

# SES

## YOUR GUIDE TO SES Chicago

Dec. 8-12, 2008 | Chicago Hilton

Conference Agenda 4-5

Floor Plan 6-9

Sponsors 11-25

## Politics 2.0

Chicago's own Barack Obama wins the presidency and puts search marketing on the political map.

page 50

**PLUS**  
New local search study &  
the biggest SEO myth of all time



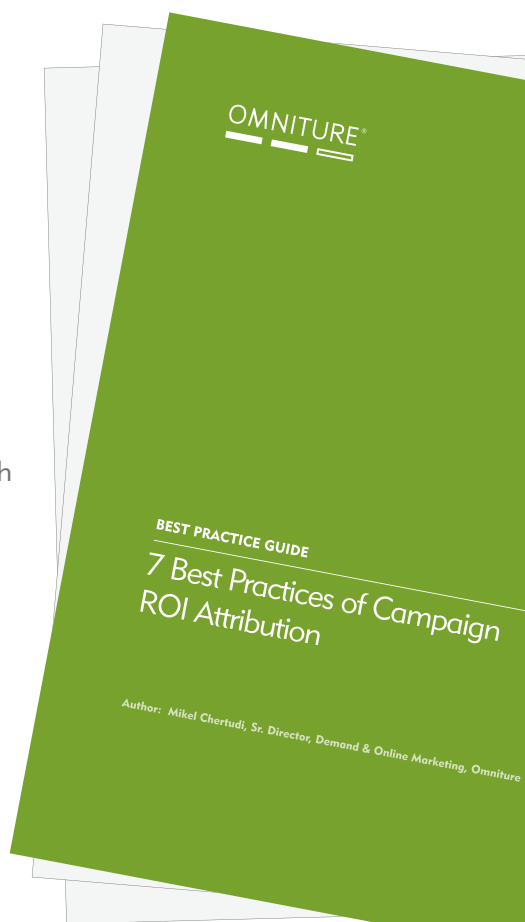


# Marketing Attribution Defined

Learn the 7 Best Practices of Campaign ROI Attribution

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receive a complimentary  
best practice guide...

and enter to win an iPod Touch



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SES: Volume 2, Issue 5 | December 2008

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## contents

### CONFERENCE INFORMATION

Agenda .....	4-5
Floor Plan .....	6-9
Sponsors & Exhibitors .....	11-25
Sessions & Training .....	27-41
Speaker Bios .....	67-95
Glossary .....	96

### Features

Q&A with Lawrence Lessig .....	43
Politics 2.0: Political Change Comes to Search, Too .....	50
Exclusive Book Preview: Winning Results With Google AdWords .....	56
Around the Town: Chicago .....	58

### Columns

The Biggest SEO Myth of All Time .....	42
Local Search Forecast: 2009 & Beyond .....	44
Local Search Mediums: The Need for an Integrated Media Mix .....	46
Landing Page Optimization: Guessing vs. Testing .....	52
Branded Keywords: Not as Valuable as You Think .....	53
The Tumultuous SEO-IT Relationship: Are We Talking the Same Language? .....	54
Your Search Campaign Needs Two Brains .....	60
Client Perspective: How Much Are You Spending on SEO? .....	62
Vendor Perspective: The Value of Good Search Expertise .....	63
Search, That Was Mighty Sociable .....	64

# welcome



## Dear reader,

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. We've given SES Chicago a makeover this year with two new Orion panels, including Monday's "The State of Integration" and Tuesday's "Battle of the Browsers: Personalization or Privacy." Plus, we've listened to your feedback and are now including 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.



**Kevin Ryan**  
SES Advisory Board Chair



**Stewart Quealy**  
VP, Content Development

## SES Advisory Board

Led by Kevin Ryan, the **Search Engine Strategies domestic advisory board** brings together top players in the field of interactive media. The team works to continually deliver cutting-edge search techniques, more integrated content, and professional development resources to SES attendees.



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SVP, Interactive  
TMP Directional Marketing

## Advertiser Index



For information about advertising in future issues, please contact sales at [sales@SearchEngineStrategies.com](mailto:sales@SearchEngineStrategies.com) or (203) 295-0052

Advertiser	Page	Advertiser	Page
ContentNext.....	26	Online Marketing Summit .....	Inside Back
EinNews.com.....	79	Quebecor World .....	21
Electronic Retailer.....	3	Search Engine Marketing Journal .....	8
iProspect .....	Back Cover	Search Engine Watch Job Board .....	17
Nomad Productions .....	23, 33, 75	VirtualAdAgency.com .....	25
Omniure .....	Inside Front	Webmaster Radio .....	10

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## Day 1: Monday, Dec. 8

Track	Strategic Development Northwest 3	Development Works Northwest 1	Workshops Northwest 5	Workshops Northwest 2
7:30a-7p	Registration — Lower Level Foyer			
8-9a	Morning Coffee — International Ballroom Foyer			
9-10:15a	Conference Welcome/Orientation & Opening Keynote: Lawrence Lessig, Professor of Law, Stanford: "Making Art & Commerce Thrive"			
10:15-10:30a	Session Interval			
10:30-11:30a	Search Around the World: Europe, Asia/Pacific & Latin America	Universal & Blended Search	Search Industry Update	First-timer's Guide to SES & SEM
11:30-11:45a	Session Interval			
11:45a-12:45p	Social Responsibility in a 2.0 World	Measuring Success in a 2.0 World	Mobile Search Battle Update	The Killer Combo: Advertisers, Agencies, Automation... On My!
12:45-1:45p	Networking Lunch — Northeast Hall			
1:45-2:45p	Orion Keynote Panel: The State of Integration			
2:45-3p	Session Interval			
3-4p	Search & Packaged Goods	Igniting Viral Campaigns	Is There Life Beyond Google?	The End of the Search
4-4:30p	Afternoon Break			
4:30-5:30p	Landing Page Testing & Tuning	Semantic Search: How Will it Change our Lives?	Intellectual Property & Trademark Issues: What SEMs Should Know	Why Does Search Get all the Credit?

**Note:** All keynotes and Orion Panels will take place in International Ballroom North, on the second floor. See the floor plan on [page 9](#).

