

A visionary open educational resources (OER) movement, led by MIT, now includes dozens of universities worldwide. OER typically consists of a university placing its campus course materials online. Because these materials are bundled as courses, and often placed in PDFs, they have not yet been SEO'ed at a granular level. This OER material is part of the sleeping giant, as is all of the proprietary information snoring away behind firewalls.

But there is much more to the analog resources behemoth that has dozed through the 1990s and most of the 2000s. Just take a look at the textbooks and wads of other printed school materials your kids stuff into their backpacks. Almost all the learning value they contain could easily be online. What our children would then be learning from would be a more up-to-date and richer store of resources. Your daughter may have an image of a comet in her printed fourth grade science book — imagine what she could view instead from Hubble Telescope online image collections!

To date, when anyone has bestirred the metaphorical giant, he's opened one eye and mumbled, "They can't find what they need to study online." Then the eye closes, and snoring resumes.

Sighing, the kids heave their packs on their backs and trudge into their obsolete analog frustrations.

The situation is improving. The number of school-age kids around the world who have access to the Internet is multiplying. By about 2015, just about all students on the planet will have Internet access through their own mobile devices.

The business potential here for the SEO industry is enormous. As the learning resources now in the open cloud are SEO'ed, they will be used more by teachers, students, and schools. This use will compel proprietary keepers of materials to publish into the cloud as well — and to have it optimized to compete for use. Once the giant wakes up, SEO will become a major factor in the future of global learning. It will truly be the online learning elixir that transmutes scattered bits of resources into learning gold. ▪

Judy Breck writes about merging the Internet into education at her two blogs, GoldenSwamp.com and Learnodes.com, and for Howard Rheingold at SmartMobs.com. She has focused on this topic since founding and heading content for HomeworkCentral.com (1997–2001) and has written five books about Internet learning. Judy lives in Mahhattan in New York City and can be e-mailed at judybreck@gmail.com.

Unreasonable SEARCH & Seizure

Amending the Economic Model Behind SEO

By **Richard Zwicky** (part 2 of 2)

I'm leading a charge to establish a better, fairer economic model for online marketing. But with the uncertainty surrounding today's economy, is now the right time make such a radical change? Yes, it is. Now, more than ever, advertisers need something they can count on — and they're demanding to know the cost and projected ROI of their marketing activities before they commit to them. To survive and thrive within this new reality, you as search marketers must be able to prove the value of your activities and then tie your compensation directly to the value you provide.

Compensation for Customer Acquisition

Let's face it. We refer to ourselves as online marketers, but we're more than just marketers. We're really in the customer acquisition business, which puts us squarely under the umbrella of sales. Great sales performers aren't compensated exclusively under fixed-rate salaries or contracts. A meaningful portion (sometimes 100%) of their compensation is variable or performance-based. If they drive a sale through the door, they put food on the table.

So if online marketers are highly skilled customer acquisition specialists, why are they compensated any differently than other members of the sales team? I assert that they shouldn't be, they don't want to be, and the new economy dictates that they can't be anymore. A base salary makes sense because not every aspect of online marketing is exclusively sales, but a hefty portion of compensation packages should be variable, based on performance.

One Search Marketer's Experience: Shared Success?

I arrive at this conclusion based on my own personal experience as a search marketer. I built and ran a successful search marketing firm before I moved into the analytics field. Thinking back over the numerous clients we helped, I particularly remember one major telco we worked with. It had opened a new portal two years prior, but was receiving fewer than 500,000 visitors a day, with less than .01% of those coming from search.

I personally went overboard on that campaign's efforts. I enjoyed the challenge, and like many search marketers, I'm driven to succeed. After we finished optimizing the site, the firm had more than 750,000 visitors per day just from search. That translated to millions of dollars in new advertising revenue for them — and not a penny more than the contract rate for us.

Was it unfair? No. They paid our rate in full and on time, but we certainly put in efforts that were not commensurate with compensation — something we couldn't afford to do again. Up front, we couldn't have quoted the opportunity in a way that would have made us more money, and we wouldn't have won the business if we had initially given them a higher fixed-rate contract. In the end, we delivered beyond their expectations, they were thrilled, and we did get some very nice referrals for other business. We were happy at the outcome, but admittedly frustrated that we had no way to share in the monetary value of the success that we had created.

I tell this story to make one point very clear: For everyone to share in the success, a performance-based compensation model for SEO is required in the marketplace.

A New Approach Between Advertisers and Agencies

To thrive within this new economic reality, advertisers need cost certainty, and SEOs need to be compensated fairly for the value they deliver. But to make such a system a reality requires more than just the desire for a better system.

What's required is a completely new approach to the relationship between advertisers and agencies. It's necessary for the growth and success of online marketing. At its heart sits a "bill of rights" for both parties. And guess what? There's nothing new here — these fundamental principles will be obvious to everyone, yet they've been overlooked for years. Under this framework, everyone's interests align.

A new compensation model isn't just desirable — it's required for the growth and success of online marketing. ▪

So what would the online marketing bill of rights look like? I propose the following:

Online Marketing Bill of Rights: I want to...	
Advertiser	**Agency**
➤ only pay only for marketing activities that meet defined business objectives.	➤ be compensated for the fair value of the services I provide to my customer.
➤ pay a constant customer acquisition cost.	➤ be compensated for my full contribution to the entire sales process — not just the last visit.
➤ receive transparent marketing activity recording and reporting.	➤ clearly, simply, and accurately report successes and potential — and to expose opportunities.
➤ receive an itemized, auditable record of every transaction I'm paying for.	➤ have my earnings be directly related to my efforts and abilities — not limited by artificial budgets or unobtainable targets.
➤ easily review my campaign successes, achievable potential, and new opportunities.	➤ have my recommendations implemented in a timely manner, to permit potential to be achieved.
➤ have the online marketing targets aligned with other areas of marketing and sales.	➤ have defined business goals based on achieving strategic and tactical targets.
➤ participate in an online marketing model that rewards performance, and motivates my agency to continue performing at its peak.	➤ align my interests with the best interests of the advertiser.

An Online Marketing Bill of Rights Leads to a Perfect Compensation Model

In a new economic model, with a fair online marketing bill of rights, the advertiser wins by only paying for successful campaigns, and the agency wins by having a strong incentive for performance. In such a situation, agency and advertiser no longer need to negotiate on price for services delivered. If the advertiser is willing to spend X% on customer acquisition from PPC, then the company should be willing to pay the same percentage of sale for other forms of traffic acquisition.

Advertisers, agencies, and independent SEO consultants must demand a better way to work together, and to adopt an online marketing bill of rights that sets the stage for fair and flexible interaction. When that occurs, a perfect compensation model for advertisers and marketers appears: pay-for-performance, a business environment where everyone wins together. ▪

Richard Zwicky founded and serves as president of search marketing automation solutions provider Enquisite, Inc. Enquisite's offerings include Enquisite Pro, a search marketing automation platform, and Enquisite PPC Assurance, a scientific click auditing solution. For more information, visit www.enquisite.com.

Do Courts Understand Search Engine Marketing?

By Travis Crabtree

By the time a case is the subject of a court opinion, the dispute has usually been broiling for some time. By the time there is any persuasive guidance from the court, the issue has been percolating in the courts for years. With ever-changing trends in search marketing, courts are trying to keep up, but often cannot. Some courts can grasp it, and others just do not. It is the lawyer's and the client's job to make sure the judge understands the issues particular to Internet marketing.

Too Much Emphasis on Meta Tags

The spat of recent cases on meta tags shows how courts lag behind the industry. Last summer, a federal court of appeals determined that the use of a competitor's trademarked name in meta tags to improve a website's organic search results was unlawful. The court found a violation of trademark law because the protected name was "part of [the] effort to promote and advertise its products on the Internet" to purposefully "influence" the search engine and increase traffic through organic results. To constitute trademark infringement, a plaintiff must prove that his mark is being "used in commerce" and that the use is likely to cause consumer confusion.

A month later, a different federal judge ruled the exact opposite. He determined there was no trademark violation because, as many search engine marketers know, search engines rarely rely on keyword meta tags when ranking organic search results. Because the courts determined that meta tags do not really matter, there was no "use" of the protected term — and therefore no trademark infringement.

While it seems like there is no guidance from the courts, lawyers who specialize in this area will emphasize decisions that take a more critical look at the technological realties. These lawyers will likely convince judges that the more analytical decisions should have more authority. As a result, it is likely that the courts will catch up and not waste time with complaints about search engine marketing tactics that are no longer effective.

Some Courts Consider Negative Keywording

On the other end of the spectrum is the enterprising court that protected an aggrieved party by requiring negative keywording. Negative keywording is nothing more than making sure one company does not come up when certain terms are queried in a search engine. Suggesting the court came up with this on its own may be a little generous.

The court's order actually incorporated the parties' settlement agreement, which required the guilty party to stop using the trademarked terms. The court also ordered the losing party to stop "purchasing or using any form of advertising including keywords or 'adwords' in Internet advertising containing any mark incorporating Plaintiff's Mark, or any confusingly similar mark, and shall, when purchasing Internet advertising using keywords, adwords or the like, require the activation of the [trademarked term] as negative keywords or negative adwords in any Internet advertising purchased or used."

The court defined "negative keyword" or "negative adword" as "a special kind of advertiser keyword matching option that allows an advertiser to prevent its advertisements from appearing when the specific terms are a part of a given user's Internet search or search string. It does not infer that the Defendant may use the specified negative keywords or adwords for any other purpose." Google calls these "negative keywords," and Yahoo allows for "excluded words."

Because the relief was provided as part of a settlement, it is unclear whether or not it could be available in a contested case. It does demonstrate, however, that some courts are starting to get a grasp on how all of this works.

What does it all mean?

While it appears the onus is being placed on the courts, it is the paid advocate who is responsible for educating the judge, who may not know the difference between a pay-per-click ad and organic results. Any lawyer involved in these types of disputes should take the effort to explain the mechanics of search engine marketing and request special relief like negative or excluded keywording. It also means these cases can be a little more expensive. Courts know what to do with a car wreck case, but think how long it takes to understand a search engine algorithm — if anyone can. The more time it takes, unfortunately, the more expensive it is.

The law is behind the curve. About the only issue already decided by the courts is that, in most circumstances, you cannot visibly include trademarked terms in the actual website. The legality of using trademarked terms that are not visible to the consumer is not yet developed, because the courts are wrestling with understanding how it all works and whether certain tactics are effective. By the time the courts clarify the rules on bidding on trademarked terms, where will search engine marketing be? By that point, who knows what will help yield a top search ranking and whether the law will be able to handle it? ▪

Travis Crabtree brings a unique perspective to his Internet marketing, online media, and commercial litigation practice with the law firm of Looper Reed & McGraw, P.C. Travis graduated from the University of Missouri school of journalism and spent several years in television news before taking on a law career. You can contact Travis via e-mail at tcrabtree@lrmlaw.com, or view his blog at www.eMediaLaw.com.

Advertisers Beware: Cybercrime & Click Fraud Likely to Rise in 2009

By Tom Cuthbert

During times of economic turmoil, crime rates often rise as the strain on the pocketbook leads some to acts of desperation. Experts in the Internet security world are noticing a similar trend in cybercrime as the global recession takes its toll. The level of cybercrime has increased significantly recently, and it's likely to get worse in 2009 if predictions hold true.

McAfee, PricewaterhouseCoopers, and security firm Finjan all recently issued reports that cybercrime is likely to increase as the recession sets in and cybercriminals look to exploit changing market conditions. McAfee noted a considerable jump toward the end of 2008 in scam e-mails related to the economic downturn. Another security company, Websense Security Labs, issued a "State of the Internet Security" report in late January. The findings showed some startling statistics. During the last two quarters of 2008, 70 percent of the top 100 websites, including search engines and social networks, either hosted malicious code or contained masked redirects to lure visitors to malicious sites. This represented a 16 percent increase over the first half of the year.

The online advertising world, including pay-per-click and search advertising, is not immune to this industry-wide rise in cybercrime. Online search advertisers continue to battle cybercriminals who use trademarked brand names in their PPC campaigns to steal traffic and make money through affiliate search advertising programs. There's also new evidence that ongoing money-making schemes such as click fraud are getting worse.

One example is the recent resurgence of click farms to commit click fraud. These organized groups of individuals work together, clicking on ads to make money for themselves or someone else. They had all but disappeared from the click fraud landscape until very recently. But their recent reemergence is of great concern to advertisers everywhere.

Another indication of growing cybercrime in search advertising is the rising click fraud rate. In Q4 2008, the Click Fraud Index reported that the industry average click fraud rate rose to its highest level ever, hitting 17.1 percent. In addition, click fraud traffic originating from botnets breached the 30 percent barrier for the first time, increasing 47 percent over the same quarter for 2007.

The online advertising industry is already feeling the pressure exerted by the economic downturn as advertising budgets are slashed and companies demand better results from online campaigns. But the rise in click fraud and the increased use of botnets and other schemes to steal online advertising dollars poses additional risks for advertisers looking to make the most of their campaigns in 2009 and beyond.

While many search engines and ad networks claim to have adequate defenses in place to protect advertisers, all lack key pieces of data needed to better protect against the more nefarious threats. One of the main reasons is they have little insight into how a click behaves once it travels to the advertiser's website. Advertisers typically don't share this data with search engines because it could be used drive up the prices of keywords. But this information is essential to identifying click fraud threats from sources such as botnets. With more than 30 percent of all click fraud originating from botnets, it's more important than ever that advertisers ensure their campaigns are protected.

What Can Advertisers Do?

Search advertisers and their agencies can take some basic steps to better protect themselves in the coming year. Some include:

1. Monitor: Take an active role in monitoring your campaigns throughout the year for suspicious activity. Old click fraud schemes such as click farms are back. If you have the team and expertise in-house, be sure you're extra-vigilant on both traditional and emerging threats.

2. Block: Create exclusion lists of sites where your ads shouldn't be displayed, or of audiences who shouldn't be given the opportunity to click on your ads. Simple examples include competitors, vendors, partners, and even your own employees. Why pay for clicks from a known audience of non-customers?

3. Optimize: Be sure to use all standard campaign optimization features available at no charge, such as geo-targeting and dayparting. Since fraud is often geo-centric, anomalies occur when unusual amounts of traffic originate in strange geographies at abnormal times of the day. Don't pay for traffic from countries where you don't do business.

4. Be active: Get involved in the push toward developing industry click fraud detection standards. Many organizations work with search providers, security experts, and third parties to develop such standards. The more advertisers involved, the better the quality of traffic will be.

5. Protect: Consider partnering with a third-party click fraud detection and click quality management company. Several firms on the market today do a great job of helping companies filter out click fraud and bad traffic before they impact your campaigns.

6. Validate: Report suspicious activity related to click fraud or poor quality traffic to your search and/or ad network providers. Demand to know that you were not charged for unwanted activity.

Like other forms of cybercrime, including spam, phishing schemes, and malware, click fraud and poor traffic are unlikely to go away anytime soon. As history has shown, cybercriminals will continue to flourish and grow in size, scope, and sophistication. But the techniques available to advertisers to protect themselves and their valuable advertising dollars will also improve. This year, take the first but simple steps needed to ensure your organization is ready. ▪

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 and also founded the Click Quality Council. He has spoken at numerous top industry events.

The 10 Factors of Search Marketing Continuity

By Scott Brinker

Continuity. Message match. Flow. These are all terms that describe the art of fulfilling user expectations in search marketing. When a respondent clicks on an ad, does the corresponding landing page — and customer experience beyond it — live up to what visitors were anticipating and led to believe?

Continuity is possibly the single most important factor in the success of search campaigns and their conversion rates. Although straightforward in theory, real-world implementation is more challenging. This is partly because there's rarely a one-to-one match, with separate landing pages for each keyword and ad combination. And it's partly because continuity is in the eye of the beholder, with different respondents bringing different assumptions to the same query.

As a result, search marketing continuity is not black and white, but infinite shades of gray. As a marketer, aim to find the optimal point on that curve for each of your campaigns.

Trying to boil down all the subtleties of that spectrum to a handful of universal recipes — e.g., always place the keyword in your ad title and your landing page headline — doesn't do justice to the range of creative options available. Instead, understand the underlying factors that contribute to continuity, so you can incorporate them into your own original strategies.

Experience Flow

Search marketing continuity includes four primary factors, which have a directional flow: someone types a search query, sees your ad copy, clicks to your landing page, and then expects follow through accordingly.

1. Search query. This is what the user actually types into the search query box — not necessarily the keyword match parameters specified by the marketer. If a user types in "SoHo New York hotels," but you broad match on "New York hotel" to serve up an ad for your towering property on the Upper East Side, you've lost continuity. You can always know what the real search query is, so it's expected that you will respect it.

2. Ad copy. The text of your ad — headline, two-line copy, and even the display URL — is the most explicit promise you make in setting a user's expectations for what happens when they click. For example, if a travel ad includes the phrase "Save 25% on winter promotion," the respondent will naturally expect to see that in the landing page and the booking engine. If it's not visible to them, their trust can be squandered, triggering the back button bail.

3. Landing page. Landing pages are the focal point of continuity, because they are the first chance a marketer has to meet or exceed the user's expectations — the promise made by the search ad. Do you make good on it? All elements of your landing page — content, imagery, offer, choices, design — contribute to the degree of continuity a respondent experiences and should be considered in your landing page strategy.

4. Follow-through. Ultimately, your ads and landing pages merely introduce your actual product or service. If the expectations set by that first click or two aren't fulfilled in the user's subsequent experience, it's a failure. As a search marketer, even if you don't control how customers are handled further down the funnel, you are responsible for how you represent the top of the funnel. Don't make promises that can't be kept.

Implicit Context

Although the previous factors are the tangible elements of search, another layer is important to a respondent's sense of continuity: their implicit context. The user's actual search intent, their previous experience — especially with your brand — and their geo-temporal circumstances all contribute to their hopes and expectations.

5. Search intent. Searching is imperfect, translating complex questions and needs into staccato two or three-word phrases. Of course, the same words can have different meanings to different people. Someone searching for "New York hotel" might be traveling for business or pleasure, seeking affordability or luxury, or planning an event. Especially with ambiguous keywords, be aware of the range of interpretations, and seek ways to identify real intent.

Judicious choices on your landing pages can help reveal otherwise indeterminate user objectives.

6. Previous experience. When searchers have already been exposed to your company, they carry a residual impression of your brand. By default, they will expect your search marketing to be consistent with that existing image — and if it's not, it's a discontinuity. Design, style, tone, and positioning are all aspects of your ads and landing pages that should leverage and extend the positive perceptions people have of you. Or, deftly explain and validate a significant departure. This is the strategic intersection of brand management and search marketing.

7. Geo-temporal circumstances. Geo-targeting and day-parting are the most common ways to maximize continuity by a user's location and time. Broader interpretations can be drawn from seasons and holidays, such as relevant offers and content for Thanksgiving in the month of November for respondents in the U.S. Truly agile marketers can capitalize on regional and current events to connect the dots to their products and services.

Competitive Context

Search marketing doesn't happen in a vacuum. Respondents see your ads and landing pages in the context of organic results, competitive ads, and competitive landing pages, which also contribute to their expectations. The advanced search marketer can take advantage of this competitive dynamic to continuity.

8. Organic results. Most of the content on a search results page is organic, and eye-tracking studies show that those first few listings receive the most attention — and the most initial

The Search Marketing Continuity Funnel

clicks. People then appraise your ad and landing page in the context of what they've already seen. How do you relate to the "popular" content associated with that phrase? Do you extend upon what's organic with a good commercial pitch?

9. Competitive ads. Like organic results, the other ads on the page also feed into a user's perceptions of what the norms are for that query, in both the substance and presentation of the offers made. Your ad is judged in relation to the ads around it. Here you may deliberately decide to break continuity with the other ads, finding a way to differentiate, not conform. Just make sure to carry through with that positioning on your landing page.

10. Competitive landing pages. People often click on more than one ad and compare what they find in the respective landing pages. Sometimes this is a purely quantitative comparison such as price, but it can also be qualitative. Again, you may want to invoke an apples-to-oranges contrast, or engage in one-upmanship for the tastiest, cheapest apples. By being aware of what your competitors are saying, you can masterfully address these issues — subtly or directly — in your positioning. ▪

Scott Brinker is the president and CTO of ion interactive, a leading provider of post-click marketing software and services. He is also one of the editors of the post-click marketing blog. You can reach him at sbrinker@ioninteractive.com.

Mobile Campaigns: Reaching Targeted Consumers

By Lara Mehanna

They've got the whole worldwide web in their hands

More than 3 billion people across the globe are wireless subscribers, and many use their handset as their main gateway to the Internet. More ubiquitous than PCs, mobile devices are an opportunity to deliver personalized, relevant messages at the ideal time or location and to engage users at an unparalleled level of interactivity.

The Nielsen Company reported that the mobile Internet extends the audience reach of many leading Internet sites by an average of 13 percent over home PC traffic alone. For some categories, such as weather and entertainment, the extended reach can be even greater, delivering an unduplicated, unique audience.

As all marketers look for ways to squeeze more value from their budgets, mobile should be considered as an interesting subset of the Internet — it too provides the opportunity to measure the value of each dollar spent. In addition, pay-per-click advertising has become more expensive, giving advertisers greater challenges when managing acquisition costs. So with bid prices still trending upward, it's important to take a long look at mobile performance marketplaces as new opportunities to reach potential customers.

Mobile has yet to ignite a ferocious battle, yet prices and returns can far outpace its Internet brethren. Mobile presents a great opportunity for both small and medium-sized firms, as well as national brands, to get visibility and drive additional business.

Targeting intelligence allows you to run search and mobile campaigns like a pro, getting only the clicks you know you can turn into sales. The agencies and brands who figured this out early are realizing better efficiencies and truly understand the incremental value of mobile web traffic.

As businesses evaluate how to spend their marketing dollars in 2009, two important questions must be asked. First, can every dollar spent be accounted for and recognized as contribution to the company? As a business, it is critical to understand how often a campaign is viewed, where it was displayed, how many times mobile users interacted with the campaign, and what happened when mobile users landed on the destination site. Since it is easy to understand if a campaign led to a sale, a phone call or other type of measurable metric, mobile is an opportunity that immediately recognizes the payoff.

Second, how can advertising dollars be targeted to specific audiences on mobile? Mobile provides better targeting than any other medium. Think about it: Nearly everyone owns a cell phone and takes it with them everywhere they go. Each request from a mobile phone provides an abundance of information that is useful to an advertiser.

Increasing Response With Unique Levels of Targeting

As advertisers think about testing mobile campaigns, it's important to understand how to use the targeting intelligence parameters to get the greatest return from the ad spend. If there are not targeting options available for a mobile campaign, then the ability to connect closely with specific customers is not available, and the campaign is unlikely to deliver expected results.

Targeting on mobile phones opens up a plethora of options:

▪ **Carrier:** Advertisers can begin by determining either language or country, so that they can drill further down to the mobile phone carriers. Some advertisers have relationships with carriers, where the billing of downloadable content — such as ringtones, games, and wallpapers — is seamless. Therefore, carrier targeting is vital to ensure successful conversions to paying customers.

▪ **Handsets:** There's also the ability to target by specific handset or handset capability. If advertisers know that their products or services only work with certain handsets, they can be certain to reach just those mobile consumers — again increasing the effectiveness of the campaign. This includes the ability to target specifically to iPhone or other smart phones, where applications and other media can be purchased.

▪ **Location:** Advertisers can hone in on the location of a mobile user at the time of request. There's the ability to broadly select countries or states, but also the ability to drill down to the metropolitan area, city, or ZIP code. This is a great benefit to local advertisers who are expecting potential customers to call or just walk into their business.

▪ **Demographics:** Knowing the demographics of the target customer profile can also be addressed through mobile advertising. Mobile phones provide a lot of information that can be inferred, so mobile ad networks can specifically target to gender, age, average household income, and more.

▪ **Contextual:** Although this is largely done on the back-end (mobile ad networks attempt to understand mobile user intent through search keywords as well as the content of mobile web pages), it's essential that advertisers have the ability to provide the context that relates to their business by bidding on specific keywords or categories.

▪ **Ad type:** Different types of ads garner different types of returns or benefits. Advertisers want the ability to pay per performance for all ad types, including text ads and banners. Mobile has been showing positive results for advertisers in both text and banner ad display, making it worthwhile to test both ad types.

It is extremely important for advertisers to have the ability to use mobile parameters and variables, so that they can best target their customers and exceed campaign performance expectations.

Maximizing ROI From Your Mobile Campaign

Integrating mobile as a part of media spends and understanding the targeting parameters available will connect advertisers with their specific mobile audiences to drive maximum ROI. Testing variations of keywords, ad copy, and graphics, while measuring the effectiveness of the targeting parameters, will let you know what's working. Mobile advertising platforms should also provide sales-assisted support and technology that optimizes the ads to provide the best mobile consumer experience. Delivering the most relevant experience will drive the ROI advertisers are looking for.

The Internet marketplace took more than 10 years to mature; mobile will take less than half that. ▪

In summary, a sleeping giant has awoken, and mobile is charging ahead at a fast pace. Allocating a small portion of the budget will allow businesses to see the real ROI of mobile. Alone, it might be difficult to see true value, but using targeting intelligence to more closely direct advertising campaigns toward specific mobile user profiles will help you to easily recognize success.

Get in early, test the market, and understand your customers. Because mobile can provide the edge required to reach your audience, it's the best approach any business can take in 2009. The Internet marketplace took more than 10 years to mature; mobile will take less than half that. So take the fastest route you can, because to get to your consumers' minds at the moment of intent, you need to start with their hands. ▪

Lara Mehanna is the director of product management at Jumptap, where she leads the consumer-facing mobile performance marketplace, helps advertisers increase their returns, and monetizes opportunities for publishers. She has been in the mobile and search space for more than 12 years and can be reached at lara.mehanna@jumptap.com.

Paid Search ROI Slumping?
Get Creative With Ad Creative!

By **Wister Walcott**

Reputation Management:
Become a Regular

By **Judith Lewis**

You want it, you need it, you have to have it: ROI. In today's tough economy, marketers can only afford to invest in the campaigns that deliver the highest conversion rates. Paid search has always been one of the most effective, conversion-driven marketing methods available today, but paid search campaigns require a lot of care and feeding if they are to perform to the highest expectations. Making small changes to your ad creative is one simple way to make your keywords deliver even more bang for their buck.

As search marketers, we tend to have a head for numbers such as bid prices, clicks, conversions, and ROI, rather than the creative gene — but you can still make some quick, effective changes to your ads to drive more conversions. Ad creative — that brief but potentially powerful collection of words that causes a person to click on your ad or ignore it — is just as crucial as a campaign's quantitative underpinnings. Think of it as where the rubber meets the road; ad creative is the first point of contact with your prospect. Bottom line: If you're neglecting your ad creative, you're leaving revenue on the table.

It takes a special talent to communicate creative brilliance in 8 to 10 short words. Even if you're not a wordsmith, you can apply these simple techniques to boost click-through and conversion rates on your search ads:

It takes a special talent to communicate creative brilliance in 8-10 short words. ■

1. Use "Title Case" for all words (Capitalize the beginning of each word). OK, so it's not grammatically correct, but it works to drive more clicks.

2. Avoid run-on sentences. Try to limit your entire offer to one succinct sentence, or have two extremely short descriptions with a period after each. If you have two statements, make sure each one communicates something different. "Save On Silk Shirts. 50% Off When You Buy Two."

3. It seems like a no-brainer, but don't forget to spell-check all copy. You should grammar check the copy, too, but remember you can and should break some grammar rules, like putting a period after a statement that isn't a full sentence, or capitalizing the first letter in each word.

4. Always close your statement with a strong call-to-action, adding in words like "Today" and "Now". A good example is "Save 25% on Shoes Today".

5. Always capitalize acronyms so they stand out. "TV" and "HDTV" should be in all caps, for example, but avoid all caps such as "GREAT DEAL" as it will be disapproved.

6. Use keyword insertion wherever possible, especially in the title, as it tells searchers that you have exactly what they're looking for. Our data at Marin shows profits-per-impression can increase 25% with keyword insertion. You'll need to test different options to be sure in your case. In Google, for example, your headline in AdWords might look like this: "Get {KeyWord: Garden Tools}". If the keyword is too long to fit within the 25-character headline maximum, "Garden Tools" will be displayed by Google instead. Also, because "KeyWord" is capitalized, whatever is substituted will be as well.

7. Group keywords in granular groupings so the copy is as specific as possible to each keyword set. This is especially helpful in the Google Content Network, where volume increases with smaller, better-targeted ad groups. For example, if your main category is "auto",

consider breaking the keywords into specific groups like "Lexus RX350" or "Auto Insurance Quotes in FL", as these are two very different and specific sub-categories, each requiring very different messaging.

> **Want to learn more?**
> Wister will be speaking at Thursday's 12:45 p.m. session, "Advanced Paid Search Techniques."
> ➤ **page 49**

8. Echo your category in the ad to help reinforce the keyword. Put yourself in the shoes of the person viewing the ad. If the keyword is "registry", make sure they know you are selling "Bridal Registry" and not "Windows Registry" (of course, negative keywords can help with that — but that's for another article).

9. If you have a strong brand name, use it. Make sure to use your brand name at least once in the copy, and always in the display URL.

By following these few simple suggestions, click-through on your ads is sure to rise. The next step is to make sure you optimize all landing pages to deliver maximum conversion. Paid search ad creative plays a pivotal role in sales: getting customers to your site. But once they are there, they need to find what they're looking for quickly and easily — and see an immediate reference to the discount or promotion that your search ad offered in the first place. In other words, optimize your creative copy in conjunction with optimizing your landing pages; the two are inextricably linked. ■

Wister Walcott is a co-founder and the VP of products at Marin Software. In this role he directs the development of Marin Search Marketer, a full workflow paid search analysis and management application for search advertisers and agencies. He holds multiple U.S. patents, as well as degrees in computer science and business from Harvard University.

Brushing your teeth, combing your hair, dressing — these are all things people do regularly every day without thinking. Reputation management should be the same, with companies and individuals alike keeping tabs on what's being written about them — whether it's by monitoring the entire web or checking sites like Facebook.

Many believe that reputation management is something only big brands need to be concerned with. The likes of Land Rover, Dell, Starbucks, and Taco Bell have all had to manage their reputations online and offline, whereas individuals feel they needn't worry. That is, until the boss finds awkward company party pictures on MySpace, or a manager reads a Twitter post about a hung-over employee "pulling a sickie." Suddenly, reputation management becomes as vital for an individual as it is for a big brand.

Most of the time, users search first and purchase second. ■

Search results are the new company brochure. Users search first and purchase second, in the majority of cases. Employers also do searches on employees — as do prospective dates — so search results pages are becoming the home of personal reputation.

Whether you're a company or an individual, you can monitor a lot yourself, without having to invest in available software or services. But choosing what to monitor can be more challenging than the actual monitoring.

For a business, be thorough: Monitor all business, product, and service names; any variations thereof; and mentions of key employees. This covers the bases.

When monitoring these areas, don't

Monitor Your Online Reputation

How to create a Google alert	**Vertical Search Engines**
▪ Go to www.google.com/alerts ▪ Enter your search term. Select what you wish to check and how often. Google will create an account for you if you don't already have one. ▪ Add more search terms.	▪ Find your industry's vertical search engine by checking links of competitor sites, search results, forum postings, etc. ▪ Visit site and perform search. ▪ Bookmark results page to quickly perform this search again any time you wish.
How to create a Yahoo alert	**How to create an RSS feed of search results**
▪ Log on to your Yahoo account. ▪ Select the type of alert you wish — news, blog updates, Yahoo 360, etc. This is not a search result alert, but more a web page update/change alert. ▪ Select frequency, etc.	▪ Go to http://alp-uckan.net/free/monitorthis/ ▪ Type your search query. Remember quotes for phrases. ▪ Copy and paste the OPML code into a new file (monitor.opml), and import to your reader. If you don't use a reader, go to Bloglines or Google Reader and log in or join for free. Add the OPML file to the "Import Subscriptions" option.

forget the competition. Make sure you have included tracking for industry news, forums, lists, user groups, and discussion boards. Some great places to check include Technorati for blog posts, and Digg and Reddit for news. Watch out for RipOffReport, ComplaintsBoard, Pissed-Consumer, and the like — "reviews" may be false, and if they are ranking, you should consider hiring a professional. In the U.K., it is now a criminal offense to purport to be a consumer and leave feedback, so the weight of the law has been added to a company's arsenal.

As an individual, you should be monitoring your name at the very least. If you have an online nickname you use, monitor that, too. While you may see results related to other people with a similar name or nickname, it's best to be aware of what results display for your name.

Do a search for your name after deleting your cookies (this will log you out of all accounts, so if you use Firefox, use IE to monitor), and see who ranks for your name. You can create a bookmark to these search results; clear your cookies and run this search once a month or when you're searching for a job.

Log out of your social networks and perform a search for your name, especially on Facebook. Employers are now

checking applicants in this way regularly, and it's best that you're not only aware of what shows up on a search for your name, but to manage it.

Creating a simple set of checks for the name, brand, or company you're monitoring is easy. Utilize Google and Yahoo alerts, vertical search engines, and RSS feeds or bloglines.

As you can see from the chart, monitoring the basics is relatively easy. While some reputation monitoring does require opening a browser and clicking a link, Google and Yahoo alerts are passively received. It's vital to be aware of search results, so you can understand any impressions your clients might receive before contacting you to purchase. As an individual, it's always good to know what your boss or potential employer might see.

Always remember that while it is not possible to control the web and what information is out there, you can manage it. Forewarned is forearmed. ■

Judith Lewis is search director at the U.K. search marketing firm i-level, and has been working in search since 1996. She is a journalist for *Technology Weekly* and blogs regularly at www.SEO-Chicks.com. Her love of chocolate is becoming legendary.

Around the Town: New York

Attractions

13 Central Park
59th Street & 5th Avenue (SE corner of the Park)
Admission: Free
Hours: Open daily, 365 days a year, 24 hours.
www.centralpark.com

14 Empire State Building *(not on map)*
34th Street & 5th Avenue
Admission: Express pass $45; audio tour $8; adults (18-61) $20; seniors (62+) & youth (12-17) $18; children (6-11) $14; military in uniform & toddlers (5 or younger) free
Hours: Observatory open daily, 365 days a year. 8a-2a daily. Last elevators go up at 1:15a.
Phone: (212) 736-3100
www.esbnyc.com

15 The Museum of Modern Art
11 West 53 St. (b/t 5th & 6th avenues)
Admission: Adults $20; seniors (65+ with ID) $16; students (full-time with ID) $12; children (16 & under) free
Hours: Sat-Mon 10:30a-5:30p; Tues closed; Wed-Thu 10:30a-5:30p; Fri 10:30a-8 p
Phone: (212) 708-9400
www.moma.org

16 Rockefeller Center & Tour
30 Rockefeller Plaza
Admission: Adults $12; children $10
Hours: Mon-Sat 11a-5p; Sun 11a-4p
Phone: (212) 664-7174
www.rockefellercenter.com

17 Statue of Liberty *(not on map)*
Battery Park (take ferry to the statue)
Admission: Adults $12; seniors (62+) $10; children (4-12) $5
Hours: Ferries to the island depart from 8:30a-4:30p. Last ferry returns to Battery Park by 6:30p.
Phone: (212) 363-3200
www.statueofliberty.org

$ Banks

18 Bank of America
25 W. 51st St. (b/t 5th & 6th avenues)
Directions: 3 blocks southeast from Hilton
Phone: (212) 586-0830

19 Citibank
1345 Sixth Avenue #3 (b/t 54th & 55th streets)
Directions: 1/2 block north from Hilton
Phone: (212) 245-0247

20 Commerce Bank
1350 Sixth Avenue (b/t 54th & 55th streets)
Directions: 1/2 block north from Hilton
Phone: (212) 918-4100

21 Wachovia Bank
1345 Sixth Avenue (b/t 54th & 55th streets)
Directions: 1/2 block north from Hilton
Phone: (212) 424-2400

+ Drugstores

22 Duane Reade
1370 Sixth Avenue (at 56th Street)
Directions: 2 blocks north from Hilton
Phone: (212) 586-2740

23 Duane Reade
51 W. 51st St. (b/t 6th & 7th avenues)
Directions: 2 blocks southwest from Hilton
Phone: (212) 582-8525

24 Windsor Pharmacy
1419 Sixth Avenue (at 58th Street)
Directions: 4 blocks north from Hilton
Phone: (212) 247-1538

Sports & miscellaneous

all sporting events below at Madison Square Garden (not on map; 33rd Street & 7th Avenue)
NBA basketball: New York Knicks
Monday, March 23 vs. Orlando Magic (7:30p)
Wednesday, March 25 vs. Los Angeles Clippers (7:30p)
Friday, March 27 vs. New Orleans Hornets (7:30p)

NHL hockey: New York Rangers
Tuesday, March 24 vs. Minnesota Wild (7p)

AREAS OF INTEREST *(last three not on map)*
Fifth Avenue: www.nyctourist.com/shopping_fifthave.htm
Time Square: www.timessquare.com
SoHo: www.sohonyc.com
Chinatown: www.chinatown-online.com

Restaurants

1 Bar Americain $$$$
152 W. 52nd Street (b/t 6th & 7th avenues)
Hours: Mon-Fri 11:45a-4:15p (lunch); Sun-Mon: 5-9:45p, Tues-Thu 5-10:45p, Fri-Sat 5-11:15p
Phone: (212) 265-9700
Cuisine: American
www.baramericain.com

2 Baluchi's $
240 W. 56th St. (b/t 8th & Broadway)
Hours: Open 7 days, 11:30a-10p. Closed 3-5p Mon-Fri.
Phone: (212) 397-0707
Cuisine: Indian
www.baluchis.com

3 Ciro $$
813 8th Ave. (at 49th Street)
Hours: Mon-Thu 12-11p; Fri-Sat 12p-12a; Sun 12-10p
Phone: (212) 307-5484
Cuisine: Italian
www.cirotrattorianyc.com

4 Menchanko Tei $
43 W. 55th St. (b/t 5th & 6th avenues)
Hours: Mon-Sat 11:30-12:30a; Sun 11:30a-11:30p
Phone: (212) 247-1585
Cuisine: Japanese
www.menchankotei.com

5 The Modern $$$$
9 W. 53rd St. (b/t 5th & 6th avenues)
Hours: Mon-Fri 12-2 (lunch); Mon-Thu, 5:30-10:30p; Fri-Sat 5:30-11p; Sun closed
Phone: (212) 333-1220
Cuisine: French
www.themodernnyc.com

6 The Palm (NYC West Side) **$$$**
250 W. 50th St. (b/t Broadway & 8th Ave.)
Hours: Mon-Fri 11:45a-11:30p; Sat 11-12a; Sun 4-10p
Phone: (212) 333-7256
Cuisine: Steakhouse
www.thepalm.com

7 Redeye Grill $$$
890 7th Ave. (at 56th Street)
Hours: Mon 8a-11p; Tue-Sat 8a-12a; Sun 11a-11p
Phone: (212) 541-9000
Cuisine: Seafood
www.redeyegrill.com

8 Toloache $$
251 W. 50th St. (b/t Broadway & 8th Avenue)
Hours: Lunch: Mon-Fri: 11:30a-3p
Dinner: Sun-Thu 5-11p; Fri-Sat 5-11:30p (bar open to 12:30a)
Phone: (212) 581-1818
Cuisine: Mexican
www.toloachenyc.com

Bars

9 Connolly's Pub & Restaurant
43 W 54th St. (b/t 5th & 6th avenues)
Hours: Mon-Sat 11a-4a; Sun 12p-4a
Phone: (212) 489-0271
www.connollyspubandrestaurant.com

10 Divine Bar
236 W. 54th St. (b/t Broadway & 8th Avenue)
Hours: Mon-Fri 4:30p-1:30a; Sat 7p-3a; Sun 6p-1a
Phone: (212) 265-WINE
divinebar.ypguides.net

11 Heartland Brewery & Restaurant
1285 6th Ave. (at 51st Street)
Hours: Mon-Wed 11:30a-10:30p; Thu-Sat 11:30a-11p; Sun 1-8p
Phone: (212) 582-8244
www.heartlandbrewery.com

12 Rosie O'Gradys
800 7th Ave. (at 52nd Street)
Hours: Open daily 11:30a-12a; bar open until 3a
Phone: (212) 582-2975
www.rosieogradys.com

KEY

iD Restaurant pricing		
$	under $20	
$$	$21-30	
$$$	$31-50	
$$$$	$51+	

1 Find the numbered destinations on the map to the right.

◆ **Hilton New York**
1335 Avenue of the Americas (Sixth Avenue), b/t 53rd & 54th streets; (212) 586-7000

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The Digital Transition:
The New Paradigm of Marketing

By Fionn Downhill & Caitlin Frost

I n a time not too long ago, radio, print, and TV ads were definitive to a solid marketing strategy. Now, as the Internet increasingly becomes a facet of everyday consumer life, the interactive web and social media are integral to a company's branding and sales success.