## Day 2: Tuesday, Dec. 9

Track	Basics Northwest 3	Retailer Northwest 1	Link Building Northwest 5	Issues Northwest 4	PPC Northwest 2
8a-6:30p	Registration — Lower Level Foyer				
8-9a	Morning Coffee				
9-10a	Morning Keynote Conversation: Bill Tancer, General Manager, Global Research, Hitwise: "We Are What We Click"				
10-10:30a	Morning Coffee Break — Southeast Expo Hall				
10:30-11:45a	Introduction to Search Engine Marketing	Squeeze More Sales Out of Your Campaigns	Link Building Basics	Usability & SEO: Two Wins For The Price of One	Advanced Keyword Research
11:45a-1p	Lunch — Southeast Expo Hall; Sponsored Lunch (DoubleClick) — International Ballroom South (2nd floor)				
1-2p	Orion Panel: Battle of the Browsers — Personalization or Privacy				
2-2:45p	Session Interval				
2:45-3:45p	Turning PR Efforts into SEO Results	SPONSORED SESSION: GOOGLE Google Site Search	Viral Link Building	SEM Small Business Blitz	Pay Per Conversation
3:45-4:15p	Afternoon Break — Southeast Expo Hall				
4:15-5:30p	SEO Tools	Case Study From American Greetings	Advanced Link Building	Duplicate Content & Multiple Site Issues	Managing Automated PPC Bid Management
5:30-6:30p	Networking Cocktail Reception — Southeast Expo Hall				

## Day 3: Wednesday, Dec. 10

Track	Vertical & Retail Northwest 3	Multimedia Northwest 1	Tactics Northwest 5	Advertising Northwest 4	Natural Search Northwest 2
8a-5:15p	Registration — Lower Level Foyer				
8-9a	Morning Coffee				
9-10a	Morning Keynote: Josh James, President & CEO, Omniture: "Avoiding the Chasm of 'Anticipation'"				
10-10:30a	Morning Coffee Break — Southeast Expo Hall				
10:30-11:45a	Advanced B2B	Podcast & Audio Search	Social Media Optimization	Search Advertising 101	SEO Through Blogs & Feeds
11:45a-12:45p	Lunch — Southeast Expo Hall				
12:45-2p	Getting Vertical Search Right	Video Search Engine Optimization	Social Media: Measuring the Business Value	Search Advertising Tools	Design Constraints & SEO
2-2:15p	Session Interval				
2:15-3:30p	Shopping Search Tactics	SEO-Friendly Flash	Storyteller Marketing	Ads in a Quality Score World	Blogging for Business
3:30-4p	Afternoon Break — Southeast Expo Hall				
4-5:15p	In House: Lessons Learned & Victories Won	The Next Wave for Online video	Tactical Success Measurement	Advanced Paid Search Techniques	e-Commerce 101



For more details on the sessions and their speakers, see the descriptions beginning on [page 28](#)

For details on Friday's training classes, go to [page 40](#)

For details on the free Tuesday-Wednesday mini clinics in the Expo Hall, turn to [page 9](#)

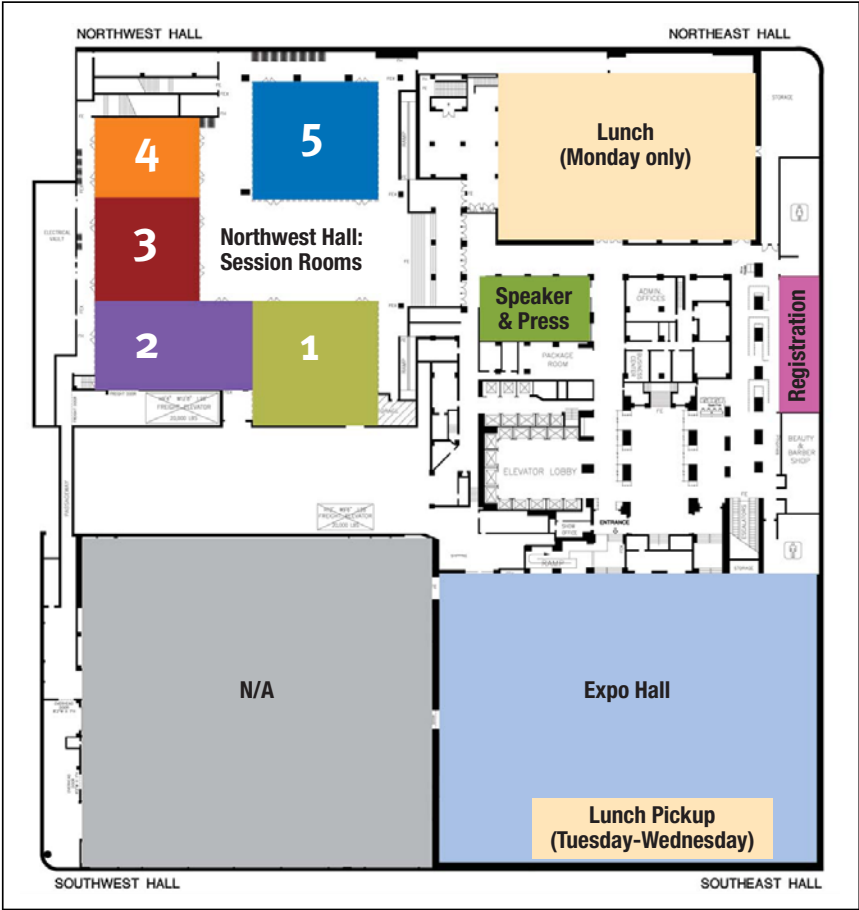
## Day 4: Thursday, Dec. 11

Track	Clinics Northwest 3	Hybrid Northwest 1	Issues Northwest 5	Local Northwest 2
8a-12p	Registration — Lower Level Foyer			
8-9a	Morning Coffee — Northwest Foyer			
9-10a	Contextual Ads & Ad Sense Clinic	How to Speak Geek: Working With Your IT Department	Search Engines on Auditing	Kelsey Group: Think Local — Online Marketing Tactics
10-10:15a	Break			
10:15-11:15a	Ad Copy Continuity Clinic	Affiliate 2.0: New Distribution Value Using Search & More	Search Marketers on Auditing	Kelsey Group: Act Universal — Using Video
11:15-11:30a	Break			
11:30-12:30p	Site Clinic	Brand & Reputation Management	Black Hat, White Hat & the Best-Kept Secrets to Search	Maps: They're Not Just for Driving Anymore



Chicago Hilton: Lower Level

Floor Plan



Northwest Hall: Session Rooms

- Northwest 1: Green tracks
- Northwest 2: Purple tracks
- Northwest 3: Maroon tracks
- Northwest 4: Orange tracks
- Northwest 5: Blue tracks

Note: The room colors correspond with the agenda on p. 4-5.

Northeast Hall

- Monday's lunch will be the only event in this area.
- Speaker Ready & Press Room
- Registration