Consumers expect that the businesses they exchange with deliver digitally — they want to be entertained by online videos, informed through blogs, and connected via social networks — and consider companies that lack grounding in the interactive web as "old," according to a survey conducted by Microsoft and KRC Research. For example, more than half of millennials think the auto industry is out of touch and behind in innovation. The 80 million young people from this generation believe that the answer to better engagement and improved interaction is updated web technology. The study found that 56% of millennials want to connect with automakers through instant messaging, and 74% would like the possibility to visit automotive company-hosted blogs to post concerns or ask questions. These heightened expectations predicate the inevitable evolution of traditional marketing to meet the digital demands of consumers.

Unfortunately, many companies are still resistant to enter this interactive space, fearing it to be foreign territory that doesn't produce measurable results. The tenure of a CMO today averages two years — a statistic that could reflect the bleak livelihoods of brand executives who don't adjust to changes in the industry, and can't compete with those who have.

In this booming technological era, chief executives should be up-to-date on the latest trends in interactive media, adapt to the shifting landscape, and accept the transition into digital marketing. After all, the definition of traditional marketing isn't punctuated by convention; the fundamentals of marketing lie in a company's ability to understand and meet the expectations of their consumer market.

> Top marketing executives say e-mail, search marketing, and display ads are their most effective forms of advertising. ▪

Executives Say Digital Is the Most Valuable Investment

It's not by default that *AdAge* named President Obama marketer of the year for 2008 — he gathered millions of followers by utilizing social media tools and networks. Building communities through the power of MyBarackObama.com, developing iPhone applications and producing web videos, Obama spoke the language of the nation through digital media, which consequently won him the seat in the White House.

As the economy worsens, the U.S. advertising industry also grows dimmer by the month: The Bureau of Labor Statistics reported that 18,700 jobs were cut within the ad and media industry in December. However, one marketing sector has emerged victorious amid industry shrinkage: Internet-media companies and web-search portals. A diamond in the rough, digital business grows stronger as individuals find solace and companies retain revenue in Internet technologies.

Successful marketers, including Obama, use interactive media and SEO to reach their target audiences. According to a February Dartan survey, a significant majority of top marketing executives say e-mail, search marketing, and display ads are their most effective forms of advertising, and that they plan to increase company spending in these outlets in 2009. Four out of five marketers believe that e-mail advertising is directly responsible for boosted sales on other channels. Ad spending for online video is also expected to grow in 2009 by 45%, reaching $850 million across all verticals, says research firm eMarketer.

Adversely, the prediction for offline advertising is not so positive: Executives anticipate decreases or stagnant spending overall. Bernstein research forecasts that TV advertising expenditure will fall 1.9% this year to $65 billion, and is expected to drop another 5% in 2010. The clear shift to marketing online exemplifies the growing trend for industry leaders to look beyond the confines of staid marketing structures, and gain closer access to their consumer markets via interactive media.

Implementing Interactive Strategies Busts Brand Borders

Companies like Zappos, Comcast, and Burger King have experienced digital marketing success because they understand how to navigate the online communities where their customers are most active. Their communication strategies speak directly to their most engaged audience members.

For digital newbies uncertain about where to start, jumping on the Twitter bandwagon is an easy first step: In an Abrams Research study that surveyed online media experts, bloggers, and marketers, 40% of respondents noted that Twitter is the top social media service for businesses. Almost half surveyed also asserted that the social network is worth devoting marketing dollars to. Useful for companies and average Internet users alike, Twitter facilitates connection and conversation, allowing subscribers to quickly and efficiently present their image and transmit their voice. When companies create an identifiable social media presence, being active on this network is an easy way to migrate to digital without blurring the brand name.

Evolving While in Transition

As marketing trends continue to gravitate toward digital, executives should be clear on the challenges ahead. For those raised under the traditional model, it's not uncommon to be overwhelmed by the expansive landscape of digital media. To maneuver the terrain, companies are adopting digital strategies that elevate their existing brand to the forefront without reinventing their image for the Internet. Interactive agencies facilitate this process, their technical savvy ensuring efficiency and cost effectiveness for companies new to the space. Online media is an exciting, evolving platform that grants marketers endless possibilities to present their brands in new and interesting ways that engage audiences — opportunities that can produce positive results that exceed numerical measurements.

For the first time, SES New York 2009 is offering a C-level track designed to help C-level marketers understand and maneuver the digital realm. Five sessions will run on March 24, including:

- Thinking Outside of Your Website: Branding Without Borders
- Budget Migration: Going Digital Without Impacting Your Brand
- Implementing an Effective Digital Corporate Governance Program

Each session will be led by a panel of experts consisting of seasoned marketing professionals familiar with the digital transition. Attendants will benefit from hearing about how their peers met the challenges that they are in the midst of or expect to face. The sessions are intended to alleviate the concerns that marketing executives have regarding their interactive strategies, and provide tips on how to bring their brands to the next level. ▪

Fionn Downhill is CEO and president of Elixir Interactive, a digital marketing agency that focuses on search and social media. She is very involved in the advancement of Internet marketing and is a strong advocate for best business practices in the industry. She is a founding member of the SEMPO Institute and a frequent speaker on search engine marketing.

Caitlin Frost is a journalist at Elixir Interactive. She writes relevant, viral-worthy content for the social web. A firm believer in "content is king," Caitlin delivers Elixir's clients high quality content, which drives relevant qualified traffic to online businesses. She received a 2008 Hearst Journalism Award from the William Randolph Hearst Foundation. She's an alumna of the University of Oregon School of journalism and communication.

Paid Search: Agency or In-House?

By **Kate Morris**

There comes a time in every business' online existence when management questions how to market the business. Should they hire talent and bring it all in-house, or should they rely on the talent of an external agency? In this exploration of the debate, we'll focus on paid search campaign management.

Keeping marketing in-house requires seeking out and hiring what recently seems like a scarce resource. More people are gaining experience in paid search management, but relatively few have the necessary three to five years of experience expected in a mid-level position. However, if the company outsources, it has to expend resources to hire an agency that has the talent but is not fully versed in the company goals and products.

The first and largest downfall of outsourcing paid search is the lack of product knowledge. ▪

I have been on both sides of the coin. Most of my experience in paid search has been in-house, but I'm now back at an agency that serves various clients simultaneously. Every business has different needs — which side of this coin is most beneficial to your company?

The Case for Agencies

Traditionally, working with an advertising or marketing agency of any kind ensured that your message reached the public in the most effective way. One of the benefits to working with an agency is the concentration of talent and tools. In search engine marketing, training is a resource hog. Outsourcing to an agency reduces your need for industry training. The talent in the agency is kept abreast of the most recent trends and techniques to get the most out of every campaign.

Another advantage is the tools available to agencies. With larger accounts, paid search management can get quite difficult. Agencies have the tools to deal with accounts of all sizes and types. Some agencies have development staff to build the proprietary tools they require that might not be available in the market. These tools can perform tasks such as bid management, keyword research and organization, and analytics. These, combined with powerful relationships with the search engines, expedite the process of campaign management.

There are, of course, disadvantages to be considered as well. Working with an agency could mean that the people who create keyword lists, ad copy, and landing pages are not the most familiar with your company's products. The first and largest downfall of outsourcing paid search is the lack of product knowledge. That learning curve could be rather large if the people assigned to your account have no prior industry knowledge or no time to invest in research, while balancing the tasks of other clients.

The other drawback when using an agency for paid search is the cost. With all the benefits to your company, and the agency's ability to transform the campaign into a moneymaking machine, it's not always the cheapest way to go about campaign optimization and management.
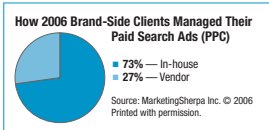
When to use an agency:

An agency would be a great idea for many companies, although it's not the solution for others. Companies that should consider working with an agency are those fitting any one of the following criteria:

▪ You have a large amount of products/keywords to advertise.

▪ Your company traditionally outsources a large amount of marketing or IT. This pertains largely to companies not structured to house an in-house person or team.

▪ The world of online marketing is new to you and your marketing department. An agency can assist with training and moving in-house down the road, but start with people who know the landscape.

▪ Your industry is highly competitive. If you can't count the number of major competitors on one hand, you'll need help.

The Case for In-House

Hiring an experienced search marketer or turning the reins of your account over to a current employee is something many companies are now considering. These executives are exploring the possibility of saving money and keeping control in the family.

How 2006 Brand-Side Clients Managed Their Paid Search Ads (PPC)

- 73% — In-house
- 27% — Vendor

Source: MarketingSherpa Inc. © 2006 Printed with permission.

Moving your accounts in-house can increase your control because there are fewer people to work through to make changes happen. The metrics of your company goals can also be tied directly to the metrics of the campaign and the in-house staff, increasing performance and goal congruence.

Having an in-house staff also allows for campaign management to have more in-depth knowledge of your products. Being around the product managers and other marketing staff immerses the campaign managers in true product knowledge.

The downside is that hiring the right talent can be expensive. As mentioned before, people with the right experience and expertise are rare. Following the laws of supply and demand, the cost of such workers is high.

The other option is choosing someone internally to manage the campaigns. The cost associated with this option is training. The learning curve for search marketing is extremely high. Many current marketers could do the work immediately, but learning the nuances of campaign management takes time. If you have the right staff though, the return is phenomenal.

When to go In-House:

Bringing your paid search campaigns in-house is a good idea when product knowledge is key, cost is prohibitive, or the right talent is accessible. If you are running a business in a knowledge-intensive area like biomechanics, the possibility that an agency team will understand your product is slim.

If your business is in a place where paying to keep a paid search management team is just not in the budget, then you should look into bringing the process in-house. You would be amazed at how much a talented marketer on your team can learn and do. Also, if your business is large, needs that core knowledge that can only be passed in-house, and has the money for training and consulting, bringing the process in-house is best.

If your business is in a knowledge-intensive area like biomechanics, the possibility that an agency team will understand your product is slim. ▪

Which One?

So, which one should you choose? My favorite answer: It depends. Remember that every business is different. Do what is best for your company, and be willing to change. Just because it's best for you to be with an agency now doesn't mean that you'll never need to move the campaign management in-house. Down the road, you might go back to using an agency. Be open to change. ▪

Kate Morris is the director of client strategies at New Edge Media in Dallas. She specializes in paid search, natural optimization, social media, and everything fun about search marketing. You can find her ramblings at KateMorris.com and NewEdgeMedia.com.

Agency vs. In-House: Requirements, Resources, & Results		
	Agency	**In-House**
Product Knowledge	Limited (better with time)	High
Optimization Tools	Internal & External	Few External
PPC Learning Curve	Small	Large
Control	Limited	Full
Goal Congruence	Limited	Total
Talent	High	Limited

In-House: Is SEO Baked Into Site Development?

By Bob Tripathi

Best Practices: Balancing SEM and Affiliate Marketing

By David Naffziger

In-house search engine optimization (SEO) is an art as well as science. Art, because navigating through different internal stakeholders requires corporate finesse; science, because SEO needs to be methodically inserted into a set of activities.

Besides the obvious cost savings of in-house SEO, other intangible benefits include greater sense of ownership, higher accountability, quicker time-to-market, and increased branding advantages. To reap those benefits and make SEO a part of your company culture, it is imperative that SEO is inserted as part of site development or the product launch process.

A typical site development process includes these six stages:

1. Site Initiation

2. IA/Wireframes

3. Design Review Rounds

4. Development

5. Testing

6. Install/Launch
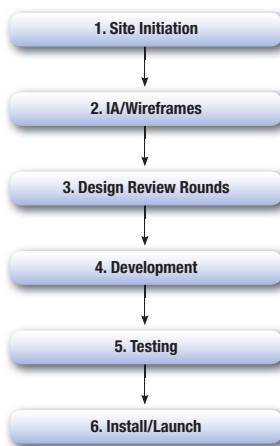
Site Initiation/Concept

Getting yourself inserted at the site concept stage is essential. For SEO to be part of the process, make sure certain search questions are already addressed in the project charter document — it might also be called the concept document or site initiation document. At this stage, you may also want to include the financial impact of SEO, like traffic estimates, estimate of new customer acquisition, total leads or sales forecast, and total revenues expected to be generated. At this point, you can educate and expand the universe for your other internal stakeholders and help them understand what other activities can be leveraged beyond immediate search.

IA/Wireframes

This critical stage determines your site architecture and what the overall flow will be. It's a great time to suggest new pages for your site and think of any additional content. At this stage, it's helpful to distribute your SEO best practices guide to the wider group, so URL structures, internal linking, naming conventions, and other best practices are kept top of mind.

Design/Copy Review

At this stage you want to ensure that aesthetics and business goals are married well. Stop your creative folks from going overboard. Use Flash, scripting languages, and other bells and whistles in moderation. Check that keywords are integrated seamlessly by your copywriters, and that they align with searcher intent.

Development

This is the meats-and-potatoes stage of SEO. If you're hands-on, then you can show off your skills by writing titles, descriptions, and on-page optimization. Work closely with your programmers and developers to ensure that coding is done right, and that none of your changes are lost in the shuffle.

Testing/Quality Assurance

Updating creative comps for the quality assurance team is just one way to ensure that QA understands the changes and tests accordingly. Patience, coupled with very specific comments regarding your SEO changes, will usually get the work done. If not, QA will be quick to send it back to developers — trust me. This results in lost time, and in many cases, your SEO changes are completely overwritten, or they disappear altogether. If you can, simply walk over to your QA team and work your SEO sales magic.

Search marketers are essentially collaborators, and to get your SEO initiatives moving, you need to work very closely with a variety of teams — this presents you with unique opportunities. In sporting terms, I like to think of search marketers as utility players. ▪

Bob Tripathi manages enterprise-wide organic search and paid campaign strategy for Discover. He 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, and education finance. He is a co-founder of SEMPO Chicago Working Group and serves on the in-house search committee at SEMPO.

The more well-known your website is, the greater your challenge is to balance SEM and affiliate spend. Balance the channels correctly, and you'll maximize the ROI of your online marketing budget. Balance them poorly, and your slim margins could turn negative.

Many affiliates drive sales by marketing your products on their websites and in e-mail newsletters. Some affiliates are seasoned search marketers and find overlooked SEM opportunities or outbid competitors on important keywords.

If you can't summarize your policy in one sentence, it is too complicated. ▪

Typically compensated based on a percent of actual sales or a fixed fee per action (lead form submission, account creation, etc.), well-run affiliate programs represent extremely low-risk investments.

However, poorly delineated programs often find in-house SEM teams competing with affiliates for paid clicks on search engines. This can confuse consumers, dilute branding, drive up keyword costs, and ultimately drop ROI.

BrandVerity reviewed the affiliate programs of the 100 largest e-commerce merchants and discovered that 95% of those affiliate programs contained some restrictions on affiliate PPC activity. Our experiences working with leading e-commerce companies have led us to identify several principles for managing the interplay between in-house search and affiliate marketing.

Provide Simple Guidelines

While communicating guidelines to your search team may be pretty straightforward, affiliate programs can have tens of thousands of affiliates. The most successful programs have very simple guidelines that are easy to understand and easy to communicate. If you can't summarize your policy in a sentence, it is too complicated.

Great policy examples include: "Affiliates may not bid on trademarks or their variations" or "Affiliates may not use merchant's site in the display URL".

Poor policies try to micromanage the affiliate's campaigns. If your policy lists maximum bid amounts, or details maximum bid positions, it is time to re-evaluate it.

Measure Beyond the Last Click

Should the search ad that initiated a transaction or the affiliate that provided the coupon to close the transaction get credit for the purchase? Great programs rarely give the affiliate full credit. You need to know the contribution of each of your programs on a per-customer basis.

Your measurement systems need to be more sophisticated than what Google Analytics and similar solutions provide out of the box. "Last click" tracking isn't enough.

Communicate Openly and Consistently

Again, this is largely affiliate-focused given the scale of most programs. Affiliate newsletters, posted policies, legal agreements, and all other communication should provide the same messaging regarding your PPC policies, and they should do so consistently. Avoid variations or omissions when you discuss your policies — they can confuse or give license to violators.

Policy changes should be rare and only conducted after testing with a small group of trusted affiliates. Not every affiliate will read everything you send them, so any change will take time to fully implement. In the meantime confusion will reign.

Consistently Enforce Your Policies

With tens of thousands of affiliates, a small number will intentionally or unintentionally break your policies. Poorly enforced policies encourage further abuse and discourage legitimate affiliates from contributing to your program. Rapid detection prevents abusers from "investing in abuse" and maintains your margins and program control.

Some merchants work with a select set of affiliates to test new policies or to accomplish specific goals (e.g. prevent competitive ads from appearing). If you allow exceptions to your policies, make it clear to your affiliates what exceptions you are making.

Effectively balancing SEM and affiliate marketing requires cross-program analysis and guidance, but especially requires strong affiliate program management. Simplicity, consistency, enforcement, and analysis lead to balanced programs and profitable results. ▪

David Naffziger is president and CEO of BrandVerity, an online trademark monitoring firm. BrandVerity provides best-of-breed tools that monitor global brands and identify online trademark abuse. David was formerly VP of engineering at Judy's Book, and co-founder of Quova, the provider of Internet geo-location technology to Google, Yahoo, and MSN. The search engines use Quova's technology to geo-target PPC advertisements. David received his B.S. from MIT.