Southeast Hall: Expo Hall

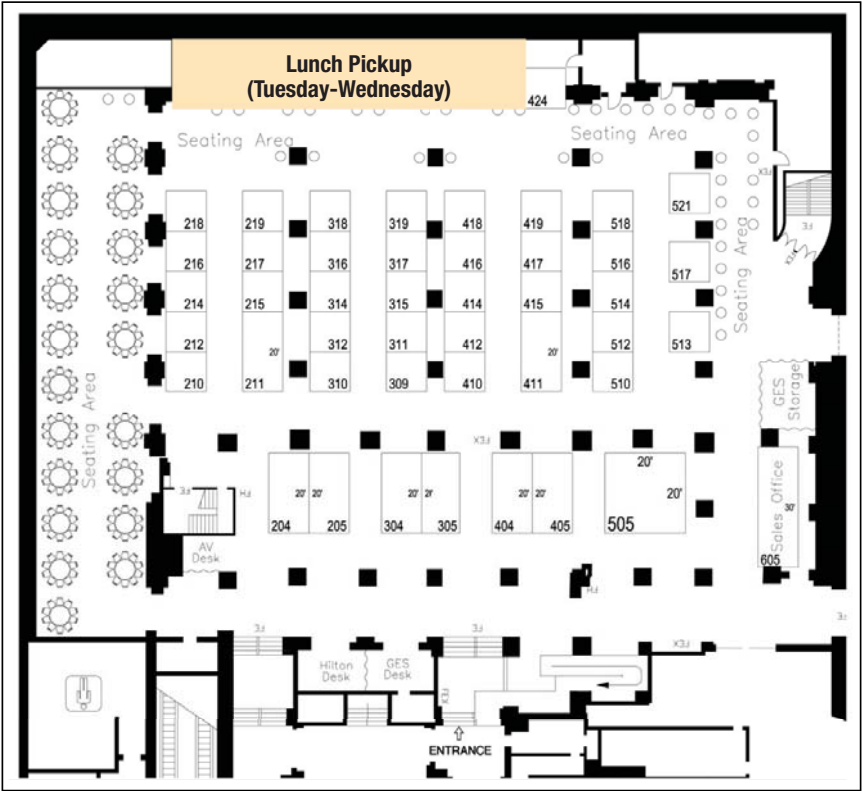
- For a more detailed map of the Expo Hall, see page 7.

Southwest Hall: Session Rooms

- No SES events or sessions will take place in the Southwest Hall.

Expo Hall (Lower Level, Southeast Hall)

Floor Plan



Expo Hall: Exhibitor Booth Numbers

Company	Booth	Company	Booth	Company	Booth
7Search.com	211	iCrossing	415	Rosetta	510
Acquisio	414	ideaLaunch	315	SageRock.com	412
AdBuyer.com	212	Idearc Search Marketing	215	Search Engine Watch Job Board	204
Adgoroo	411	Interwoven	518	SEMPO	521
Ask Sponsored Listings	205	iProspect	404	SEO Samba	424
Brafton CustomNews	312	LookSmart	410	Superpages.com	314
CIMA-Chicago Interactive Marketing Association	516	Marin Software	419	The Karcher Group Inc.	310
Electronic Retailer Magazine	512	Mini Clinics	204	The Search Agency	318
eZanga.com	217	Moniker	417	Trellian	418
Google	305	Omniure	304	Visibility Magazine	216
Hitwise	311	OrangeSoda	210	WebmasterRadio.FM	505
iClimber	309	Pop Labs	319	Website Magazine	513
iContact	214	PRWeb	517	WebTrends	405



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## Expo Hall: Free Mini Clinics (Booth #204)

### Landing Page Express Review

Tuesday AND Wednesday (Dec. 9-10), 12-1p



**Tim Ash**  
President, SiteTuners

Your landing page has fundamental problems and could have a much higher conversion rate. Join us for complimentary mini-critiques by landing page optimization expert Tim Ash.

### Power PPC Advertising Clinic

Tuesday AND Wednesday (Dec. 9-10), 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 | Tuesday (Dec. 9), 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 provide actionable insights on the consumer touch-points in your conversion path: keywords, ads, landing pages, and registration/checkout. He will also offer testing ideas and advice on how to use emerging marketing technologies to further improve your results.

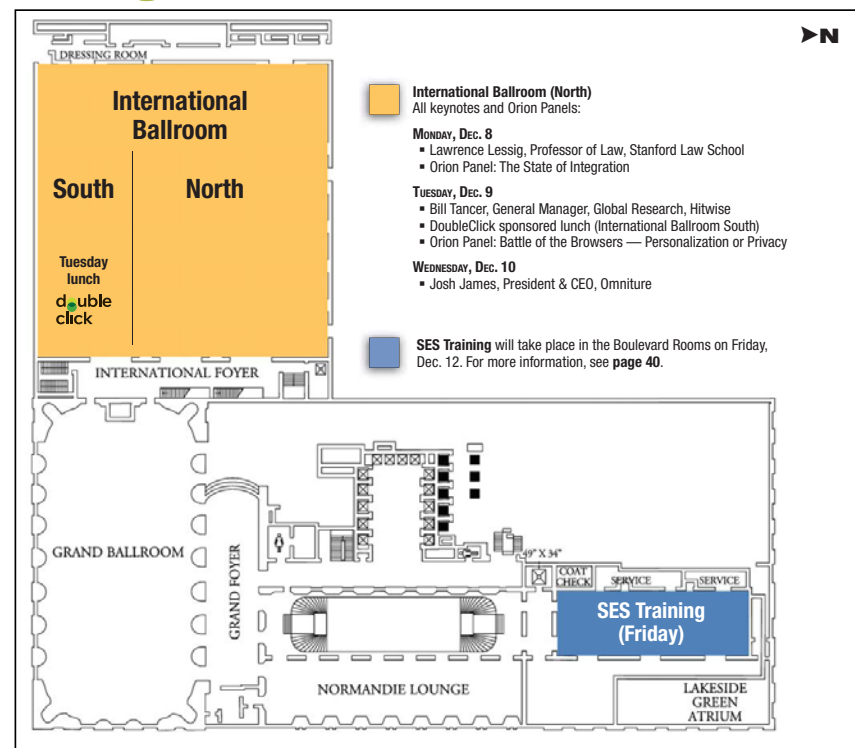
### Ad Copy to Landing Page Review | Wednesday (Dec. 10), 3-4p



**Brad Geddes**  
Founder, bgTheory.com

Would you like your ad copy and landing pages reviewed by an expert? These elements are tightly interwoven to create an effective marketing message: ad copy sends you visitors; landing pages convert those visitors. Stop by Booth #204 to receive free advice on how to increase your search marketing ROI.

## Chicago Hilton: Second Floor





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Booth 404

www.iprospect.com

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## Sponsors & Exhibitors

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Booth 211

www.7search.com

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We offer no minimum monthly spend, lower cost per click, industry-leading fraud detection, responsive customer support, and innovative advertiser tools and services. For more advertising information, visit www.payper ranking.com. For more information on partnerships, visit www.pay-per-search.com. iPod Giveaway at our booth!

### Acquisio

Booth 414

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 which 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.

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www.acronym.com

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Acronym's unique keyword-driven marketing methodology places topmost importance on the language and keywords customers use and understand to help clients discern user intent and build effective marketing programs. Guided by keyword intelligence, Acronym's experts drive cross-media optimization and craft enterprise-level SEO, paid search, contextual, and other digital marketing programs.

Newly-launched KDM service offerings focus on strategy consulting, market research, web analytics, and keyword marketing dashboards. Acronym's global clients include Four Seasons Hotels, SAP, BMW, Priceline.com, Nokia, The Wharton School of the University of Pennsylvania, Sirius Satellite Radio, Humana and Clarins, among others. To learn more, please contact us at 877 SEM ACRO (+1 212 691 7051) or info@acronym.com.