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Jack Aaronson
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Jack Aaronson, CEO of The Aaronson Group and corporate lecturer, is a sought-after expert on multi-channel user experiences, customer conversion, retention, and loyalty. The Aaronson Group is a strategy and design firm whose clients include Sergio Rossi, Yves Saint Laurent, Gucci, Reebok, SkyMall, ShopNBC, Fingerhut, and many other retail and luxury brands. Jack has keynoted most major marketing conferences around the world and regularly speaks at Shop.org and other industry shows.

Benu Aggarwal
Founder & President
Milestone Internet Marketing

Benu 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 oversees 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.

Tim Ash
President
SiteTuners

Tim Ash is the president and CEO of SiteTuners.com, a firm that offers consulting, full-service flat-fee guaranteed performance tests, and advanced software tools for landing page optimization. During his 14-year involvement with the Internet, Tim has worked with Verizon Wireless, American Express, Sony Music, American Honda, COMP USA, Universal Studios, HomeGain, TransUnion, Rand McNally, Black & Decker, and Coach to develop successful Internet initiatives. He is a highly-regarded speaker and workshop leader at conferences, including Search Engine Strategies, Affiliate Summit, eMetrics, PPC Summit, and Internet World. Tim is a contributing columnist to several publications, including SearchEngineWatch. com, *Website Magazine, DM News, Visibility Magazine*, and *Electronic Retailer Online Strategies* magazine. He received his B.S. from UC San Diego and 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 bestselling book *Landing Page Optimization: The Definitive Guide to Testing & Tuning for Conversions* (John Wiley & Sons Press, 2008); visit LandingPageOptimizationBook.com.

Eric Bader
Managing Partner
BrandInHand, Inc.

Eric Bader is a partner in BrandInHand, a full-service mobile marketing and media company that serves global brand marketers, partners with agencies, and assists emerging media companies. BrandInHand's clients span the consumer goods, financial services, technology, and retail industries. Prior to forming BrandInHand, Bader served as managing director of digital at MediaVest World-wide. A new media veteran, he was formerly the head of online enterprises at CSTV Networks (now CBSSports) and prior to that, executive director of interactive marketing at Ogilvy.

Sarah Baehr
VP & National Media Lead
Razorfish

Sarah manages Razorfish's media planning and buying division and is responsible for the agency's digital media spending. In addition to managing the day-to-day operations of the team, she is responsible for developing and implementing high-level strategic media direction for clients such as CapitalOne, Victoria's Secret, Starwood, and Schering Plough. She also serves as the company's primary media spokesperson on media topics and trends. She is active on the media committee for the Advertising Women of New York (AWNY), an affiliate of the American Advertising Federation, and participates in the group's mentoring program for young professional women. In 2008, Sarah spoke at the OMMA Global New York Conference and OMMA Mobile and was frequently quoted in publications such as *The New York Times* and *Ad Age* on trends in the digital marketing space. Sarah is a native of southern California and a graduate of the University of Southern California.

Matthew Bailey
President
SiteLogic Marketing

Matt Bailey is the president and founder of SiteLogic, a website marketing consultancy, and has been training businesses on website marketing since 1997. He is in demand worldwide as a speaker for the Search Engine Strategies conferences, the Direct Marketing Association (DMA), and the American Advertising Federation. He speaks at over 30 international conferences, seminars, and training sessions each year. Matt is the primary trainer and developer for the Direct Marketing Association's search engine optimization certification program, and the trainer for the DMA's two-day website marketing seminar. This year, Matt was selected as the DMA's emissary to France because of his expertise in search marketing.

Ron Belanger
VP of Agency Development
Yahoo!

Belanger is responsible for building mutually beneficial relationships with Yahoo's agency partners. By supporting a number of initia-tives 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!, 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 topic of search and brand-ing. He is a sought after speaker, with appearances including ad:tech, Search Engine Strategies, OMMA, Search Insider Summit, MIXX, iMedia Brand and Agency Summits, DMA Annual, and many other top industry events.

Seth Besmertnik
CEO & Co-founder
Conductor, Inc.

Seth Besmertnik guides corporate strategy through his vision and thought leadership on Conductor's products, as well as his develop-ment of the strategic partnerships and relationships that have estab-lished both the company and himself as recognized authorities in natural search. Since co-founding the company in 2005, Besmertnik has navigated the company through multiple financings and extraor-dinary growth. Today the company boasts a client list of more than 100 Fortune 500 and Internet Retailer 500 companies, and hundreds of the world's most recognized publishers. In addition, Conductor provides natural search solutions for more than half the top search engine marketing and optimization agencies in the United States. In 2003, Besmertnik successfully founded health portal MindMD.com, where he learned and developed the innovative search practices that later became the foundation of Conductor's marketing solutions.

Thomas Bindl
Founder & CEO
Refined Labs GmbH

Thomas is an SEO consultant and moderator of the "European Search Engines" and "Robots.txt" forums at WebmasterWorld, and 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 market-place, 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 that features leading SEM bid management and also cross-channel and cross-campaign optimization tools. 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 situaton. Book him now — before your competitor does!"

Karl Blanks
Ph.D., Chairman & Co-founder
Conversion Rate Experts

Karl is a former rocket scientist, with a Ph.D. from Cambridge University, England. He co-founded Conversion Rate Experts to show businesses how they can profit by applying scientific tech-niques to web marketing. He has helped to grow web businesses in many highly competitive industries, working with companies such as Google, Vodafone, Nokia, Foxy Bingo, SEO Book, and SEOmoz, plus some fantastic small businesses. Areas of expertise include conversion rate optimization, multivariate testing and split testing, landing page design, persuasive copywriting, PPC, direct response marketing, and web analytics.

Chris Boggs
Director, SEO
Rosetta

Chris Boggs of Rosetta is a specialist in search engine optimization and paid search advertising. Chris joined Brulant from Avenue A | Razorfish in 2007 as the manager of the SEO team, and Rosetta acquired Brulant in 2008. Chris has worked in search engine marketing since 2000, starting in-house and moving into a consulting role in 2002. He has worked with organizations ranging in size from small businesses to Fortune 100, within all major industries, including health care, financial services, and consumer products and retail. Chris is experienced in performing and directing hands-on SEO from keyword research to content and link development, as well as guiding technical implementations with e-commerce platforms such as IBM WebSphere Commerce and Microsoft customized solutions. Actively involved in the SEM community, he speaks regularly at major search marketing conferences, is a moderator and expert columnist for SearchEngineWatch.com, and is associate editor for the Search Engine Roundtable blog. He has served on the board of directors for the Search Engine Marketing Professional Organization since 2006. Chris lives in Twinsburg Ohio, with his wife, son, and daughter, and enjoys golfing, soccer, and fantasy sports.

Jessica Bowman
SEO Strategist & In-House SEO Expert
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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 SEO programs and expand existing ones. Jessica regu-larly speaks at Search Engine Strategies, Search Marketing Expo, and Webmaster World Pubcon. She 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.

Erin Brenner
Associate Editor
ClickZ

A word geek and social media addict, Erin Brenner is ClickZ's copy chief and associate editor. This ClickZ veteran works closely with the Experts, ensuring readers get great digital marketing tips and advice. Erin was recently named by Media Emerging as a top 10 Twitter user who deserves attention.

Scott Brinker
President & CTO
ion interactive

Scott Brinker is the president and CTO of ion interactive, a lead-ing 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 market-ing, Scott has written articles for *Advertising Age, BtoB Marketing*, MarketingProfs.com, OMMA, and *DM News*. He blogs regularly at blog.postclickmarketing.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.

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. She 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.

Sandra Cheng
Product Manager
Google

Sandra Cheng is a product manager at Google, where she is responsible for the overall product strategy and roadmap for Google Website Optimizer. She also manages ads optimization-related products for AdWords. Previously, Sandra worked at Amazon.com, where she led product management for Endless.com.

Ankur Choksi
Director, Search Technology
Ask.com

Ankur Choksi manages various technology related search engine development projects at Ask.com in the areas of web, image, and blog search. He is leading the effort to use link graph-based information in rankings. Ankur began working at Ask.com in 2002 as a software engineer and was focused on creating back-end infrastructure for storage of billions of pages and creating the index data. He received his M.S. degree in computer science from Rutgers University, New Brunswick.

Christine Churchill
President
KeyRelevance

Christine Churchill is the president of KeyRelevance.com, a full-service Dallas search engine marketing company offering search engine optimization, web analytics, social media marketing, and pay-per-click management services. KeyRelevance's clients range from small businesses to large publicly-traded companies and cover a wide range of verticals, including travel, education, e-commerce, and the automotive industry. Churchill speaks regularly at international search conferences such as Search Engine Strategies, Webmaster-World, Search Marketing Expo, and the Small Business Marketing Unleashed Conference. She was a member of the founding board of directors for the Search Engine Marketing Professional Organization (SEMPO) and has served as an officer on the board of directors of the Dallas/Fort Worth Search Engine Marketing Association (DFWSEM) since its inception. She holds a master's in business and has over 10 years' online marketing experience.

Jason Ciment
Co-founder
LaDezign.com

Jason's company LaDezign.com provides web design and search marketing services, as well as website integration services through two proprietary interactive SEO-friendly CMS and e-commerce (WebCart) platforms for web stores and company/nonprofit websites. Jason uses his 10 years of experience at MagMall.com (corporate and consumer magazine subscription service, with clients like USPS, Nike, Mattel, and NBC) to bridge traditional marketing methodologies with ongoing Internet technology advancements, providing a unique roadmap for online success. In 2008, Jason authored "The SEO Timetable — Free Traffic in 120 Days" (www.seotimetable.com), where he teaches website owners how to automate and attract organic search traffic from Google, Yahoo, and MSN. Jason's strategy for keyword rankings lays out a compelling, day-by-day tactical approach to dominating search engine results for practically any keyword. He also writes about innovations online on his blog at www.JasonCiment.com.

Trevor Claiborne
Product Manager
Google

Trevor Claiborne is the product marketing manager for Google Website Optimizer. During his two years at Google, he has worked on projects ranging from helping the long tail of small businesses advertise online using Google AdWords, to helping launch Google Ad Planner, Trends for Websites, and Insights for Search. Currently, he focuses on marketing Website Optimizer and promoting website testing to online marketers. He is one of the founders of Google for Business Educators, and also writes for the "Inside AdWords" and "Website Optimizer" blogs. Trevor holds degrees from UC Berkeley in psychology and linguistics, and lives in San Francisco.

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. He holds a B.S. in math/computer science and an MBA from Pepperdine University, has had many articles published, has spoken at over 100 sessions, and has been quoted in *The Wall Street Journal, USA Today, PC Week, Wired Magazine, Smart Money,* several books, and other publications. He has authored many advanced search engine optimization tools that are available on his company's websites.

Robert Clinite
Director, Central Strategic Account Management
Ask Sponsored Listings

Clinite is responsible for managing the regional team that oversees all accounts in the central U.S. His team ensures that clients' account goals and objectives are being met. Prior to Ask Sponsored Listings, he held positions at Claria Corp., a leading online behavioral marketer, and Participate Systems, a leading provider of online community software and management services. Before entering the online space, Clinite held numerous positions with public and investor relations firms.

Kevin Cobb
Interactive Brand Manager
EMBARQ

Kevin Cobb currently serves as the interactive brand manager for EMBARQ, a Fortune 500 telecommunications company. A passionate social media advocate, he has helped lead the integration of social tactics into brand marketing and customer service efforts at EMBARQ. In addition to online brand marketing and social media, Cobb heads up the online asset protection for EMBARQ. He has a background in online marketing, content strategy, and online community nurturing. Prior to working at EMBARQ, he was with the American Bar Association, a nonprofit professional association for lawyers. He was also a professional actor for a time.

James Colborn
Director
Microsoft Advertising

James runs a product marketing unit for Microsoft's network advertising business, focusing on the audience that sells vehicles such as behavioral targeting, category solutions, and customer re-messaging. Prior to this role, James was responsible for the public relations, marketing, and evangelism of Microsoft adCenter. Before working at Microsoft, James worked for a boutique search engine marketing firm called Inceptor, which operates out of the U.K. and U.S. At Inceptor, James was responsible for search strategies for both pre-sales and post-sale customers. In addition to working in online advertising for over 10 years, James authored "Search Marketing Strategies: A Marketers' Guide to Objective Driven Success from Search," has written numerous articles both online and offline, and has been part of the online marketing industry speaking circuit — including SES, ad:tech, DMA, SMX, and MediaPost conferences — for more than seven years.

Barbara Coll
CEO
WebMama.com Inc.

Barbara "WebMama" Coll is an internationally recognized expert in search engine marketing (SEM) with a firm grasp on the industry's offerings and direction. 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 has been active in the Silicon Valley world for 21 years, with roles in product and program marketing. In 1996 she founded WebMama.com to provide strategic and tactical consulting in the world of online marketing. WebMama.com is now a multi-million dollar company with a number of brand-name clients, including HP, Guthy-Renker, VMware, and Verisign. Barbara was founding president and chair of the Search Engine Marketing Professional Organization (SEMPO). She has a computer systems engineering degree from Carleton University in Ottawa, Canada. She lives in Menlo Park, Calif., with her patient family.

Ray "Catfish" Comstock
Senior Search Strategist
BusinessOnLine

Ray "Catfish" Comstock has more than 10 years' experience in the search marketing industry, specializing in organic search engine optimization and social media strategy. He has presented at numerous industry conferences, including the Online Marketing Summit, Online Market World, and the Business Marketing Association (BMA) annual conference. He is quoted extensively in trade and business publications and is considered an influential member of the SEO community. "Catfish" authors thought leadership papers and articles for industry publications, including the BusinessOnLine SEO Blog, which is syndicated through WebProNews.

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, he 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 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.

> **Search Terms of Endearment**
>
> More searches were conducted for "Cymbalta," a medication for treating depression and anxiety, than "Viagra" in late December.
>
> SOURCE: HITWISE
> ► View the top search terms and other data at ClickZ Stats.
>
> ClickZ.com.

Tom Cuthbert
President & CEO
Click Forensics

Tom Cuthbert is 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 about PPC advertising and click fraud at top industry events. He has also appeared on CNBC and Bloomberg television and in leading publications, including *The Wall Street Journal* and *BusinessWeek.* 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.

Dave Davies
CEO
Beanstalk

Dave Davies is the co-founder and CEO of Beanstalk Search Engine Optimization, Inc., which offers performance-based organic SEO and link building services, consulting, and training. With over eight years of experience in organic SEO, Dave speaks and writes with a knowledge of where the search engines have been, where they are today, and what they're looking for. He co-hosts a weekly radio show on Webmaster Radio, wrote the second version of SitePoint's SEM Kit, is a well-published author on a number of industry resource sites — including WebProNews.com, ISEDB.com, Evolt.org — and has spoken at numerous Search Engine Strategies conferences.

Stoney deGeyter
President
Pole Position Marketing

Stoney deGeyter founded Pole Position Marketing in 1998 and has since turned it into a leading search engine marketing company with a team of seasoned marketing experts. Pole Position Marketing provides SEO and consulting services to clients across the U.S. Stoney pioneered the concept of destination search engine marketing, which is the driving philosophy on how Pole Position Marketing helps their clients expand their online presence and improve online conversion rates. He is associate editor at Search Engine Guide, where he regularly blogs about SEO theories, strategies, and process checklists. He has authored three e-books: "E-Marketing Performance: Effective Strategies for Building, Optimizing and Marketing your Website Online," "Keyword Research and Selection: The Definitive Guide to Gathering, Sorting and Organizing your Keywords into a High-Performance SEO Campaign," and "Destination Search Engine Marketing." Stoney has five children and spends far too much of his free time watching TV. He is also full of fun, but otherwise useless knowledge.

Colin Delany
Founder & Chief Editor
Epolitics.com

Colin Delany is founder and editor of Epolitics.com, a website that focuses on the tools and tactics of Internet politics and online advocacy. Launched in July of 2006, Epolitics.com received the Golden Dot Award as "Best Blog, National Politics" at the 2007 Politics Online Conference. The site also features an "Online Politics 101" e-book. Delany started in politics in the early '90s in the Texas Capitol (where public service is considered a contact sport) and moved into the online political world in 1995. In 1999, during the first Internet boom, he helped to start a targeted search engine for politics and policy, which lasted about as long as such ideas usually do. Since then, Delany has worked as a consultant to help dozens of political advocacy campaigns promote themselves in the digital world. Between 2003 and 2007, he was the online communications manager at the National Environmental Trust. He also plays bass in a rock 'n' roll band.

Keith Dieruf
Online Marketing Manager
Ameriprise Financial

Keith joined Ameriprise Financial in 2007, assuming responsibility for the management and integration of digital media across acquisition, branding, social, and emerging technologies. Previously, Keith served as co-lead and supervisor of the interactive media group at Haworth Marketing & Media. His interactive media experience includes work with clients such as Target, Macy's North, Andersen Windows, H&R Block, General Mills, Overture/Yahoo! Search, and Nestle Purina. He is currently a member of the i612 Interactive Media Community and Minnesota Interactive Marketing Association (MIMA).

Bob Dillon
VP, Product Marketing
Yahoo! Advertising Marketplaces Group

Bob leads the product marketing function for Yahoo's search and display advertising business. In this role, he ensures that customer needs guide advertising product development. He also supports the introduction of new advertising products into the marketplace through positioning and launch planning. Bob began working at Yahoo in 2005 as senior director of business operations for the company's search advertising business. In 2007, he was promoted to VP of business operations for Yahoo's search and display advertising business. Earlier in his career, he worked for Gateway as senior director of operations, as a management consultant at The Boston Consulting Group (BCG), and as an intelligence officer in the United States Navy. Bob holds an MBA in finance and strategic management from The Wharton School, as well as an M.S. and B.S. in electrical engineering from Cornell University.

Jon Diorio
Group Product Mgr, AdWords & Monetization
Google

Jon Diorio has over 13 years of product management, sales, and marketing experience in customer analytics and online advertising systems. As group manager for Google AdWords, he is responsible for product positioning, feature roadmap development, customer marketing, and external communications for the AdWords product line. Prior to Google, Jon held product and marketing leadership positions at marketing automation and analytics solution providers, including Epiphany, Octane Software, CentrPort, and Information Advantage. Jon holds a degree from Georgetown University in economics and computer science.

Fionn Downhill
CEO & President
Elixir Systems

Elixir Interactive is a digital marketing agency that focuses on search and social media. They specialize in helping companies understand how their customers think and interact online and then use that information to develop highly targeted marketing programs. Fionn is very involved in the advancement of Internet marketing and is a strong advocate for best business practices in the industry. She is a founding 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 and is also a past SEMPO board member.

Vic Drabicky
Director of International & Market Development
Range Online Media

Vic Drabicky is the director of international and market development for Range Online Media. Since taking over this role, he has helped develop strategy, launch, and grow multi-national paid search, SEO, and display media campaigns for clients such as Nike, Accor Hotels, Burberry, Neiman Marcus, and many others. In addition, Vic has worked domestically in the online marketing space for almost 10 years, specializing in developing advanced marketing strategies and integrating multiple online advertising channels for Fortune 500 retail and travel clients.

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

Speaker Bios

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, ad:tech, 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 areas of Internet marketing, online customer behavior, web analytics, and multivariate testing. Bryan recently released another book, *Always Be Testing,* in late 2008.

Mona Elesseily
Director of Marketing Strategy
Page Zero Media

At Page Zero Media, Mona focuses on paid search strategy and conversion improvement. In her career, she has significantly improved campaign performance for large brands such as Capital One, CareerBuilder.com, Cathay Pacific, as well as medium to large retailers and high-tech B2B enterprise niches. Mona is considered by many the authority on the Yahoo Search Marketing platform. She authored the world's only guide to Yahoo Search Marketing (a.k.a. Overture) called "Mastering Panama: A special report on Yahoo's new search marketing platform" (August 2007). Mona is a regular speaker at marketing conferences. She's a columnist at SearchEngineLand.com and contributes to a variety of other publications on marketing-related issues. Her industry knowledge is regularly sought after by the business community, including Wall Street analysts, and she is frequently quoted in marketing industry publications. Mona earned a B.A. from Simon Fraser University. She's based in Vancouver, British Columbia, and enjoys West Coast activities such as yoga and hiking.

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 have many tens of thousands of pages. Eric handles all the SEO for Moving Traffic.

Dave Evans
VP
Digital Voodoo

"If I couldn't interrupt you, how would I reach you?" That's the question Dave Evans starts with as a social media strategist focused on marketing and the impact of the social web on businesses. Dave is the author of "Social Media Marketing: An Hour a Day," a practical, hands-on guide to implementing and measuring social media as part of an integrated marketing program. In 2005, he co-founded HearThis.com, a podcasting service firm focused on social media and marketing. And in 1994, Dave co-founded Digital Voodoo, which provides strategic marketing services for clients wanting to tap the power of the social web. Working with his clients, he develops an effective, measured approach to using social media and achieving organizational and business goals. Dave holds a B.S. in physics and mathematics from the SUNY/College at Brockport and has served on

ad:tech's advisory board and WOMMA's measurement and metrics council. He writes ClickZ's social media column.

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.

Jennifer Evans Laycock
Director of Social Media, SiteLogic
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 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 technotalk. 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.

Sally Falkow
President
PRESSfeed

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.

Kathleen Fealy
President
KF Multimedia & Web, Inc.

Kathleen Fealy has helped clients in the B2C, B2B, and e-commerce sectors improve their visibility in the organic listings and develop online marketing strategies for more than six years. By focusing on both her clients' objectives and their visitors' needs, Kathleen has worked with many companies to improve their overall web strategy, site visibility, and customer experience. Online marketing efforts are enhanced by having a well-structured site, quality content, and

usability. Kathleen is SEMPO's education committee co-chair and a contributor to SEMPO Institute's fundamentals of search marketing and advance search engine optimization courses. She has spoken at various business and industry events, including Search Engine Strategies. Kathleen has been cited in womenentrepreneur.com and is a member of the Usability Professionals' Association.

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.

Willie Fernandez
Director, Online Marketing
World Travel Holdings/National Leisure Group

As the director of marketing for World Travel Holdings, the nation's largest cruise distribution company, Willie oversees the day-to-day marketing operations of the House Brands divisions, with an emphasis on paid search and analytics. A 17-year veteran of the cruise and travel industry, he previously worked as VP of cruise and e-commerce at TravLeaders, a travel services distribution company in Miami, Fla. He was the director of product development for Cruise Path Network, the technological leader in cruise distribution software. He has also owned and operated his own cruise agency, and he managed the inside sales department at Norwegian Cruise Line. He studied marketing at Stetson University in Deland, Fla.

Jason Ferrara
SVP, Sales & Marketing
Elixir Interactive

Jason has more than 12 years of experience in interactive agency operations, marketing, and business development. Prior to joining Elixir, he served in a number of senior management positions at iCrossing, including director of search operations, managing director, and senior director of financial operations. He has developed, implemented, and managed complex digital marketing programs for clients such as Disney, Washington Post, and Symantec. He has an MBA with a concentration in e-business. Jason is the chairman of the Arizona chapter of the Search Engine Marketing Professional Organization (SEMPO) and has spoken for the American Marketing Association and PRSA.

Josh Fialky
Senior Client Services Manager
Idearc Search Marketing

Josh Fialky is an innovative and passionate senior client manager with Idearc Search Marketing, with over 10 years in the interactive

advertising space. He and his team have a proven mastery in techniques such as content advertising, shopping feeds, and paid inclusion that allows traditional PPC clients to go beyond the basics to get the best possible revenue results. He came to Idearc after several years at Carat Interactive, working with brands such as Zyrtec and Viagra for Pfizer Pharmaceuticals.

Peter Figueredo
CEO
NETexponent

Having worked in the online marketing arena since 1997, Peter has seen the ups and downs of the industry. He is currently the CEO of NETexponent (www.NETexponent.com), a full-service performance marketing agency that he co-founded in early 2001. Peter takes pride in the culture of ethics he has helped to foster at NETexponent and credits the company's success to that quality, along with its ability to deliver on promises. His prior marketing experience comes from working at interactive agencies such as Mass Transit Interactive, as the EVP of performance marketing; and i-traffic, currently a division of Agency.com. During his several years as a director at i-traffic, Peter helped to establish and grow the affiliate marketing services division. At a time when affiliate marketing was relatively unknown, Peter was building and managing affiliate programs for Fortune 500 companies. He holds a bachelor's degree in marketing from Villanova University.

Jack Flanagan
EVP
comScore Inc.

Jack Flanagan, EVP of comScore Inc., is responsible for the Media Metrix business for North America, Europe, and Latin America. He has been with comScore since 2002 when it acquired the assets of the Media Metrix business. Jack is an 11-year veteran to the online measurement space, having started with Relevant Knowledge in 1997. In his current role, he works with leading media companies, advertising agencies, financial companies, and marketers to help them utilize the Media Metrix services to achieve their business goals and objectives. Jack is a graduate of Loyola College in Maryland and holds a bachelor's in business administration, with a specialization in marketing.

Paul Forster
CEO
Indeed

Paul Forster is CEO and co-founder 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 co-founded 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. He holds an MBA from INSEAD business school as well as master's degrees from Cambridge and Oxford universities.

Nancie Freitas
CMO
Constant Contact

Nancie has been at Constant Contact since December 2005, where she leads the company's overall market positioning and brand strategy. Nancie has more than 20 years of experience working with subscription-based business models, with a heavy focus on the small business sector. She has held numerous leadership positions throughout her career, where she devised and drove the marketing strategies behind several successful new categories and product launches. Most recently, Nancie ran The Freitas Group, her own direct marketing and media firm. Prior to that, she led the direct marketing services team at Carat Business Technology, where she contributed to the growth and success of several name brands, including AOL, TiVo, and Microsoft Live Meeting. She also devised direct marketing strategies for businesses targeting the small businesses audience, including FrontRange Solutions USA Inc. and Covad.

Eric Frenchman
Founder
PardonMyFrench

Eric Frenchman is the founder of online marketing consulting firm PardonMyFrench, and chief internet strategist for the online political agency Connell Donatelli Inc. He handled search advertising for John McCain 2008 and is a recognized expert in online marketing and advertising techniques.

Todd Friesen
VP, Search
Position Technologies

Todd Friesen is considered by many to be an SEO pioneer. He 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, and a former moderator for SearchEngineWatch.com. He is co-host of the popular "SEO Rockstars" on WebmasterRadio.FM, as well as a regular speaker at Search Engine Strategies, WebmasterWorld Pubcon, SMX, and other conferences. Todd holds a bachelor of commerce degree from the University of Calgary and currently resides in Gig Harbor, Wash.

John Gerzema
Chief Insights Officer
Young & Rubicam Group

Best-selling author and pioneer of account planning in American advertising agencies, John has designed brand strategies for clients for almost 25 years, guiding campaigns to international strategic and creative acclaim. His new book, *The Brand Bubble: The Looming Crisis in Brand Value and How To Avoid* was voted the No. 3 best business book for 2008 from Amazon's editors, and "Best Advertising and Marketing Book for 2008" from CEO Read. The book is currently on *BusinessWeek*'s best seller list. A sought-after presenter

around the world, Gerzema previously oversaw the international network for Fallon and founded offices in Tokyo, Singapore, Hong Kong, and Sao Paolo. He holds a master's degree in integrated marketing from the Medill School of Journalism at Northwestern University and a B.S. in marketing from The Ohio State University.

Ethan Giffin
CEO
Groove Commerce

Groove Commerce is the brainchild of CEO Ethan Giffin, an industry expert in e-commerce, e-marketing and the dynamic technologies behind it. Formerly the director of e-commerce at Allegis Group, Giffin was the chief architect behind the management, marketing, design, and success of Thingamajob.com, an Internet job portal for some 18,000-plus continuously updated job openings with a database of over 5 million members. Thingamajob.com became the proprietary online job board, and cornerstone, of Allegis Group's Internet recruiting strategy. For over a decade, Ethan has lived and breathed e-commerce and web marketing through his career, his personal interests, and now through Groove Commerce. Ethan envisions Groove Commerce bringing companies to a whole new level of sales and service — he wants them to be highly successful in e-commerce without having to become experts on e-commerce technology. Ethan has spoken at many of the industry's top conferences, including Search Engine Strategies, ad:tech, and Webmaster World's PubCon.

Maura Ginty
Senior Web Manager, Web Content Team
Autodesk, Inc.

Maura Ginty joined Autodesk with 12 years of digital wordplay experience, establishing the company's first centralized SEO program. She created Autodesk's first series of best practices, led its first cross-functional councils, and established employee trainings for search. She helped update Autodesk standards for paid search, internal search, and social media marketing. Next on the horizon: completing and documenting the company's first global SEO case study. She went straight from Wellesley College to online media, combining technical and editorial roles at JupiterMedia, Lonely Planet, Symantec, and a small collection of strange nonprofits.

Harry Gold
CEO
Overdrive Interactive

Harry started his career in 1995 and since then has served in executive interactive roles at large and small agencies, working for clients that have included General Motors, Monster.com, Lending Tree, Nextel, Microsoft, The Financial Times, and ClubMed. In May 2001, he founded Overdrive Interactive. At Overdrive, Harry's primary mission is to create innovative marketing programs that drive measurable success and to ensure that the strategies, tactics, and technologies that drive those successes are continually institutionalized into the best practices and methodologies of the agency. Overdrive currently serves top companies such as Harley-Davidson, John Hancock, Dow Jones, EMC, Zipcar, and The Princeton Review, with a wide range of online marketing services. Harry is a frequent lecturer on search engine and social media marketing for the New England Direct Marketing Association, the American Marketing Association, Harvard University, and Boston University. He is also an expert columnist for ClickZ.

Speaker Bios

Michael Gray
Owner
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 than $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.

Henry Hall
Senior Product Manager
Microsoft Live Search

Hall works in the online services group at Microsoft, and is responsible for product management and planning for image and video search. He joined Microsoft in 2001 and has held a variety of product management and planning roles in innovative consumer electronics and web-based products, including UltimateTV, MSN Autos, MSN House & Home, Windows Live Expo, Windows Live Local, and Virtual Earth. Previously, Hall was a program manager with Netscape Communications, where he helped to develop a consumer Internet strategy. Before that, he was a business development and marketing manager with the Chicago Tribune, leading marketing and strategy projects for publishing and online initiatives. He was also on the founding team of Cars.com, a Tribune joint venture. Hall earned a B.A. from Howard University and an MBA from Northwestern University's Kellogg Graduate School of Management.

Patricia Hall
Managing Partner
Hallmark Capital

Patricia Hall is an investment banker and managing partner with Hallmark Capital in New York, specializing in mergers and acquisitions, raising capital, and high-impact growth strategies for both private and public companies. She has worked with SEM companies over the past five years and brings a Wall Street perspective to SEM business owners and managers. Pat has executed dozens of transactions, totaling billions of dollars for companies in a variety of industries. She has served as an expert witness involving complex financial matters, co-founded four firms, and published articles and commentary in the press, including *BusinessWeek, The New York Law Journal*, and industry publications. Hall is a chartered financial analyst, sits on several corporate boards, and is a frequent speaker at industry conferences.

Ian Harris
CEO
Search Laboratory Ltd

Ian Harris is the CEO and MD and founder of Search Laboratory. He has been programming for the Internet since 1995 and has an MSc in Internet technologies. He is a specialist in search marketing for global websites. Ian has helped many companies take their websites global, including IBM, Novell, British Airways, and HSBC. Through Search Laboratory, he is now applying his experience of web technologies, website marketing, and localization to help clients reach their global audience quickly and effectively.

Beth Harte
Principal
Harte Marketing & Communications

Beth Harte is the principal of Harte Marketing & Communications, a speaker, and an adjunct professor at Immaculata University. Beth has over 14 years of experience in strategic planning, branding, public relations, analyst relations, product marketing, business development, lead generation (direct mail, e-mail marketing), website management, and SEO/SEM. She speaks on a range of marketing, communications, and social media topics, including brand reputation and management, social networking for business, public relations and the web, and the ROI of social media. Beth is the promotions director for the Philadelphia Social Media Club and is a member of the Philadelphia PRSA social media committee. Beth's blog, The Harte of Marketing, is featured in *AdAge*'s "Power 150," a globally recognized ranking of top media and marketing blogs. Beth also blogs for MarketingProfs Daily Fix blog and Search Engine Guide.

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 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 in 1995 with Online Design (Harrison, N.Y.), whose projects included building the first websites for TGIFriday's, Barr Laboratories, Schering-Plough Animal Health, and others.

Keith Hogan
VP, Search Technology
Ask.com

Keith Hogan manages technology for search engine development at Ask.com in the Edison, N.J., office. He's been with Ask since 2001. Previously, he worked at the Motorola Corporation, where he was responsible for the development of protocol software and systems in the cellular wireless technology area. Hogan has built technology and systems at various Washington D.C.-based companies in the fields of telecommunications, data communications, and military systems. He earned a BSEE from the University of Delaware.

Sara Holoubek
Consultant & Columnist
SEMPO Board of Directors

Sara Holoubek is an independent consultant advising growth firms and investors in the interactive technology and advertising sector. She is also the contributing editor of the DM News' "SearchBuzz" newsletter and a regular author of the DM News "Optimized" column. In 2008, Holoubek was elected to the SEMPO board of directors for a third term and co-founded the SEMPO NY Working Group. From 2003-05, Holoubek served as iCrossing's chief strategy officer, building the firm's New York office and repositioning the iCrossing brand as it raised an early VC round of $13 million. Previously, Holoubek held posts in client strategy with interactive agencies Organic and Blue Dingo. Her vertical expertise covers over 10 sectors and includes work with Levi Strauss & Co, Bloomingdales, LexisNexis, Texas Instruments, Colgate-Palmolive, Century 21 Real Estate, and Martha Stewart Omnimedia.

Bill Hunt
CEO, Global Strategies International
Director, Global Search Strategy, Neo@Ogilvy

Bill has been a pioneer in search marketing and is considered the top thought leader on enterprise and global search engine marketing. He lends his advice to press, industry analysts, and corporate leaders, and has spoken at conferences in over 30 countries. Bill has a dual role as CEO of Global Strategies International and director of global search strategy for Neo@Ogilvy. As CEO, Bill is responsible for developing and executing GSI's corporate strategy and global expansion while ensuring stellar results and client satisfaction for all clients. In his role at Neo@Ogilvy, Bill is responsible for Ogilvy's Search Marketing thought leadership and for developing global search marketing strategic roadmaps integrated into Ogilvy's 360° integrated communications programs. Bill is the co-author of the bestselling book *Search Engine Marketing, Inc*.

Motoko Hunt
Founder, Japanese Search Marketing Strategist
AJPR LLC

Since Motoko established AJPR in 1998, she has been providing Japanese SEO/SEM services to companies around the world, helping them to enter the Japanese market using the Internet. Motoko's search marketing consulting services — with her extensive knowledge of the Asian and Japanese markets — have been highly valued and have made a big impact on some of the world's popular brands' search marketing campaigns. She writes about the Japanese online market on her blog at AJPR.com and Multilingual-Search.com. She is a chair of the Search Engine Marketing Professional Organization (SEMPO) Asia Working Group, and a co-chair of SEMPO Japan.

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 seeing 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.

Greg Jarboe
President & Co-founder
SEO-PR

Greg Jarboe is the president and co-founder of SEO-PR, a search engine optimization firm, public relations agency, and video production company. Founded in 2003, SEO-PR has won a Golden Ruler Award from the Institute for Public Relations and PR News, and was a finalist for SES Awards in three categories: best social media marketing campaign, best business-to-business search marketing campaign, and best integration of search with other media. Greg is a frequent speaker at Search Engine Strategies and is the news search, blog search, and PR correspondent for the search engine marketing news blog at Search Engine Watch. He is regarded as a pioneer and leading authority on online publicity and is a member of the Market Motive faculty, which has been called the "Internet marketing dream team." He is writing a book, *YouTube and Video Marketing: An Hour A Day*, which will be published in August by Wiley.

Horst Joepen
CEO
Searchmetrics

Horst Joepen is responsible for general management and strategy at Searchmetrics. He has a broad background in Internet and software technology as a successful software entrepreneur. Among other ventures, he spun out Webwasher — an IT security product, web-and ad-filter — from Siemens AG, and grew it to a successful worldwide IT security business, including a successful exit to a leading U.S. IT security vendor. He served in various senior management and executive positions at Nixdorf Computer AG, Siemens AG, Secure Computing Inc., and Cyberguard Inc.

Kristopher Jones
President & CEO
Pepperjam

Kristopher Jones is considered one of the top Internet marketing experts in the world. A true pioneer and leading voice of the industry, he is a prominent speaker and moderator at leading national and international marketing conferences, including Search Engine Strategies, Affiliate Summit, Elite Retreat, and eComXpo. As president and CEO of Pepperjam, a full-service Internet marketing agency, Kristopher is looked to by thousands of businesses world-

wide as one of a small group of pure Internet marketing experts. He was recognized in 2005 as an "Entrepreneur of the Year" by Bank of America and as one of the top 20 business leaders in northeastern Pennsylvania under the age of 40.

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. He 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. He is also one of the authors for the SEMPO Institute's fundamentals and advanced courses.

Aaron Kahlow
Chairman & Founder
Online Marketing Summit

Aaron Kahlow serves as chairman and founder of the Online Marketing Summit, the resource for educating marketers on best practice in online marketing, as well as managing partner of BusinessOnLine. As a recognized speaker and authority in the online marketing industry, Aaron frequently keynotes many marketing events nationwide and is frequently quoted in such publications as *Industry Week*, *BtoBOnline*, and *BusinessWeek*. Aaron is a recognized authority on the subjects of website usability, search engine optimization, web analytics, and overall web strategy. Most recently, he was named as one of the top 40 entrepreneurs under the age of 40 by *Metropolitan Magazine*. He also recently served on the international board of directors for the Business Marketers Association (BMA) as chair of interactive community education.

Adam Kasper
SVP, U.S. Director of Digital
Media Contacts Boston

Adam oversees Media Contacts' U.S. digital product across all offices, managing the level of quality, promoting expansion, and facilitating the integration of Channel I within Total Communications Planning (TCP). Adam has taken charge of Media Contacts' video integration unit (VIU) initiative, both in the U.S. and globally. Previously, Adam was VP, group account director, on Media Contacts' businesses for Goodyear, Tyson Foods, Amtrak, and Royal Caribbean, among others. He was responsible for setting the strategic vision and directing day-to-day operations for each of these accounts. Adam joined Media Contacts in 2005 with more than 10 years of experience within the Boston media community. He began his career at Houston, Effler, Herstek, and Favat on the broadcast side of the business (local and national). He shifted into media planning in 1997, taking a position at Hill Holliday. In 2000, Adam joined Allen & Gerritsen as VP, media director, leading the media department. A regular speaker at industry conferences, he is frequently quoted in national press and industry trades, including *The New York Times*, *Business Week, Media Week, Advertising Age, Television Week* and Media Post. Adam also sits on the AAAA digital video committee and the Valueclick client advisory board.