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

### Advertising Networks

Google	305
LookSmart	410

### Affiliate & Performance Based Marketing Solutions

AdGoroo	411
Hitwise	311

### Content Management

Interwoven	518
------------	-----

### Content & News Feed Providers

Brafton CustomNews	312
PRWeb	517
Website Magazine	513

### E-Mail Marketing Solutions

iContact	214
----------	-----

### General Search Engines

7Search.com	211
Google	305

### Interactive Marketing Agencies

iClimber	309
iCrossing	415
Pop Labs	319
Rosetta	510
The Karcher Group	310

### Interactive Marketing Associations & Publications

CIMA-Chicago Interactive Marketing Association	516
Electronic Retailer Magazine	512
SEMPO	521
Visibility Magazine	216

### Local Search Marketing Services and Directories

OrangeSoda	210
Superpages.com	314

### Marketing Optimization Solutions

Acquisio	414
AdBuyer.com	212
AdGoroo	411
ideaLaunch	315
Interwoven	518

Marin Software	419
Moniker	417
PRWeb	517
Trellian	418

### Organic Search Marketing

iClimber	309
ideaLaunch	315
Idearc Search Marketing	215
Moniker	417
Pop Labs	319
The Karcher Group	310
The Search Agency	318

### Pay-Per Click Networks and Management Services

7Search.com	211
Ask Sponsored Listings	205
eZanga.com	217
iProspect	404
LookSmart	410
Superpages.com	314
WebTrends	405

### Search Marketing Software

Acquisio	414
AdBuyer.com	212
Hitwise	311
Marin Software	419
Omniture, Inc.	304
SEO Samba	424

### Search Marketing Agencies

eZanga.com	217
iCrossing	415
Idearc Search Marketing	215
iProspect	404
OrangeSoda	210
Rosetta	510
SageRock.com	412
The Search Agency	318

### Web Analytics

Omniture, Inc.	304
Trellian	418
WebTrends	405



## AdBuyer.com

Booth 212

[www.adbuyer.com](http://www.adbuyer.com)

AdBuyer.com is a one-stop shop for online advertising where you can create, manage, and optimize search, content, and display campaigns. Our dashboard allows you to quickly view performance across search, content, and display. Robust tools help you to manage and optimize search and content campaigns across Google, Yahoo, and MSN from one interface. Our ad template library allows you to easily create a custom banner ad and launch a display campaign in the Right Media Ad Exchange. AdBuyer.com helps you unlock the power of combining search, content, and display campaigns.

## AdGooroo

Booth 411

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## Ask Sponsored Listings

Booth 205

<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.

## Brafton CustomNews

Booth 312

[www.brafton.com](http://www.brafton.com)

Brafton CustomNews is the news agency specializing in providing tailored news feeds for websites. Newsroom journalists write news feed articles to an editorial brief and keyword strategy that is controlled by you. All articles are unique, search-engine friendly, and archived on your website. What are the key benefits? Keep your website fresh and updated with breaking news; increase organic listings with search engine-optimized articles; inspire confidence and portray your brand as a leading sector voice; drive revenue by directing traffic to revenue pages from articles; and increase dwell time and repeat visits with archived and related articles.

## CIMA: Chicago Interactive Marketing Association

Booth 516

[www.ChicagoIMA.org](http://www.ChicagoIMA.org)

The Chicago Interactive Marketing Association's mission is to provide a forum for all professionals involved in interactive marketing to share ideas, continue their professional development, identify best practices, meet and stay connected to industry colleagues, and promote the value and successes of interactive marketing. CIMA members enjoy discounted or exclusive attendance to our events, educational and social, as well as savings to attend seminars, luncheons, conferences, conventions, and more from national association partners. Founded in 1997, CIMA remains one of the veteran interactive associations in the country with critical emphasis on thought leadership and cross-media outreach through forums, panels, and seminars with experts from our Windy City and beyond. Events are held monthly, typically on the third Thursday of each month, and we welcome members and non-members alike.

## DoubleClick

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[www.doubleclick.com](http://www.doubleclick.com)

DoubleClick is a provider of digital marketing technology and services. The world's top marketers, publishers, and agencies utilize DoubleClick's expertise in ad serving, rich media, video, search, and affiliate marketing to help them make the most of the digital medium. From its position at the nerve center of digital marketing, DoubleClick provides superior insights and insider knowledge to its customers. Headquartered

in New York, and with 17 offices and development hubs and 15 data centers worldwide, the company employs more than 1,200 people and delivers billions of digital communications every day.

## Electronic Retailer Magazine

Booth 512

[www.electronicretailermag.com](http://www.electronicretailermag.com)

Electronic Retailer Media Group is the No. 1 global source for multi-channel retail solutions, delivering extensive coverage of online, television, radio, mobile, and social marketing applications through online and print publications, including *Electronic Retailer Magazine* and the two-time Maggie Award website finalist, [www.electronicretailermag.com](http://www.electronicretailermag.com). Electronic Retailer Media Group provides solutions to enhance all aspects of marketing methods. The worldwide readership of over 32,000 includes C-level executives from big-box retailers, entry to mid-range-range retailers, Fortune 500 companies, proven entrepreneurs, and television and entertainment executives. Electronic Retailer's award-winning editorial includes high-profile cover stories, cutting-edge articles, exclusive research, how-to columns written exclusively by industry experts for Electronic Retailer, in-depth case studies, and industry news covering the domestic and all international markets. Subscribe today at [www.electronicretailermag.com](http://www.electronicretailermag.com), and learn more about Electronic Retailer Media Group, the global source for marketing online, on TV, on radio, and on mobile.

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Booth 217

[www.ezanga.com](http://www.ezanga.com)

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## Google

Booth 305

[www.google.com](http://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.

## Hitwise

Booth 311

[www.hitwise.com](http://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](http://www.experiangroup.com), operates in the U.S., U.K., Australia, New Zealand, Hong Kong, and Singapore.

## iClimber

Booth 309

[www.iclimber.com](http://www.iclimber.com)

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

## iContact

Booth 214

[www.icontact.com](http://www.icontact.com)

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

What are you searching for at SES Chicago?

I'm searching for...

who really started the Chicago fire, Al Capone's vault, and why Google Hot Trends doesn't work properly in Chrome.

— JEFF FERGUSON, DIRECTOR OF ONLINE MARKETING, NAPSTER



**iCrossing****Booth 415**[www.icrossing.com](http://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 620 employees in 14 offices in the U.S. and Europe.

**ideaLaunch****Booth 315**[www.ideaLaunch.com](http://www.ideaLaunch.com)

Higher conversions. Higher sales. Higher profits. Higher ROI. ideaLaunch can take you higher. We're doing it now for dozens of clients, offering marketing solutions for the new search marketing universe. And our solutions are continuously improved by multivariate testing which allows us to test the content and design we create and then show you instant results. Whether it's for your website, feeds, or e-mail campaigns, we'll create and test different combinations of copy, visuals, and offers — the possibilities are endless. And the result is continuous improvement. It's a unique approach that's uniquely successful. Stop by our booth and learn more.

**Idearc Search Marketing****Booth 215**[www.idearcsearch.com](http://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.

**Interwoven****Booth 518**[www.interwoven.com](http://www.interwoven.com)

Interwoven (NASDAQ: IWOV) is a global leader in content management solutions. Interwoven's software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the

right time. More than 4,200 of the world's leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Qantas Airways, Tesco, Virgin Mobile, and White & Case. A community of over 20,000 developers and over 300 partners enrich and extend Interwoven's offerings.