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. He is a member of the Search Engine Marketing Professional Organization (SEMPO), 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 VP of the 212 Interactive Ad Club. Steven holds a degree in marketing from Hofstra University.

Guy Kawasaki
Author, *Reality Check*
Founding Partner, Garage Technology Ventures

Guy Kawasaki's newest book, *Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition* (Portfolio, Penguin Group), was released on Oct. 30, 2008. *Reality Check* is his all-in-one guide for starting and operating great organizations — ones that stand the test of time and ignore any passing fads in business theory. He is also the author of eight other books, including *The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream*, and *The Macintosh Way*. Kawasaki is a founding partner and entrepreneur-in-residence at Garage Technology Ventures, a seed and early stage venture capital fund. He is also the co-founder of Alltop.com, an "online magazine rack" of popular topics on the web — the success of which is attributed to social networking tools such as Twitter. He is considered one of the top 50 most popular bloggers worldwide, and was recently selected by Invesp.com as the No. 2 top marketer of 2008. Kawasaki's in-depth knowledge of the high-tech industry combined with his years of management experience enable him to address a wide range of audiences. He has a B.A. from Stanford University and an MBA from UCLA, as well as an honorary doctorate from Babson College.

Kate Kaye
Senior Editor, News and Special Projects
ClickZ

Kate Kaye is a senior editor at ClickZ News, an online publication covering the interactive advertising and marketing industry. She is a daily reporter and editor for the original news source, focused on beats including local media and online political advertising. Kate began reporting on the interactive ad industry in 1999 and has taken on several related writing and reporting roles throughout the years.

Kayden Kelly
CEO
Blast Advanced Media

When Kayden Kelly isn't risking life and limb on his single-speed mountain bike or spending time with his family, he moonlights as the managing director of Blast Advanced Media, where he really dreams about becoming a pro cyclist (please don't ask him about the single speed world championships). Blast Advanced Media provides website optimization and online marketing services for e-commerce

and lead generation-focused websites. With over 10 years of experience in marketing and web-based technologies, Kayden has worked with startups to big brands like Hewlett-Packard, Lockheed Martin, Sysco, Lennar, Brocade, and Marvell. His goal is to help architect the most effective approach to achieving improved performance and revenue goals for every client. Kayden has led the development of several web-based marketing software products, including Video SEO Producer and Motivity. Motivity is a website marketing and management platform for marketing teams who need search engine-optimized e-commerce and content management solutions that tightly integrate with online marketing and tracking tools such as Google Analytics, Adwords, Website Optimizer, and Affiliate Marketing.

Tim Kendall
Director of Monetization
Facebook

Tim Kendall is the director of monetization at Facebook, where he oversees revenue-generating products and leads new monetization initiatives, including the company's new advertising solution, Facebook Ads. Previously, Tim worked in Amazon.com's digital media group as a product manager. Prior to that, he worked in technology private equity and venture capital for JPMorgan Partners. Tim has been a contributing writer for *Forbes* on a variety of high technology topics. He holds a bachelor's degree in industrial engineering and an MBA from Stanford.

Anne Kennedy
Managing Partner & Founder
Beyond Ink

With nearly 40 years of 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) advisory board, an influential group of business professionals from various industries and fields of expertise selected to propel the search industry forward. She also 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 1 million articles on the site. In 2001, she launched SEOnews.net to foster better understanding of the emerging search marketing platform and opportunities to a growing market of potential customers.

Christina Kerley
Marketing Specialist
ckEpiphany

High-energy, high-impact marketing specialist Christina Kerley ("CK") has been bolstering businesses, brands, and causes for over 15 years. Through her consultancy, she works with companies to develop revenue-boosting strategies and unique programs that cut through clutter and foster long-term customers. Her approach leverages the best of new world and old by blending tried-and-true marketing principles with new technologies and new practices. From technology to telecommunications, broadcast television to biotech, and social media to professional services, her successes span a broad palette of industries, challenges, and opportunities. Her blog — ranking in *Ad Age*'s "Power 150" and The Viral Garden's "Top 25"

— features a clever, candid analysis of today's marketing topics and trends. She has addressed business and academic audiences, with her advice cited in trade media and business blogs. For more information, visit www.ck-blog.com.

Brian Klais
EVP
Netconcepts

Brian Klais is EVP and a principal at natural search marketing firm Netconcepts. He joined Netconcepts in 2001 and is responsible for the firm's GravityStream SaaS natural search optimization platform and professional service businesses. Klais is co-inventor of GravityStream, Netconcepts' flagship, award-winning search optimization technology used by large brands to manage natural search performance. During his tenure, Netconcepts has become a leading provider of natural search technology and services to leading retail and media brands, as well as search engine marketing agencies. Klais is a frequent speaker at conferences for organizations such as SMX, eMetrics, DMA, AMA, and Shop.org. He is an author of original analyst research on natural search performance metrics in the reports, "Chasing the Long Tail of Natural Search" and "The State of Search Marketing 1.0: New Strategies for Successful Cataloging," published by *Catalog Age*. He is also a contributor to MarketingProfs, Search Engine Land, and Multichannel Merchant, among other publications. Prior to Netconcepts, Klais was founder and president of Novelon. com since 1998, a dotcom pioneer in digital book distribution, browser-based book search, and mobile reading applications.

Josh Koster
Managing Partner
Chong Designs LLC

Josh Koster is the managing partner at Chong Designs LLC, a Washington-based new media advising firm specializing in online marketing and brand management for progressive candidates and select corporations. His work has been written about by Politico. com, TheAtlantic.com, the ActBlue blog, Wonkette, Campaigns and Elections Mazazine, ArsTechnica, ClickZ, and TechPresident. Josh has consulted for a presidential campaign, three senate campaigns, six house races, nonprofits, a ballot initiative, numerous local and municipal races, and companies and nonprofits. He is credited with pioneering the long-tail political media, and bringing the far left and far right blogospheres together to form "The Strange Bedfellows," a coalition to fight Bush's warrantless wiretapping program. In addition to his new media experience, he has written and analyzed polls, helped shape traditional media campaigns, and has personally raised more than $1 million for democratic candidates and causes. He graduated from Duke University in 2008.

Cindy Krum
Founder & CEO
Rank-Mobile

Cindy Krum is the founder and CEO of Rank-Mobile, LLC. She brings fresh and creative ideas to her clients, speaking at national and international trade events about mobile web marketing, social network marketing, and international SEO. Cindy also writes for industry publications; she has has been published in *Website Magazine*, *Advertising & Marketing Review*, and Search Engine Land, and has been quoted by many publications, including *PC World*, *Internet Retailer*, *TechWorld*, *Direct Magazine*, and *Search Marketing Standard*. Cindy currently serves as the co-chair of the SEMPO emerging technologies mobile web task force and is an active member of the

search community. Cindy is passionate about bringing creative online marketing solutions to clients, and working with clients to develop high-level mobile and international marketing strategies.

Amit Kumar
VP, Product
Dapper

Amit brings to Dapper deep expertise in shipping new and complex products that tap into the latest technological trends, with wide- ranging experience across consumer and enterprise use cases, search and networking sectors, and startup and Fortune 500 companies. Previously, he was responsible for opening up Yahoo web search through SearchMonkey and laying the foundation for semantic web applications in web search. Earlier at Yahoo, he filed 15-plus patents while managing publisher products like Site Explorer and Site Search. His career also included stints at Inktomi and Verity/Autonomy.

William Leake
Founder & CEO
Apogee Search

Bill draws on both business and marketing expertise to increase revenues for a wide range of clients. He has been involved in driving revenues through Internet marketing techniques since the early '90s when, as part of the management team at Power Computing, he built the first company to sell $1 million of product over the Internet. As CEO and founder, he has guided Apogee Search from inception to its current position as the largest search engine marketing firm in the Southwest, and one of the 20 largest in North America. Bill serves as the president of the Austin Interactive Marketing Association, and as the chairman of the SEMPO committee. Earlier in his career, he was president of Journyx and also held leadership positions at Trusted Information Systems, Haystack Labs, Power Computing, and Dell. He received an MBA from the University of Texas at Austin and his B.A. from Yale University.

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 *Deloitte'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, BusinessWeek, The New York Times*, CNET, *USA Today, San Jose Mercury News*, and other press quote Kevin regularly. Kevin lectures at leading industry conferences, plus NYU, Columbia, Fordham, and Pace universities. Kevin earned his MBA from the Yale School of Management in 1992 and lives in Manhattan.

Olivier Lemaignen
Group Manager, Global Search Marketing
Intuit

Olivier Lemaignen brings 16 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 online advertising programs. In addition, Olivier leads Intuit's global search marketing team. Prior to Intuit, Olivier spent 10 years in various 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 with clients such as Sprint, NordicTrack, and Progressive Insurance. Olivier holds an MBA from the University of Notre Dame, a master's in business management from EDHEC Business School, and a B.A. in international economics from the Université de la Sorbonne. He is a frequent speaker at search marketing events (Search Engine Strategies, Searchnomics, Google B2B Tech Council, DMA, and Search Insider Summit) and a member of SEMPO's board of advisors.

Sage Lewis
President
SageRock.com

Sage Lewis is the president of SageRock Digital Marketing. SageRock has been a leader in web marketing since 1999, offering search engine optimization, paid search marketing, social media marketing, and analytics services. Sage speaks nationally with Search Engine Strategies and other prominent web marketing organizations. He is also the "web marketing video guy," with over 400 web marketing videos published. Sage writes as an expert for SearchEngineWatch.com in the "Promotion and Link Building" section of the site. He is a highly dynamic speaker who offers a depth of knowledge only possible through his decade of experience in the web marketing industry.

Rebecca Lieb
VP, U.S. Operations
Econsultancy

Rebecca oversees the U.S. operations of Econsultancy, the leading source of independent advice and insight on digital marketing and e-commerce. Earlier, she held executive marketing and communications positions at strategic e-services companies, including Siegel & Gale. She has worked in the same capacity for global entertainment and media companies, including Universal Television & Networks Group (formerly USA Networks International) and Bertelsmann's RTL Television. As a journalist, she's written on media for numerous publications, including *The New York Times* and *The Wall Street Journal*. She spent five years as Variety's Berlin-based German/Eastern European bureau chief. Until recently, Rebecca taught at New York University's Center for Publishing, where she also served on the electronic publishing advisory group. She also served as The ClickZ Network's editor-in-chief for over seven years. For a portion of that time, she oversaw SearchEngineWatch.com. Rebecca's book, *The Truth About Search Engine Optimization*, was just published by FT.com.

Matthew Liu
Product Manager
YouTube Sponsored Videos

Matthew Liu is the product manager for YouTube Sponsored Videos, which surfaces content via YouTube search. In this role, he focuses

on building an advertising platform that allows video creators — from the everyday user to a Fortune 500 advertiser — to reach people who are interested in their content, products, or services, with relevant videos. Prior to this role, Matthew led numerous other projects at YouTube related to advertising, content partnerships, rights management, and the YouTube community.

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. Jupiter Research has named Range as having the highest average client satisfaction rating in the search marketing industry for the past four 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.

Lance Loveday
CEO
Closed Loop Marketing

As the CEO of Closed Loop Marketing (CLM), Lance Loveday is a recognized thought leader in the online marketing industry. He is a regular speaker at industry events (MacWorld, Search Engine Strategies, Web Design World, and South by Southwest, to name a few), where his strategic, humorous, and down-to-earth approach inspires designers, online marketers, and business executives alike. Since its inception in 2001, CLM has become a highly sought-after agency serving a wide array of clients, from startups to big brands like Hewlett-Packard, Brocade, and Lockheed Martin. To each client, CLM brings a deep expertise in not only online advertising platforms but also the user experience — what happens after the click. It's this combination of skill, experience and knowledge to which Lance attributes his company's success. Lance, his wife Courtney, and their three children reside in northern California. And while he considers himself a cyclist and shares a first name with Lance Armstrong, he has only been mistaken for the cycling champion once. And it wasn't on a bike.

Marjorie Madfis
Interactive Marketing Manager, Web Editor
IBM

Marjorie Madfis has been a leader in web marketing for 14 years. With a background in traditional direct marketing, Marjorie brought those principles and expertise to IBM in 1995 when she joined the startup interactive direct marketing team. Since then, she has been involved in the strategy and development of many of the websites within ibm.com. Marjorie is the worldwide content and design lead for IT Issues, a collection of web pages targeted to IT managers designed around customer search behavior. She has championed a customer-centric web experience for the U.S. site and then globalized the approach by helping the country-based marketing teams launch local versions of these pages.

Kristjan Mar Hauksson
Director of Search & Online Communications/
Managing Partner, Nordic eMarketing

Kristjan is a founder and director of search and online communications at Nordic eMarketing. The company specializes in multilingual online comms, organic search engine optimization, and marketing through several verticals — such as tourism, finance, government, and pharmaceuticals — to assisting companies in gaining international visibility online and using the Internet as a communication channel. Nordic eMarketing also provides technology consultation in web content management systems and analytics solutions. Kristjan is the founder of the Iceland SEO/SEM forum, a contributing editor at MultiLingual-Search.com, and a popular lecturer in his home country of Iceland and abroad. Kristjan studied electrical technology with an emphasis on electronics at Reykjavik Technical College in Iceland, has a degree in systems analyzing from the Private School of Computer and Engineering Iceland, and has an Internet marketing degree from University of British Columbia. He has been involved in developing Internet solutions since 1996, and involved in search engine optimization and marketing since 1999.

Yuval Marcus
Esq.
Gottlieb, Rackman & Reisman, P.C.

Yuval Marcus is counsel with the Gottlieb, Rackman & Reisman intellectual property law firm, where he specializes in all aspects of intellectual property, including copyright, trademark, trade dress, and patent matters. His litigation experience includes obtaining injunctive relief against trademark infringers; prosecuting and defending copyright, trademark, trade dress, and patent infringement claims; conducting domain name dispute proceedings; and commencing and defending oppositions and cancellations before the U.S. Patent and Trademark Office. Marcus counsels international and domestic clients on a variety of intellectual property matters, including maximizing the strategic value of intellectual property assets, licensing, rights of publicity, and Internet law issues. He is co-chair of the intellectual property, computer, and telecommunications law committee of the Westchester County Bar Association and a co-chair of the intellectual property committee of the Westchester/Southern Connecticut Chapter of the Association of Corporate Counsel. He has previously lectured on many intellectual property topics, including avoiding liability for trademark infringement when using keywords. He has represented clients from many different fields, including the computer, technology, software, publishing, entertainment, restaurant, hotel, apparel, jewelry, luxury goods, furniture, cosmetics, and consumer goods industries.

Gregory Markel
Founder/President
Infuse Creative, LLC

Infuse Creative 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.

Debra Mastaler
President
Alliance-Link

Debra Mastaler is president of Alliance-Link, an interactive marketing agency based in Williamsburg, Va., that, since 2000, has provided custom link-building campaigns and link training. Debra offers a common sense approach to link building by combining traditional sales and promotional strategies with effective online search engine marketing tactics. Debra is a featured guest speaker at Search Engine Strategies (SES) conferences, is a guest columnist for Search Engine Land and Search Engine Guide, has written widely on link marketing for publications, including her link-building blog, The Link Spiel. She is also the link-building moderator on the Small Business Ideas Forum. In addition to client projects and link training for Fortune 500 companies as well as a number of top international SEO firms, Debra has provided link training sessions for the Direct Marketing Association, High Ranking Seminars, and Search Engine Strategies.

Erik Matlick
CEO
Madison Logic

Erik Matlick oversees all of Madison Logic's business operations. He has over 15 years of strategic leadership and management experience in media and e-business. Prior to founding Madison Logic, Matlick founded IndustryBrains, which was acquired by Marchex, Inc. Prior to that, Matlick was the president and founder of MediaBrains, where he was responsible for vision, leadership, growth, and fundraising. He created over 100 partnerships with media companies, including McGraw-Hill, Time Inc., Ziff-Davis Media, and American Express. Prior to MediaBrains, he served as an ad sales manager for Ziff-Davis Publishing, where he was responsible for ad sales at *PC Computing* and *Windows Sources* magazines. Matlick is also on the board of advisors for Fetchback, an innovative behavioral targeting technology company. He holds a B.S. in marketing from the Syracuse University School of Management. He has presented at many industry conferences and is frequently quoted in major media publications, including *Newsweek*, CNET, and MediaPost.

Pattiann McAdams-Russell
Executive Director, Online Division
Avon

Pattiann oversees the North America Internet business unit within the U.S. marketing division of Avon Products, Inc. She joined the Internet division for Avon in May 2000 as director, launch of new business solutions. With her staff of 100, Pattiann implemented one of Avon's key growth strategies, the rollout of "YourAvon.com," enabling over 65% of U.S. representatives to manage and build their businesses successfully online. Additionally, Pattiann helped launch Avon's 2001 new product initiative, Health & Wellness, incorporating a new segment of products online, within the online site. She also launched an interactive wellness profile to help maximize the web medium as a selling tool for the line. Her current role as general manager encompasses the entire management of online business. She is responsible for all business functions/decisions, including creative, merchandising, marketing, technical, database analysis, customer service, and Internet fulfillment.

Matt McGowan
VP, Publisher
Incisive Media

Matt McGowan oversees all sales and marketing activities for the ClickZ Network and SearchEngineWatch.com, in addition to their respective trade show series, ClickZ Events and Search Engine Strategies. Prior to joining Incisive, Matt was a VP at PropertyRoom.com, where he oversaw all sales, marketing, and operations for the southern California-based auction services company. Earlier in his career in San Francisco, Matt developed an e-business strategy for the multinational publishing house, Pearson Plc. Prior to that, he worked on the institutional desk for Schwab Capital Markets and Trading, a division of Charles Schwab Inc., in New York and San Francisco. Matt is a graduate of Lafayette College (B.A.) and the University of Oxford (MBA).

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 on-site 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.

David Mihm
Director & COO
GetListed.org

David Mihm is director and COO of GetListed.org, an online resource that helps small businesses claim and enhance their listings at major search engines. He also serves as director of partnerships for SEMpdx Portland, Oregon's search marketing trade organization. David writes frequently about local search on the GetListed.org blog and at his own blog, Mihmorandum. His "2008 Local Search Ranking Factors" is among the most important studies on local search engine optimization.

Jonathan Moskin, Esq.
Partner
White & Case LLP

Moskin has acted as lead trial counsel and otherwise litigated trademark, copyright, and patent cases, as well as contract disputes, privacy matters, false advertising, and right of publicity cases in numerous federal, trial, and appellate courts; in the state courts of New York and California; before the International Trade Commission and the Trademark Trial and Appeal Board, and various arbitral bodies. He is listed in the international "Who's Who" of trademark lawyers, served for three years as chairman of the New York Intel-

What are you searching for at SES New York?

I'm searching for...

"veal parmagian and a nice Chianti with the other goombas at Patsy's.

— David Szetela, CEO, Clix Marketing

lectual Property Law Association's internet law committee, and served for two years as chair of its design protection committee. He is currently the chairman of the New York Intellectual Property Law Association's privacy law committee and a senior editor of *The Trademark Reporter*. Moskin ranked among the top intellectual property lawyers by *Legal 500 USA* in 2007. He was recently selected a barrister in the William C. Conner Inn of Court.