**The Karcher Group Inc.****Booth 310**[www.tkg.com](http://www.tkg.com)

The Karcher Group offers a full suite of web services, including natural and paid search engine marketing strategies, web design, and e-commerce solutions, and custom content management systems. Our philosophy is that true web marketing success requires understanding the web business inside-out, from SEO to design to programming. Our goal is to create an outstanding user experience, resulting in increased web traffic, leads, and sales. When you choose to work with The Karcher Group, you can expect to get a website that is search-friendly from top to bottom; get expanded expertise under one roof — no outsourcing here; get an SEO team that understands and implements development changes; and get an SEO team that will help you craft a custom online marketing strategy that's right for your business. Since 1997, The Karcher Group has worked with over 500 clients worldwide, ranging from small local businesses to Fortune 500 companies. Our work has won numerous awards of excellence, but more importantly has driven our clients' sales to new highs. You can find us speaking and exhibiting at the world-renowned Search Engines Strategies conferences and at our own "Search Engine Marketing Made Simple" seminars in northeast and central Ohio.

**LookSmart****Booth 410**[www.looksmart.com](http://www.looksmart.com)

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

**Marin Software****Booth 419**[www.marinsoftware.com](http://www.marinsoftware.com)

Founded in April 2006 by experienced search marketers and software experts, Marin Software provides an end-to-



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interactive & search marketing  
professionals.

<http://jobs.SearchEngineWatch.com>

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end, 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 advertisers and agencies, saving time and improving financial performance for large-scale SEM campaigns. Marin offers no-term commitment and no up-front fees and is designed for those who are spending at least \$50,000 monthly on paid search. Customers include Razorfish, Zappos.com, and ZipRealty. Marin is backed by Benchmark Capital and Amicus Capital.

## Moniker

**Booth 417**

[www.moniker.com](http://www.moniker.com)

Moniker is the first and only provider of domain asset management, a complete set of business services that provide companies a single point of access to help manage and maximize the value of their domains. These services include name creation, registration, acquisition, portfolio management, appraisal and escrow services, traffic monetization and after-market sales — all backed by unsurpassed customer service and security. With more than a decade of experience, Moniker is a top 10 domain registrar, holds the industry's highest customer retention rate, and pioneered the industry's first domain appraisal formula. It is considered the industry's premier marketplace to buy and sell domain names.

## MoreVisibility

**Bag Sponsor**

[www.morevisibility.com](http://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.

## Omniure

**Booth 304**

[www.omniure.com](http://www.omniure.com)

Omniure Inc. is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline, and multi-channel business initiatives. Omniure hosts its software and delivers it to customers as an on-demand subscription service and on-premise solution. This enables customers to capture, store, and analyze information

generated by their websites and other sources to gain critical business insights into the performance and efficiency of business processes, including marketing and sales initiatives. In addition, Omniure offers a range of professional services that complement its online services, including implementation, best practices, consulting, customer support, and user training through Omniure University. Omniure's approximately 5,000 customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, General Motors, Sony, and HP.

## OrangeSoda

**Booth 210**

[www.angesoda.com](http://www.angesoda.com)

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

## Pop Labs

**Booth 319**

[www.poplabs.com](http://www.poplabs.com)

Pop Labs, Inc. offers an array of interactive marketing solutions for small to mid-sized businesses, including search engine optimization, search engine marketing, pay-per-click advertising, pay-per-call tracking, website design, web analytics, brand management, social media consulting, and application development. These services are offered in a highly effective bundled/holistic approach, enabling a more rapid and predictable ROI. Pop Labs offers local, regional, and national client campaigns, as well as a unique white-label service for ad agencies, PR firms, and online content providers.

## PrintPlace.com

**Notepad Sponsor**

[www.printplace.com](http://www.printplace.com)

At PrintPlace.com we take online printing to a new level. We are dedicated to the goal of making online ordering easy for everyone. Click on a popular product at [www.printplace.com](http://www.printplace.com) to get details about ordering business cards, brochures, postcards, catalogs, and many other printed products. Our user-friendly website uses robust development technology for powerful and flexible e-commerce ordering. A staff of customer service, color, and printing professionals is dedicated to helping consumers acquire the highest level of service and printed goods available through the Internet. Sample kits are free by request.

## PRWeb

**Booth 517**

[www.prweb.com](http://www.prweb.com)

PRWeb was founded in 1997 to help small businesses leverage the Internet to communicate their news to the public. In the process of doing so, PRWeb pioneered the direct-to-consumer press release, allowing companies for the first time to communicate their news directly to customers, prospects, analysts, and the media. During the past decade, PRWeb has been at the forefront of innovation, redefining the traditional press release and changing forever how organizations of all sizes distribute their news. Today, PRWeb continues to set the standard for the distribution of news online. From the smallest business to the Fortune 500, PRWeb has helped more than 40,000 organizations of all sizes maximize the online visibility of their news. PRWeb was acquired in 2006 by Vocus, a leader in on-demand software for public relations.

## Rosetta

**Booth 510**

[www.rosetta.com](http://www.rosetta.com)

Rosetta (formerly Brulant) is one of the nation's preeminent interactive agencies, fusing leading-edge technology with breakthrough 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. Clients include Harry & David, Nationwide, OfficeMax, Citizens Bank, Kraftmaid, and Marriott.

## SageRock.com

**Booth 412**

[www.sagerock.com](http://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, SageRock never operates in a gray space of ethics. Although SageRock is a top U.S. firm, we remain dedicated to personalized customer service and reasonable pricing. Finally, SageRock has specialized only in online marketing since the company's founding.

## The Search Agency

**Booth 318**

[www.thesearchagency.com](http://www.thesearchagency.com)

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

## SEMPO

**Booth 521**

[www.sempos.org](http://www.sempos.org)

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

## SEO Samba

**Booth 424**

[www.seosamba.com](http://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 clients cite better execution technology as a reason to switch agencies. With a white-label version of SEO Samba, search agencies can now cost-effectively manage the continuous optimizing of hundreds of websites across projects 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 integrated best practices and time-saving SEO automation features.

## Superpages.com

**Booth 314**

[www.superpages.com](http://www.superpages.com)

As the local search expert, Superpages.com is 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.



## TMP Directional Marketing

### Pocket Guide Sponsor

[www.tmpdm.com](http://www.tmpdm.com)

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

## Trellian

### Booth 418

[www.trellian.com](http://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 ([www.keyworddiscovery.com](http://www.keyworddiscovery.com)), an advanced keyword research tool and a competitive intelligence solution. It has the largest and most comprehensive database, with over 36 billion keyword statistics compiled worldwide, 12-month seasonal trends, search engine market share, language translation, and domain research tools. Competitive Intelligence (<http://ci.trellian.com>) provides the means to monitor your competitors' sites to identify their major traffic sources. It consists 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!

## Visibility Magazine

### Booth 216

[www.visibilitymagazine.com](http://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 publication reaches to fringe businesses that may be contemplating entering or expanding their Internet marketing campaigns. *Visibility* is published quarterly and covers many topics, including organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Our association with topseos.com means that the hard work of proving our credibility is more than half done. Thanks to this backing, we are considered a reliable source of information on all aspects of Internet marketing.

## WebmasterRadio.FM

### Booth 505

[www.webmasterradio.fm](http://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 Zawodney of Yahoo Search; "DomainMasters" hosted by Monte Cahn; and "Wizards of Web," hosted by Bryan and Jeffrey Eisenberg.

Each show we air reaches out to a different part of the marketplace, ensuring there is a radio show for all potential listeners. All radio shows are broadcast live and then available in archive, mobilcast, and distributed in podcast format through all of the major podcast portals. WebmasterRadio.FM is proud to boast that we are the official radio network for many of the world's most prestigious conferences. WebmasterRadio.FM is free to the listening audience, based 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 513

[www.websitemagazine.com](http://www.websitemagazine.com)

*Website Magazine* is a must-read for anyone seeking website success and the most popular trade magazine in its field. A quarterly publication available free in print and digital form for website owners seeking a successful Internet presence, *Website Magazine* provides practical information to help website owners develop, design, maintain and promote their online business. Subscribe today at <http://free.websitemagazine.com>. Advertisers: Download a 2008 media kit at [www.websitemagazine.com/advertise.htm](http://www.websitemagazine.com/advertise.htm). BPA circulation: 133,336. Apple iPhone giveaway at our booth!

## WebTrends

### Booth 405

[www.webtrends.com](http://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 that enable companies to understand their customers, drive customer engagement, and enhance marketing and brand awareness. Thousands of leading global organizations, including General Mills, HSBC, Microsoft, Reuters, and Ticketmaster have chosen WebTrends solutions and proven client services expertise to optimize their marketing initiatives.

Yes, we're printers — and greenskeepers, too.

Based on the amount of paper used by the printing and publishing industries, you may think our forests are shrinking. The fact is, since 1987 U.S. forests have increased 12 million acres to 750 million acres nationwide—about the same as existed 100 years ago.

And, every day, the people of the wood and paper products industry plant 1.7 million new trees, helping to preserve and renew this important resource.\*



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Quebecor World is the first printer to achieve triple chain-of-custody certification for certified paper use across our entire North American operation.

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Quebecor World's commitment to Chain of Custody provides our customers the most flexibility in choosing and using their preferred certification. Quebecor World's Publishing Services Group can help you incorporate Chain of Custody certified papers into your magazine production. Contact Peter Wilson, Vice President Paper Procurement and Supply Chain, to learn more at: [peter.wilson@quebecorworld.com](mailto:peter.wilson@quebecorworld.com)

\*Source: Abundant Forests Alliance ([abundantforests.org](http://abundantforests.org))



Quebecor World



## Association Sponsors

### BtoB

[www.btoonline.com](http://www.btoonline.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.

### Chicago Association of Direct Marketing

[www.cadm.org](http://www.cadm.org)

The Chicago Association of Direct Marketing (CADM) is a professional organization that provides support, education, and networking opportunities for direct marketers in Chicago and throughout the Midwest. Membership in CADM is open to direct marketers, buyers, suppliers, and all others who desire to share ideas and work together to promote the industry. For more information, call (312) 849-CADM (2236) or e-mail us at [info@cadm.org](mailto:info@cadm.org).

### Domainer's Magazine

[www.domainersmagazine.com/](http://www.domainersmagazine.com/)

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

### Email Experience Council

[www.emailexperience.org](http://www.emailexperience.org)

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

trends, and cutting-edge technologies and strategies, the EEC is an actionable resource for professionals and a beacon for the evolution of the e-mail channel. The EEC is committed to regularly conducting a broad series of e-mail initiatives for a variety of organizations that highlight the positive impact and importance of e-mail as a marketing tool, communications vehicle, and branding device. EEC members are representative of the leading agencies, advertisers, technology partners, service providers, and brands focused on the potential of e-mail and digital marketing. Members include Ogilvy, Forbes, Cisco, IBM, American Express, LexisNexis, and ReturnPath.

### JupiterResearch

[www.jupiterresearch.com](http://www.jupiterresearch.com)

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

### Mobile Marketing Association

[www.mmaglobal.com](http://www.mmaglobal.com)

The Mobile Marketing Association (MMA) is the premier global association that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with representation in over 20 countries. MMA members include agencies, advertisers, handheld device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.

### SEMNE

[www.semne.org](http://www.semne.org)

SEMNE (Search Engine Marketing New England) 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, and social media. Meetings are held in and around New England every other month and are

open to those interested in learning more about search marketing and making connections with others in the industry. During meetings, 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.

### SMEI

[www.smei.org](http://www.smei.org)

Sales & Marketing Executives International Inc. (SMEI) is the worldwide professional association dedicated to supporting individuals in their career/business success by creating a professional identity for sales and marketing and through sharing knowledge and continuing education.

### TopRank

[www.toprankblog.com](http://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 also serves on the operating committee for the DMA search engine marketing council.

### WebAward

[www.webaward.org](http://www.webaward.org)

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

### WebProNews

[www.webpronews.com](http://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](mailto:susanc@ientry.com).

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## Media Partners

### AdweekMedia

[www.adweekmedia.com](http://www.adweekmedia.com)

AdweekMedia (including Adweek, Brandweek, and Mediaweek) is a leading market-focused provider of integrated information, sales, and marketing solutions. Adweek extends beyond its traditional agency focus to topics from non-traditional marketing and new media to pop culture and design. Brandweek is the leading source of news and offers valuable competitive information and insights for bringing new products and ideas to the global marketplace. Mediaweek provides in-depth coverage of all major ad-supported media, and shows how advertising dollars follow.

### DIRECT

[www.directmag.com](http://www.directmag.com)

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

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

### EIN News

[www.einnews.com](http://www.einnews.com)

EIN News Network is a unique media monitoring service, scanning more than 35,000 news sections from over 5,000 newspapers and online publications and indexing nearly 80,000 new articles every 24 hours. EIN News is hand-edited, providing the most comprehensive and up-to-the-minute information available on the web regarding world affairs, including the latest developments in every country's economy, business, industries, politics, international relations, human rights, religion, terrorism, and much more.

### eM+C

[www.emarketingandcommerce.com](http://www.emarketingandcommerce.com)

eM+C is the new bi-monthly magazine all about e-marketing and commerce. It has a circulation of 60,000 online marketers. From best practices and case studies to original research, every issue of eM+C is filled with in-depth information and expert advice to help online marketers market smarter.

Guided by a blue-ribbon Editorial Advisory Board, eM+C's editorial is focused on all things online: e-commerce and search, e-mail, behavioral targeting, mobile marketing, video, guerrilla, viral, affiliate, transactional, social marketing, and much more.

### Marketin.fm

[www.Marketin.fm](http://www.Marketin.fm)

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

### PaidContent.org

[www.paidcontent.org](http://www.paidcontent.org)

In the digital world, news doesn't just travel fast; it happens fast, too. It's our job to make sure those in the know stay that way. Breaking news. Partnerships and deals. Executive moves. Industry trends. Advertising and marketing. Enabling technology and gadgets. Every minute of every day, people are turning to us to keep their fingers on the pulse of the digital media world. Through newsletters, alerts, and a comprehensive website with digital jobs and finance information, paidContent.org has you covered.