Michael Mothner
Founder & CEO
WPromote

Michael Mothner is the founder and CEO of Wpromote, one of the world's leading search engine marketing firms. An economics and computer science major at Dartmouth College, Michael is a respected member of the online marketing community. He is one of four annual invitees to the Google Client Forum, is a Yahoo ambassador, a member of ThinkLA, a regular speaker at industry events, and a regularly quoted source in the search engine marketing industry. Michael was featured as "30 CEOs under 30 To Watch" in 2007 by *Inc.* magazine, and in 2008, Michael was recipient of the PriceWaterhouseCoopers Entretech Award for entrepreneurial spirit.

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.

Mike Murray
SEM Thought Leader
Fathom SEO

Mike Murray has shaped online marketing strategies since 1997. He has been a speaker at national events, including Search Engine Strategies conferences in Chicago, New York, and San Jose. With an emphasis on best practices, Mike has guided projects for FedEx Custom Critical, Eaton Corp., Bissell, Cleveland Clinic, Career Education Corp., and more. His online articles have appeared in WebProNews, iMedia Connection, ReveNews, and other online publications. Mike has also authored how-to guides and white papers, including "Is Search Engine Optimization Worth It? SEO and the ROI Debacle." He led two national studies on how health care companies and manufacturers use SEO.

Robert Murray
CEO
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. Prior to joining iProspect, Murray was a marketing and manufacturing strategy consultant for Bain & Company. 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.

Bob Myhal
President
MuscleMaster

Bob co-founded MuscleMaster.com, Inc. in 1998 and has served as its president since that time. A noted fitness expert and leading commentator on the current state of nutritional health and supplementation, Bob's innovative techniques and programs have helped thousands of people achieve their fitness goals. Bob also has extensive expertise in web development, content creation, and all facets of online marketing. His professional experience includes eight years of university teaching experience at Boston College, the Massachusetts School of Law, and the University of Connecticut. Bob is a graduate of Skidmore College, with graduate degrees from Boston College and the University of Connecticut.

Amber Naslund
Director of Community
Radian6

Amber Naslund is a social media and marketing upstart, and the director of community for Radian6, where she's responsible for client engagement, community building, and helping companies tap the potential of online reputation management, customer engagement, and social media monitoring. She's spent the last decade or so raising over $60 million for nonprofit organizations, building brands for companies large and small, and messing with all things online. Amber blogs at Altitude Branding, focusing on brand building and social media marketing for business. She's also an author of Radian6's PowerShift blog, a contributor to the popular Marketing Profs Daily Fix blog, and she keeps her personal blog at Innacurate Reality. Knee-deep in social networks before they had a name, Amber is passionate about helping companies and customers build and share brands, together.

David Naylor
SEO
Bronco

David Naylor, more commonly known as DaveN, started working in the SEO industry over 12 years ago. David's motivational driving force is the belief that there's no point having a site if it doesn't rank No. 1. His dedication to giving clients great ROI has led to the constant development of new optimization techniques and the ability to see algorithmic changes before most other SEOs. He has a proven track record of successes in the most competitive markets. David's blog attracts a worldwide audience and is well known for its down-to-earth, yet informative approach on all SEO issues. Always at the forefront of the latest search engine topics, David is an established authority within the SEO community. He owns Bronco Internet, a talented and successful web development and SEO agency.

Robin Neifield
CEO & Co-founder
NetPlus Marketing Inc.

Robin Neifield and Denise Zimmerman co-founded NetPlus Marketing in 1996, with the goal of providing Fortune 500 companies with strategic expertise and best practices in online marketing. A recognized industry leader with years of offline marketing and product development experience, she developed one of the web's first affiliate networks for a travel wholesaler in 1994. Robin's executive wizardry and unyielding commitment to quality holds NetPlus to a daily standard of excellence, enabling the company to produce consistently brilliant results. Her leadership has helped guide the company to numerous awards and enviable client and staff tenure. She is a frequent speaker at national industry events, including ad:tech, Search Engine Strategies, and OMMA, and is regularly quoted by publications such as *Forbes*, iMediaConnection, and MediaPost on a variety of online media strategies. She authors a monthly column on behavioral targeting for ClickZ. Robin holds a B.A. from Wellesley College and an MBA from the graduate school of business at the University of Chicago.

Kevin Newcomb
Managing Editor
Search Engine Watch

Kevin joined Search Engine Watch in December 2006. He has been covering search marketing and other digital marketing topics since August 2004, and has been reporting on web-based businesses since 2000. Before the bubble burst, Kevin was a marketing manager for an online computer reseller, handling copywriting, e-mail marketing, search marketing, and running the affiliate program. With a combination of real-world marketing experience and years of business journalism, Kevin brings to Search Engine Watch a unique ability to deliver news and training materials that help search marketers do their jobs better.

Lee Odden
CEO
TopRank Online Marketing

A 10-plus year Internet marketing veteran, Lee 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 online 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.

Elisabeth Osmeloski
Director of Online Media
AdventuresinSearch.com

Elisabeth Osmeloski has been in the search engine marketing industry since 1999, with agency experience as an SEO consultant and web copywriter for a variety of clients, ranging from small businesses to large corporations. Elisabeth recently launched a new blog and consulting agency, Adventures in Search, specializing in editorial services, including content strategy, SEO copywriting, community development and management, social media marketing, online PR, and customized link building. Her areas of expertise include adventure travel services, destination and tourism marketing, outdoor recreation and action sports, and luxury- and lifestyle-focused brands. She holds a B.A. in marketing from the Isenberg School of Management at the University of Massachusetts-Amherst. In addition to freelance travel writing assignments, Elisabeth has also created Downhill Divas, a social network for women interested in skiing, snowboarding, freeride mountain biking, and living a healthy, active lifestyle.

Sasi Parthasarathy
Program Manager
Live Search, Microsoft

Sasi is the program manager of Live Search Relevance at Microsoft. His team is charged with returning great search results for any query. Sasi joined Microsoft in 2003, and worked on for Microsoft SQL Server and HD-DVD before joining Live Search. Previously, he worked for a startup in the area of active databases. He graduated from University of Florida with an M.S. in computer science.

Chris Paul
VP, Media Director
Digitas

Chris is vice president, group director, media at Digitas. He provides strategic media planning and buying expertise, as well as optimization and analysis, for American Express. The team's recent work includes the Members Project, a digital community initiative that saw American Express donate $2.5 million to projects chosen by card members, including research for early detection of Alzheimer's disease and educational materials for impoverished children. Chris also oversees the agency's digital direct marketing efforts, maximizing the volume of the paid search and display media channels. Chris has spent his career to date in interactive marketing, including tours with Trilogy Software, Be Free, MediaVest Digital, and 24/7 Real Media, managing the entire spectrum of digital media vehicles for advertisers of all sizes.

Alan Perkins
Head of Search Marketing
SilverDisc Limited

Alan Perkins is managing director of SilverDisc Limited, a company he co-founded in 1993, where he manages both organic SEO and

paid placement PPC strategies. The SilverDisc group of companies employs more than 30 people on two continents and turns over several million pounds per annum. Alan has been working in the electronic marketing industry since 1990 and in search marketing since 1995. He specializes in dynamic sites. He has written numerous articles in this area and has provided consultancy over many years to clients who need to overcome problems caused directly or indirectly by their dynamic sites. In addition, Alan has developed a number of worldwide patents in search engine technology. He has also been a regular speaker at Search Engine Strategies since 2001, consistently achieving four-star-rated sessions. He is an administrator at the High Rankings Forum, a popular search marketing forum. Alan is an industry-leading advocate of best practices in search marketing. He has worked directly with search engines to achieve this, contributing to several search engine guidelines.

Lela Phommasouvanh
Senior Search Marketing Consultant
FindLaw

Lela Phommasouvanh is currently a senior search engine marketing consultant at Findlaw, a Thomson-Reuters business. At Findlaw, the largest provider of legal information online, Lela consults with lawyers and law firms to provide Internet marketing solutions. Her expertise includes organic search engine optimization, pay-per-click advertising, social media optimization, web analytics, usability, and Internet marketing consulting. The goal? Generate more high quality online leads. Prior to working at FindLaw, Lela was an account executive and internet marketing manager at ArcStone Technologies, a Minneapolis-based web development firm. Working at ArcStone, Lela witnessed the power of Internet marketing to produce leads at a fraction of the cost of traditional marketing strategies, such as print ads or YellowPage listings. Lela honed her skills by creating, managing, and implementing highly customized search engine marketing campaigns for clients from a wide variety of industries.

Susan Prater
Global Digital Marketing Manager
Owens Corning

Susan Prater manages all aspects of digital marketing for Owens Corning. She drives strategy with a focus on meeting performance objectives and KPIs, implementing testing, analyzing results, and developing effective SEM campaigns. Her team is also responsible for integrated launch campaigns, SEO, and creating traffic to and conversion from all Owens Corning-branded websites. She leads a team of over 20, including IT and agency personnel. Susan began her career in 1989 at Ford Motor Company in product development and has since held many different management positions in interactive marketing, brand strategy, brand marketing, marketing communications, merchandising, and e-commerce. She has a B.S. in electrical engineering and an MBA.

Tonya Price
Director, Marketing & Web Operations
Worcester Polytechnic Institute

Tonya Price has been involved with search engine optimization since 1995 when she began using natural search optimization techniques on the UltraNet communications site (an Internet service provider). She has gone on to create and manage SEO campaigns for Internet companies such as Think Technologies, and small companies and nonprofits, including universities. Currently she is director of marketing and web operations for Worcester Polytechnic Institute (WPI),

where she's had hands-on experience in pursuing SEO strategies for a large customer management system, RedDot. Tonya is a frequent speaker at regional business conferences, addressing a variety of Internet business-related topics. Her programming and technical background, combined with her MBA in marketing from Cornell University and her extensive online marketing experience, allow her to help non-technical audiences understand technology advancements. She uses a blend of real-world examples to illustrate the latest technical innovations.

Jeffrey Pruitt
EVP, iCrossing
President, SEMPO

One of the most recognized and sought-after personalities in search, 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 clients. Pruitt sits on the advisory councils of Google, Yahoo, and Microsoft, as well as advisory board of the Yellow Page Association (YPA). He has served three terms on the Search Engine Marketing Professional Organization (SEMPO), and is the current president and co-chair of the development committee. Before coming to iCrossing, Pruitt spent six years at Arthur Andersen in the audit and finance divisions. He 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.

Stewart Quealy
VP, Content Development
Incisive Media

Stewart has been part of the Search Engine Strategies (SES) content team since 2001 and plays a key role in programming Incisive Media's interactive marketing events. In addition to SES, Stewart was part of the original Jupitermedia team responsible for launching emerging technology events such as Jupiter Advertising Forum, Plug. IN, Game Market Watch, Weblog Business Strategies, Grid Computing Planet, and ClickZ Online Video Advertising. Prior to that, Stewart worked closely with the open-source Apache Software Foundation (ASF) to launch their first official ApacheCon trade show in both the U.S. and Europe. Stewart has also worked closely with the Object Management Group (OMG), an international not-for-profit computer industry consortium, to conceive their inaugural Integrate conference. Earlier in the "dot-com bubble," Stewart worked with 101 Communications and SIGS Publications, running their object-oriented programming portfolio of events, including Java DevCon, XML ONE, C++ World, and Smalltalk Solutions.

Scott Rafer
CEO
Lookery

Scott Rafer has been helping Internet publishers and users take advantage of the latest technologies and trends since 1995. Today, that means delivering services for social publishing and discovery. As CEO of Lookery, Rafer is creating an ad network and user-targeting service that supports the growth of social applications, starting with Facebook. He is also co-founder of Mashery, which manages API and developer programs for web services providers, and chairman of Winksite, which makes it easy for individuals as well as big publishers to share media across mobile and social networks. Earlier, Rafer was CEO of MyBlogLog until Yahoo acquired the company in

Speaker Bios

January 2007. Prior to MyBlogLog, he twice tried and failed to build blog search companies, in 1998 and 2003. Before the first dotcom boom, Rafer led the Internet products group at Kodak Hollywood, worked in investment banking, and graduated from the Management of Technology program at UPenn. For Rafer's latest thoughts and activities, check out blog.lookery.com or rafer.tumblr.com.

Paul Rapino
Senior Director, U.S. Vertical Sales
Microsoft

Rapino develops and communicates Microsoft's vertical industry strategy with product teams, sales teams, and advertising customers. He and his team focus on top-tier industries, including financial services, retail, auto, consumer package goods, travel, pharmaceuticals, technology, telecommunications, and entertainment. Product offerings to these sectors include MSN, Windows Live, Xbox, Office, and Live Search. Previously, Rapino led the Microsoft advertising financial services team. His group developed and analyzed marketing programs that delivered both ROI and branding effectiveness to financial institution partners like Citigroup, Fidelity, Lending Tree, Visa, and Bank of America. In his 12 years at Microsoft, Paul has opened Microsoft advertising offices in New York and Detroit and has served as the national group manager for Microsoft advertising and strategic sales. Prior to Microsoft, Rapino worked for a startup, Lycos.com, and spent 10 years in radio and TV advertising, including several years as a news and sports reporter. He received his MBA in finance from Loyola University in Chicago.

Zach Rodgers
Managing Editor
ClickZ

Zach Rodgers is managing editor for The ClickZ Network (clickz.com), the world's foremost publication covering digital marketing and media. Since his promotion to that role in 2007, Zach has driven ClickZ's reporting on news and trends in digital media and marketing for an audience exceeding 200,000 unique visitors per month. He has written extensively about social media, search marketing, video advertising, and Internet policy, and is a frequent moderator at industry events. His articles have been syndicated to Kauffman Foundation publications, and cited by major trade and consumer associations, such as the U.S. Federation of Public Interest Research Groups and the Center for Digital Democracy. He previously held editorial and reporting positions at ChannelSeven.com, TurboAds.com, and Datamation, an enterprise technology publication.

Heather Rogers-Symon
Assistant Director, Business Development
HUB International, Northeast

Heather Rogers-Symon serves as assistant director of business development at HUB International Northeast, based in Fairfield, Conn. Heather is responsible for working with clients and prospects to develop relationships and build an appropriate insurance and risk management program to meet their needs. Previously, Heather was an entrepreneur working in the high-end marketplace; she also has experience as a small business owner. Heather attended the University of South Florida and currently resides in North Haven, Conn., with her family.

Jeffrey Rohrs
VP, 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, and Chicago. 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, and 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.

Mark Rosenberg is an intellectual property attorney who is Of Counsel to Sills Cummis & Gross P.C.'s intellectual property practice group. For nearly 20 years, he has assisted clients in a variety of industries in acquiring, protecting, enforcing, and licensing their intellectual property rights. Since the mid-1990s, a large part of his practice has focused on preventing and resolving legal disputes relating to Internet marketing. He has assisted clients in reaching cost-effective resolutions of disputes relating to paid keywords, web, pop-up and e-mail advertisements, as well as domain names. Rosenberg has drafted web hosting, website development, and list rental agreements, as well as privacy policies. He has also counseled clients on CAN-SPAM and affiliate issues. Rosenberg is a seasoned litigator who has successfully handled many complex patent, trademark, trade dress, and copyright actions. He may be reached at mrosenberg@sillscummis.com or (212) 643-7000.

Kevin Ryan
SES Advisory Board Chair
CMO, WebVisible, Inc.

Kevin oversees corporate marketing, public relations, and creative services at WebVisible; he also supervises purchasing and manages media across various ad networks. Formerly global content director for Search Engine Watch and Search Engine Strategies, Kevin is known throughout the world as an interactive marketing thought leader, particularly in search marketing. Widely quoted and recognized as an industry expert, he has appeared on CNN and been featured in *The Associated Press, Wall Street Journal, USA Today,* and *The New York Times*. He has also published hundreds of articles on search and interactive marketing in industry publications such as iMedia, MediaPost, ClickZ, and Search Engine Watch. Kevin founded the strategic consulting firm Motivity Marketing, Inc. as well as Kinetic Results. He served as VP of interactive media for the Interpublic Group agency, Wahlstrom Interactive. Highlighting his commitment to giving back to the industry, Kevin has volunteered his time for the Interactive Advertising Bureau (IAB), Microsoft Search Advisory Council, Search Engine Marketing Professional Organization (SEMPO), and regional organizations such as the 212 Interactive Club and regional Direct Marketers Association (DMA).

Todd Schwartz
Group Product Manager, Live Search
Microsoft

Todd Schwartz is a group product manager at Microsoft and manages products and planning within the search business group. His team is charged with driving short- and long-term growth for the U.S. web search business. Over the last four years at Microsoft, Todd has grown several early-stage businesses as a product manager within the online services group. Prior to joining Microsoft, Todd worked as a consultant with Deloitte and Accenture, helping drive business innovation and growth for several Fortune 500 consumer and technology companies. He has also worked in various leadership roles in venture capital, startups, and as a captain in the U.S. Army. Todd holds an MBA from the MIT Sloan School of Management and an undergraduate degree in economics from Colorado College.

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. Previously, 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.

Katherine Shappley
Agency Development Executive
Microsoft

As an executive on the agency development team, Katherine Shappley drives the partnership strategy for several of Microsoft's top SEM agencies, facilitating search buys on the adCenter platform and focusing on awareness of both the value and effectiveness of the adCenter platform and Live Search. Prior to Microsoft, Katherine was a sales manager at Quigo Technologies, overseeing the local segment for the contextual advertising product adSonar. Katherine also has a background in journalism, where she began her career before switching her focus to advertising. Katherine is a native of Mississippi and earned a B.A. from the University of Mississippi. She currently lives in Brooklyn, N.Y., and enjoys following the New York live music scene in her free time.

John Shehata
Senior SEO Manager
Advance Internet, Inc.

John manages SEO for 12 local news websites that are affiliated with over 35 daily newspapers, at Advance Internet Inc., a group of websites owned and operated by Advance Publications Inc. In addition to managing the day-to-day operations of his SEO team, he is also responsible for developing and implementing high-level strategies for optimizing online classified content, including real

estate, jobs, and autos for Advance Internet's 12 local news sites. John has also trained many of Advance Publications' newspapers, writers, journalists, and editors on search engine optimization and how to write news stories while keeping SEO top of mind. Prior to working at Advance Internet Inc., John worked with many Fortune 500 companies to develop successful SEO marketing strategies. He has also worked as Java developer and built applications for SEO. Shehata is recognized in particular for his SEO strategies for news and his SEO technical skills. He has written several articles on search engine marketing and continues to speak at conferences around the country which focus on SEO for news and online classifieds.

John Sherrod
Director of Search
Babybedding.com

John Sherrod began writing web applications in 1999 and has specialized in SEO since 2002. His focus has been natural search optimization for dynamic, data-driven websites. As the former director of SEO and emerging technologies at Primedia, John has developed strategies for high-traffic websites such as Rentals.com, Realestate.com, Apartmentguide.com, and a variety of other web properties. In his seven years in a structured corporate environment, John was responsible for illuminating the importance and value of SEO and developing adoption strategies in both corporate philosophy as well as developmental practices. John began his role of SEO evangelist in the IT department. He eventually migrated to the marketing team and ultimately became part of the product development group. Sherrod is currently the director of search for Pritech and is responsible for all SEO and SEM strategies for various web properties, including Babybedding.com. He is also the lead strategist for Pritech's SEO consulting department.

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).

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.