### Revenue

[www.revenuetoday.com](http://www.revenuetoday.com)

*Revenue – The Performance Marketing Standard* is a magazine dedicated to all aspects of the performance marketing business model and to raising industry standards. Published bi-monthly, it offers unrivaled coverage of affiliate marketing techniques, search technologies, online fraud prevention, and interactive advertising, branding, and marketing. It is the only hard-copy magazine covering these issues for online marketers, affiliates, merchants, agencies, and networks.

The Internet is the new world of marketing — a world where anyone can run a website from his bedroom, where fraud is prevalent, and clicks, leads, and sales can be stolen away without the victim even knowing. In this world, the opportunities are huge, but the risks are great. *Revenue Magazine* intends to legitimize the industry, drive out bad operators, and provide a focal point for performance marketers to coalesce around best practices, best tools, and best operators. Comprehensive articles include all relevant points of view, including those of merchants, website publishers, affiliate networks, industry watchers, and market researchers. *Revenue* stresses best practices and strong ethical guidelines that attempt to help the online marketing community flourish.

What are you searching for at SES Chicago?

## I'm searching for...

the tools, technologies, and leaders that will make the Internet the singular distribution point for marketing, entertainment, and information.

— MARK LASOFF, VP/MEDIA & MARKETING,  
INTERNET BROADCASTING GROUP



### Search Marketing Standard

[www.searchmarketingstandard.com](http://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 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 that search advertising has to offer, you will find the information you need in our magazine.

### SEMJ.org

[www.semj.org](http://www.semj.org)

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

### SEOBook

[www.seobook.com](http://www.seobook.com)

SEO Book is a leading blog that has covered the search engine marketing space since 2003. In 2008, SEO Book expanded beyond the blog and top-selling e-book to offer an online SEO training program ([www.seobook.com/join/](http://www.seobook.com/join/)) and a suite of SEO tools (<http://tools.seobook.com/>) that are used by more than 100,000 webmasters. Aaron Wall edits SEO Book, which also has contributions from Peter Da Vanzo and others from the search engine marketing space.

### Target Marketing Group

[www.targetmarketing.com](http://www.targetmarketing.com)

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

### Web Host Industry Review

[www.thewhir.com](http://www.thewhir.com)

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



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REUTERS

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# Sessions



## 9-10:15a

**CONFERENCE WELCOME/ORIENTATION & OPENING KEYNOTE  
Remix: Making Art and Commerce Thrive in the Hybrid Economy**

The content industry has convinced industry in general that extremism in copyright regulation is good for business and economic growth. That's false. In this talk, Professor Lessig describes the creative and profitable future that culture and industry could realize, if only we gave up IP extremism.

**Keynote Speaker**

- Lawrence Lessig, Professor of Law, Stanford Law School

## 10:30-11:30a

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 1****Search Around the World: Europe, Asia/Pacific & Latin America**

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

**Moderator**

- Anne Kennedy, Managing Partner & Founder, Beyond Ink

**Speakers**

- Motoko Hunt, Founder, Japanese Search Marketing Strategist, AJPR LLC
- Andy Atkins-Krüger, Managing Director, WebCertain Europe Ltd
- Erica Schmidt, Global Director of Search, Isobar
- Marie Dumesnil, Co-chair, SES Paris
- Marcelo Sant'ago, General Manager, MediaClick Performance Marketing

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 2****Universal & Blended Search**

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

**Moderator**

- Kevin Ryan, SES Advisory Board Chair & CEO, Motivity Marketing

**Speakers**

- Dr. Larry Cornett, VP, Consumer Products, Yahoo! Search
- Mike Grehan, Global KDM Officer, Acronym Media
- Chris Blakely, Director, Client Services, comScore, Inc.
- Todd Schwartz, Group Product Manager, Live Search, Microsoft
- Jack Menzel, Senior Product Manager, Google

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 3****Search Industry Update**

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

**Moderator**

- Andrew Goodman, Principal, Page Zero Media

**Speakers**

- Roger Barnette, Founder & President, SearchIgnite
- Heather Dougherty, Research Director, Hitwise
- Rafael Zorrilla, Director of Interactive Services, Bankrate, Inc
- Jon Stewart, Research Director, Technology & Search, Nielsen Online

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 4****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. Matt Bailey and Greg Jarboe, long-time SES faculty members, will walk you through your whirlwind week, helping you understand the logistics, networking opportunities, and various offerings and events. They will present a short overview of Tuesday's "Introduction to SEM" session, and they'll explain the differences in the various session levels. Also provided will be a handy glossary of the terms and phrases that are frequently used at SES events. Don't miss it!

**Moderator**

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

**Speakers**

- Greg Jarboe, President & Co-founder, SEO-PR
- Matthew Bailey, President, SiteLogic

## 11:45a-12:45p

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 1****Social Responsibility in a 2.0 World**

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

**Moderator**

- Amanda Watlington, Owner, Searching for Profit

**Speakers**

- Jamie Welsh, Founder & CEO, 10% Solution
- Nicci Noble, National Electronic Fund Raising Specialist, Salvation Army

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 2****Measuring Success in a 2.0 World**

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

**Moderator**

- Chris Boggs, Manager, SEO, Brulant, Inc., recently acquired by Rosetta

**Speakers**

- Matthew Bailey, President, SiteLogic
- Richard Zwicky, Founder & CEO, Enquisite
- Kristen Nomura, Central Region Manager, Search & Analytics, Google
- Adam Lavelle, Chief Strategy Officer, iCrossing
- Andrew Wheeler, Managing Director, iProspect Chicago

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 3****Mobile Search Battle Update**

The search wars have gone mobile. With mobile carriers working with advertisers, web giants looking to extend their brands into mobile, and Yellow Pages or directory assistance players getting into mobile, the stage is set for a battle royale. This session will enable search industry professionals to understand opportunities in mobile search. The panel will present updates of industry data on mobile search categories and strategies employed by leading practitioners. The audience will come away with a solid understanding of the fundamental marketing issues at work, backed up by hard numbers.

**Moderator**

- Eric Chan, Consultant in Mobile & Wireless Technology, Mobileslate

**Speakers**

- Cindy Krum, Director of New Media Strategies, Blue Moon Works
- Bryson Meunier, Associate Director of SEO, Resolution Media
- Rachel Pasqua, Director of Mobile Marketing, iCrossing
- Phyllis Reuther, CTO, Mobile Content Networks, Inc.
- Shawn Prutsman, Product Mgr, APS Network Prod Mgmt, Microsoft

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 4****The Killer Combo: Advertisers, Agencies, Automation... Oh My!**

As budgets are slashed and advertising efforts strive toward optimal efficiency, large search advertisers cannot afford to deal with multiple agencies. To survive on the brink of recession, global search advertisers require the perfect blend of central strategy and local-level execution to limit confusion and deliver a unified front to audiences across all geographic levels. This panel presents the ideal sampler platter — an advertiser company, its global interactive agency, and its automated global monitoring/measurement technology — to discuss exactly how this killer combo should be performing. There have been clear efficiency gains in visibility, standardization of process and metrics, and ROI — all critical during these difficult economic times.