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
Co-Founder
Search & Social

Dave Snyder is the co-founder of the search and social media marketing firm, Search & Social. He shares his opinions as well as tips on search and social media at various industry blogs, including SearchEngineJournal.com and MarketingPilgrim.com. Dave parlayed his gifts as a teacher and published writer into his current career as an Internet marketer. He is also the founder of IMBroadcast.com, the first UGC video site for Internet marketers. Dave's strengths lie in both organic and paid search marketing, as well as utilizing social media for brand building and online reputation management.

David Sprinkle
Director of Paid Search
Acronym Media

Acronym Media is a top 10 search and keyword-driven marketing agency located in the Empire State Building in New York City. With five years of PPC expertise, David specializes in improving relevance for customers from search engine results pages (SERPs), through conversion and beyond. Prior to entering the SEM world, David worked for three years in television advertising services at Video Monitoring Services. He attended Columbia University and New School University.

Gregg Stewart
SVP, Interactive
TMP Directional Marketing

Gregg Stewart joined TMP Directional Marketing (TMPDM) as SVP Eastern Region in January 2006, where he successfully managed the Yellow Pages, interactive, and local search programs for his clients. In January 2007, Stewart assumed the role of SVP Interactive to further develop TMPDM's integrated media solutions. Stewart has over 20 years of Yellow Pages and interactive agency experience. Prior to joining TMPDM, Stewart was SVP of channel management and marketing at Fathom Online, a search engine marketing firm. Prior to Fathom Online, Stewart was EVP of Wahlstrom Group and president of Wahlstrom Interactive, a division of Interpublic Group. Stewart serves as the vertical expert on local search for SearchEngineWatch.com.

Michael Stone
VP, Sales & Strategy
WPromote

As one of the original members of Wpromote, Michael heads up the sales team, manages the company's strategic partnerships, and deals with all things search. His vast experience in search engine marketing is eclipsed only by his gift of the gab. Michael has been a featured speaker at many events relating to SEM, and audiences are always receptive to his personality. His workplace antics are infamous around the office, but the processes implemented by Michael have proven invaluable to the company's growth and success. Michael also serves on the board of directors of ThinkLA's AdZoo, an organization of Los Angeles advertising executives 32 and under.

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

Online advertising expert David Szetela is owner and CEO of Clix Marketing, one of the few agencies that specializes exclusively in pay-per-click (PPC) advertising, creating and optimizing clients' Google AdWords, Yahoo Search Marketing, and Microsoft adCenter advertising campaigns. Clix is also one of the few agencies paid according to their performance — as a percentage of profit or a commission per sales lead generated. Szetela's 25-plus-year career working for small magazine publishers, as well as Apple Computer and Ziff-Davis Publishing, has provided him deep experience in direct response marketing. He is active in the Search Engine Marketing Professional Organization (SEMPO) and is one of the authors of SEMPO's advanced search advertising course. His articles

on PPC advertising have been published in MediaPost, Search Engine Land, *MarketingSherpa*, on his company's blog, www.clixmarketing.com/blog, in his weekly "Profitable PPC" column published by SearchEngineWatch.com, and in the SEW blog. He is a frequent speaker at search and advertising industry events like Search Engine Strategies, SMX, PPC Summit, and MarketingSherpa Summit, and he hosts a weekly radio show called "PPC Rockstars," distributed by Webmasterradio.fm and iTunes.

Marcus Tandler
CEO
Creativity in Action

Marcus Tandler, more commonly knows as the Mediadonis, 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 O'Reilly's web2.0expo. He holds a master's of arts and a diploma in marketing. He resides in Munich, Germany.

Hollis Thomases
Founder
WebAdvantage.net

Hollis Thomases, a Cornell University graduate, founded WebAdvantage.net — a boutique agency providing strategic online marketing and advertising solutions — in 1998, when most businesses were primarily focused on building websites. Thomases advocates tactics that generate qualified website traffic and measures that converted those leads into sales. Clients include Nokia USA, Johns Hopkins University, and Endo Pharmaceuticals. Thomases writes a biweekly column, "Planning the Buy," for ClickZ. She has appeared on television and on TechTV's "Working the Web," and in such print publications as *Advertising Age* and *The Examiner*. She frequently speaks at industry events and trade conferences and has participated in several advisory boards. Thomases was named "Enterprising Woman of the Year" in 2008 and "Small Business Person of the Year" for Maryland in 2007. WebAdvantage.net was named a "Top 50 Woman-Owned Business" in 2008 by the *Baltimore Business Journal* and a "Smart Giant" by the Greater Baltimore Technology Council in 2007.

Beverly Thorne
SVP, Marketing
Century 21 Real Estate LLC

Bev Thorne leads the planning and execution of the domestic marketing strategies in support of market share growth for the largest real estate franchise organization in the world. She is responsible for leading the strategy development and program execution of all consumer, broker, and agent marketing programs. She oversees the optimization of a national advertising fund on behalf of all Century 21 System members to ensure that preference for the brand is increasing in the market, that qualified customer leads are being generated, and that market share growth is achieved. Thorne earned

her MBA from the Wharton School at the University of Pennsylvania and has worked extensively in the areas of consumer marketing, strategic branding, and event marketing management over her 20-plus year career. She has a wealth of experience working with organizations modeled like the Century 21 System. Most recently she was with JPMorgan Chase & Company, where she served as SVP, customer marketing, for the home finance business unit.

Shari Thurow
Founder & SEO Director
Omni Marketing Interactive

Shari Thurow is the founder and search engine optimization (SEO) director at Omni Marketing Interactive (www.search-usability.com), a full-service search engine optimization, web design, and website usability firm. Shari has designed and promoted websites since 1995, and is outsourced to many firms worldwide. Clients include Yahoo, Microsoft, America Online, ABC News, HSBC, Expedia, Deloitte and Touche, National Cancer Institute, and WebMD. As a pioneer in the area of search engine-friendly website design, she has a 100% success rate for getting client sites ranked at the top of search engines. She is the author of *Search Engine Visibility* (www.searchenginesbook.com), which has been translated into French, Japanese, Korean, and Polish. Her forthcoming book, *When Search Meets Web Usability*, is due to be released in the spring of 2009. Omni Marketing Interactive has been featured in many publications, including *The New York Times, USA Today, Fortune, Internet Retailer*, and *Crain's Chicago Business*.

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.

Tom Tweedie
VP of Marketing
Baudville, Inc.

Tom is responsible for all e-commerce and print marketing at Baudville, Inc, a manufacturer and national marketer of employee recognition products. This includes three brands, three websites, online advertising, SEO, PPC, e-mail, multiple catalog titles, and solo mail. Tom has held various marketing management positions with both private and public companies over his 20-year career, including position with Day-Timers, Inc., New Pig Corp. and Myron Manufacturing Corp. Tom has a B.A. from the University of Rochester.

Frederick Vallaeys
AdWords Evangelist
Google

Frederick Vallaeys is Google's AdWords evangelist. In this role, he 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.

Peter van der Graaf
Advanced Search Specialist
Netsociety

Peter van der Graaf has been active in search engine marketing for 10 years, having worked on technical SEO for search engines like Alta Vista, Lycos, and Yahoo. Peter now focuses mainly on influencing peoples' behavior so that they spread the correct messages in order to be picked up by the search engines. He has instructed at many Dutch search engine marketing firms and speaks at workshops, conferences, and universities. He is currently focusing on viral link building, which he believes is the most effective way to increase organic ranking.

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 Professional 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 Technology

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 startups, 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 has 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.

Wister Walcott
Co-founder & VP of Products
Marin Software

Wister Walcott is a co-founder and the VP of products at Marin Software. In this role he directs the development of Marin Search Marketer, a full-workflow paid search analysis and management application for search advertisers and agencies. He has extensive experience in marketing automation and software-as-a-service technologies at Siebel Systems (now Oracle), and large-scale data warehousing at Composite Software and Oracle Corp. Additionally, Walcott served as VP of marketing for Pilot Networks and Composite Software, where he was responsible for branding, outbound telemarketing, direct mail, and online marketing. He holds multiple U.S. patents and degrees in computer science and business from Harvard University.

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, ad:tech, and DMA. She shares her views of where search marketing is headed on her blog, Blogs and Feeds, and as a blogger for SearchEngineWatch.com.

Lori Weiman
CEO
The Search Monitor

Lori Weiman is CEO of The Search Monitor. The Search Monitor provides software that automates the monitoring of search results and social media websites to provide insight to SEM, SEO, and affiliate marketers regarding competitors, keywords, ad copy, market share, trademark abuse, brand buzz, and affiliate marketing activities. Lori has been creating products for SEM and SEO marketers since 2002. Prior to The Search Monitor, Lori co-founded KeywordMax.com (now a division of Digital River, Inc.), which provides campaign optimization software to SEM marketers and agencies. Lori started her career at Time Warner Cable as part of the team responsible for inventing on-demand television. She has held executive level positions at several early-stage ventures, including Click Forensics, Webquarters, and Food.com. Lori is a columnist for Search Engine Land and writes the Brandaid column. She holds a degree in business from Emory University, and a J.D. degree from the University of Baltimore School of Law.

Marty Weintraub
President
aimClear

Marty Weintraub is president of aimClear, an SEM agency with offices in Duluth and Minneapolis, Minn. aimClear provides, traditional and social pay-per-click (PPC) management, organic optimization (SEO), and social media marketing (SMO) services to national clients. Prior to founding aimClear, Marty held positions including A&R, PolyGram International Publishing, Burbank; creative director, CBS affiliate; unit director, Westmoreland Interactive; and nine years of solo search marketing practice. He writes for aimClearBlog, collective-thoughts, and Search Engine Watch Blog. In the '90s, Marty enjoyed international prominence as a recording artist, having written and produced a total of 13 solo albums. Industrial video and music clients included Northwest Airlines, CBS, Pizza Hut, General Mills, Planters Peanuts, Sony Publishing, and many others.

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.

Andrew Wheeler
Managing Director
iProspect Chicago

Andrew Wheeler is managing director for iProspect's Chicago office, responsible for overseeing all activities for the Midwest. These activities include developing and deploying exceptional strategies, training client services teams, and delivering superior results for clients in the region, including Alcon Laboratories, DeVry University, and Irwin Union Bank. Additionally, Wheeler ensures client teams are strategically driven, accounts are proactively managed, and that search campaigns are successfully integrated with clients' other marketing initiatives. An accomplished speaker, Wheeler has presented at various client summits and trade shows, including Search Engine Strategies. In addition, Wheeler is a regular columnist for Search Engine Land and also contributes to iProspect's monthly newsletter, the "Search Marketing Advisor." Prior to joining iProspect in 2003, Wheeler worked in communications at Teradyne. He earned his bachelor's degree in business marketing from the University of New Hampshire.

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.

Jeff Woelker
Senior Digital Strategist
Slack Barshinger

Jeff Woelker is the senior digital strategist at Slack Barshinger, a fully integrated B2B marketing agency based in downtown Chicago. While there, Jeff has managed numerous SEO and SEM campaigns for several large B2B clients, including Tellabs, Fellowes, Diebold, ArcelorMittal, Underwriters Laboratories, and PMMI. For most of these campaigns, Jeff has conducted keyword research, content audits, landing page optimization, A/B and multivariate testing, sales funnel analysis, and conversion and analytics analysis; he's also ensured that all online assets fit into the overall marketing strategy. Jeff has also been tapped in a consultative fashion for several marketing campaigns for Google and the Google Adwords team. Previously, Jeff worked at Signature Specialists, an online marketing boutique focused specifically on SEO and SEM efforts for B2C clients such as contractors, dermatologists, dentists, and aesthetic professionals. Throughout Jeff's career, he has been focused on providing the most relevant content to users in the most usable fashion possible.

Paul Woodhouse
Director of Organic Web Strategies
Direct Online Marketing

In 2003, Paul Woodhouse started an online marketing program for Butler Sheetmetal Ltd, a small fabrication shop in the British countryside. From that, the award-winning corporate blog, The Tinbasher, was born. Paul and the blog have been featured in *The UK Guardian*, archived by The British Library, and listed as a "Top 50 Corporate Blog" — the only blog listed in the industrials category — by *The London Times*. Butler has seen a 40% year-on-year increase in turnover since integrating the blog. Paul joined Direct Online Marketing, a West Virginia-based search marketing and blogging firm in 2007, and now serves as the director of organic web strategies. He develops and manages SEO and SMO efforts for a diverse list of clientele, from small startups to industry leaders. In addition, Paul writes for Direct Online Marketing's corporate blog, while still managing his first blogging love, the Tinbasher.

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 that 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.

glossary

Below you will find commonly-used terms that every search engine marketer should know. Keep this list handy throughout the week!

advertising network: A service where ads are bought centrally through one company, and displayed on multiple websites that contract with that company for a share of revenue generated by ads served on their site.

algorithm: The technology that a search engine uses to deliver results to a query. Search engines utilize several algorithms in tandem to deliver a page of search results or keyword-targeted search ads.

anchor text: The clickable text part of a hyper-link. The text usually gives visitors or search engines important information on what the page being linked to is about.

click through rate (CTR): The rate (expressed in a percentage) at which users click on an ad. This is calculated by dividing the total number of clicks by the total number of ad impressions. CTR is an important metric for Internet marketers to measure the performance of an ad campaign.

content network: A group of websites that agree to show ads on their site, served by an ad network, in exchange for a share of the revenue generated by those ads. Examples include Google AdSense or the Yahoo Publisher Network.

contextual advertising: Advertising that is targeted to a web page based on the page's content, keywords, or category. Ads in most content networks are targeted contextually.

cost per action (CPA): A form of advertising where payment is dependent upon an action that a user performs as a result of the ad. The action could be making a purchase, signing up for a newsletter, or asking for a follow-up call. An advertiser pays a set fee to the publisher based on the number of visitors who take action. Many affiliate programs use the CPA model.

cost per click (CPC): Also called pay-per-click (PPC). A performance-based advertising model where the advertiser pays a set fee for every click on an ad. The majority of text ads sold by search engines are billed under the CPC model.

cost per thousand (CPM): An ad model that charges advertisers every time an ad is displayed to a user, whether the user clicks on the ad or not. The fee is based on every 1,000 ad impressions (M is the Roman numeral for 1,000). Most display ads, such as banner ads, are sold by CPM.

geo-targeting: Delivery of ads specific to the geographic location of the searcher. Geo-targeting allows the advertiser to specify where ads will or won't be shown based on the searcher's location, enabling more localized and personalized results.

Googlebot: Google uses several user-agents to crawl and index content in the Google.com search engine. Googlebot describes all Google spiders. All Google bots begin with "Googlebot"; for

example, Googlebot-Mobile: crawls pages for Google's mobile index; Googlebot-Image: crawls pages for Google's image index.

inbound link: An inbound link is a hyperlink to a particular web page from an outside site, bringing traffic to that web page. Inbound links are an important element that most search engine algorithms use to measure the popularity of a web page.

invisible web: A term that refers to the vast amount of information on the web that isn't indexed by search engines. Coined in 1994 by Dr. Jill Ellsworth.

keyword: A word or phrase entered into a search engine in an effort to get the search engine to return matching and relevant results. Many websites offer advertising targeted by keywords, so an ad will only show when a specific keyword is entered.

link bait: Editorial content, often sensational in nature, posted on a web page and submitted to social media sites in hopes of building inbound links from other sites. Or, as Matt Cutts of Google says, "something interesting enough to catch people's attention."

link building: The process of getting quality websites to link to your websites, in order to improve search engine rankings. Link building techniques can include buying links, reciprocal linking, or entering barter arrangements.

meta tags: Information placed in the HTML header of a web page, providing information that is not visible to browsers, but can be used in vary-ing degrees by search engines to index a page. Common meta tags used in search engine market-ing are title, description, and keyword tags.

pay per click (PPC): See cost per click (CPC).

quality score: A score assigned by search engines that is calculated by measuring an ad's clickthrough rate, analyzing the relevance of the landing page, and considering other factors used to determine the quality of a site and reward those of higher quality with top placement and lower bid requirements. Some factors that make up a quality score are historical keyword performance, the quality of an ad's landing page, and other undisclosed attributes. All of the major search engines now use some form of quality score in their search ad algorithm.

return on investment (ROI): The amount of money an advertiser earns from their ads compared to the amount of money the advertiser spends on their ads.

search advertising: Also called paid search. An advertiser bids for the chance to have their ad display when a user searches for a given keyword. These are usually text ads, which are displayed

above or to the right of the algorithmic (organic) search results. Most search ads are sold by the PPC model, where the advertiser pays only when the user clicks on the ad or text link.

search engine marketing (SEM): The process of building and marketing a site with the goal of improving its position in search engine results. SEM includes both search engine optimization (SEO) and search advertising, or paid search.

search engine optimization (SEO): The process of making a site and its content highly relevant for both search engines and searchers. SEO includes technical tasks to make it easier for search engines to find and index a site for the appropriate keywords, as well as marketing-focused tasks to make a site more appealing to users. Successful search marketing helps a site gain top positioning for relevant words and phrases.

search engine results pages (SERPs): The page searchers see after they've entered their query into the search box. This page lists several web pages related to the searcher's query, sorted by relevance. Increasingly, search engines are return-ing blended search results, which include images, videos, and results from specialty databases on their SERPs.

social media: A category of sites based on user participation and user-generated content. They include social networking sites like LinkedIn or Facebook, social bookmarking sites like Del.icio.us, social news sites like Digg or Reddit, and other sites that are centered on user interaction.

spider: A search engine spider is a program that crawls the web, visiting web pages to collect information to add to or update a search engine's index. The major search engines on the web all have such a program, which is also known as a "crawler" or a "bot."

title tag: An HTML meta tag with text describing a specific web page. The title tag should contain strategic keywords for the page, since many search engines pay special attention to the title text when indexing pages. The title tag should also make sense to humans, since it is usually the text link to the page displayed in search engine results.

universal search: Also known as blended, or federated search results, universal search pulls data from multiple databases to display on the same page. Results can include images, videos, and results from specialty databases like maps and local information, product information, or news stories.

web 2.0: A term that refers to a supposed second generation of Internet-based services. These usually include tools that let people collaborate and share information online, such as social networking sites, wikis, communication tools, and folksonomies.

Winning Awards: Sweet

Marin Software

Winner of 2008 ClickZ Marketing
Excellence Award for
Best Search Application

Winning Over Clients: Sweeter

razorfish

"Last year, we undertook a comp-
rehensive process to select the
premier search technology partner for
our SEM business. We sought an
application with high-end functionality
and scalability as well as an intuitive
and easy-to-use interface to serve our
search analysts worldwide. Most of all,
we were looking for people whose
passion for search matched our own.
We chose Marin."

Matt Greitzer
VP Search Marketing
National Practice Lead, Razorfish

Trouvé MEDIA

"As a large-scale performance marketing
agency, we needed a paid search
management solution that not only had all
the 'must-have' features like bid
management, but also the ability to scale
quickly with an easy-to-use interface. It was
less about search and more about software
performance, and Marin fit the bill on both
fronts. Receiving the best client service
support we've had from any SEM company
to date was simply icing on the cake."

Terry Fung
VP of Advertising
Trouvé Media

LUXURY LINK

"Marin allows us to expand our
search programs in an incredibly
easy and efficient way - saving a ton
of man hours when creating new
campaigns. All three ad centers
have different standards & fields for
imports, which makes batch
additions and updates difficult.
Marin eliminates these painful steps
and brings the process together
seamlessly."

Andrew Hahn
Manager, Online Marketing
Luxury Link

**Say "No"
to Black Box PPC**

While at SES please visit us at booth 208
www.marinsoftware.com

For Agencies & Advertisers spending $100k+ per month on paid search

Marin SOFTWARE
For Serious Search Marketing℠