**Moderator**

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

**Speakers**

- Craig Macdonald, VP of Marketing & Product Development, Covario
- Ellen Watson, Marketing Manager for Child Care Brands, Kimberly-Clark
- Rob Griffin, SVP, Director of Search & Analytics, Media Contacts Boston

## 1:45-2:45p

**ORION PANEL: The State of Integration**

Search does not exist in a vacuum: Research shows that offline channels drive users to search to the tune of 67%. Obviously search marketers have a huge opportunity to leverage offline channels to drive search. But are they aware of the relationship between other marketing channels and their own? Are they coordinating or integrating their search efforts with their other channels, and if so, which ones? More importantly, if they aren't integrating, why not? This panel will discuss a new research study published in August. We'll also cover the disconnect between search marketer strategy and search user behavior, as well as obstacles to the integration process.

**Co-moderators**

- Kevin Ryan, SES Advisory Board Chair & CEO, Motivity Marketing
- Andrew Goodman, Principal, Page Zero Media

**Speakers**

- Robert Murray, President, iProspect
- Aaron Goldman, VP, Marketing & Strategic Partnerships, Resolution Media
- Josh Todd, Director of Acquisition Marketing, Constant Contact
- Gregg Stewart, SVP, Interactive, TMP Directional Marketing

## 3-4p

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 1****Search & Packaged Goods**

It's common knowledge that the average consumer-packaged-goods (CPG) marketer spends 1% or less of his total advertising dollars on search. Why does search remain so underutilized among CPG marketers? Do CPG marketers still view search advertising as primarily for direct response, not branding? Is Google's pricing system, and the rest of the search industry that largely follows its model to blame? Join us for an eye-opening discussion as we examine the profile and online behavior of CPG searchers, exploring the high-growth opportunity and untapped potential of search marketing for consumer brands.

**Moderator**

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

**Speakers**

- Brian Lipman, Interactive Marketing, ConAgra Foods
- Matt Wilburn, Senior Director, CPG, Yahoo!
- Randy Peterson, Search Marketing Manager, Procter & Gamble
- Pavan Lee, Research Manager, Microsoft
- Eli Goodman, Search Evangelist, comScore, Inc

**STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 2****Igniting Viral Campaigns**

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

**Moderator**

- Elisabeth Osmeloski, Founder, AdventuresinSearch.com

**Speakers**

- Jennifer Laycock, Editor-in-Chief, Search Engine Guide
- Fionn Downhill, CEO & President, Elixir Interactive
- Chris Winfield, President, 10e20, LLC



# Monday

## STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 3

### Is There Life Beyond Google? ■

The web is abounding with so much available information that no single search engine can possibly find it all. While Google's market share is dominant today, there is still tremendous opportunity for its competitors to grow. In this session, we'll dare to go beyond Google and explore a variety of alternative and specialty search engines that provide innovative features and attributes not readily available on Google.

#### Moderator

- Mike Grehan, Global KDM Officer, Acronym Media

#### Speakers

- Dr. Larry Cornett, VP, Consumer Products, Yahoo! Search
- Daniel Yomtobian, CEO, Scour.com & ABCSearch
- Shashi Seth, Chief Revenue Officer, Cooliris
- Michael Benedek, VP, Business Development, AlmondNet

## STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 4

### The End of the Search ■

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

#### Moderator

- Cindy Krum, Director of New Media Strategies, Blue Moon Works

#### Speaker

- Jim Hedger, SEO Consultant, Metamend Search Engine Marketing

## 4:30-5:30p

## STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 1

### 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: This session is designed for those who are already familiar with how paid placement works.

#### Introduction by

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

#### Speaker

- Tim Ash, President, Site Tuners

## STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 2

### Semantic Search: How Will it Change Our Lives? ■

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

#### Moderator

- Kevin Newcomb, Managing Editor, Search Engine Watch

#### Speakers

- Nagaraju Bandaru, Co-founder & CTO, BooRah
- Dr. Kathleen Dahlgren, CTO & Founder, Cognition Technologies Inc.
- Dr. Tim Musgrove, Founder & CEO, TextDigger, Inc.
- Dr. Larry Cornett, VP, Consumer Products, Yahoo! Search
- Scott Prevost, Principal Development Manager, Powerset/Live Search, Microsoft Corporation

## STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 3

### Intellectual Property & Trademark Issues: What SEMs Should Know ■

In 2008, U.S. paid search advertisement revenue is expected to reach 15.52 billion. This represents a 31.9% increase over 2007. Despite this tremendous growth, uncertainty in recent court developments may discourage search engine marketers from purchasing keywords that are trademarked by others for fear of being found liable for trademark infringement. 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.

#### Moderator

- Anne Kennedy, Managing Partner & Founder, Beyond Ink

#### Speakers

- Mark J. Rosenberg, Esq., Sills Cummis & Gross P.C.
- David M. Adler, Esq., Partner, Adler Law Group
- Jonathan Moskin, Esq., Partner, White & Case LLP

## STRATEGIC DEVELOPMENT WORKSHOPS: TRACK 4

### Why Does Search Get all the Credit? ■

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

#### Moderator

- Kevin Ryan, SES Advisory Board Chair & CEO, Motivity Marketing

#### Speakers

- Bill Hunt, CEO, Global Strategies International
- Adam Goldberg, Chief Innovation Officer, Clearsaleing
- James Lamberti, SVP, Search and Media, comScore, Inc
- Ashley Swartz, CEO of North America, Ag8
- Paul Elliott, Partner, Acquisition Marketing, Rosetta

General Beginner Intermediate Advanced

# Day 2: Tuesday, Dec. 9

## 9-10a

### MORNING KEYNOTE CONVERSATION: We Are What We Click



#### Speakers

- Bill Tancer, General Manager, Global Research, Hitwise
- Kevin Ryan, SES Advisory Board Chair & CEO, Motivity Marketing

## 10:30-11:45a

### BASICS

#### 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

- Rebecca Lieb, Contributing Editor, ClickZ

#### Speakers

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

### RETAILER

#### Squeeze More Sales Out of Your Existing Online Campaigns ■

Given the economic downturn, learn how companies are using the latest tools, like Google Website Optimizer and others, to maximize online sales without increasing their ad spend. Three Internet retailing companies will discuss how they are increasing the ROI of their ad campaigns in these tight budgetary times.

#### Moderator

- Kayden Kelly, CEO, Blast Advanced Media

#### Speaker

- Chris Benson, CTO, AudioEditions.com
- Todd Curry, VP of Marketing, ifbyphone
- Sandra Niehaus, VP, User Experience & Creative Director, Closed Loop Marketing

### LINK BUILDING

#### Link Building Basics ■

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

#### Moderator

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

#### Speakers

- Jeff Quipp, President & CEO, Search Engine People
- PJ Fusco, Natural Search Director, Netconcepts
- Jody Farmer, VP, Strategic Marketing, CreditCards.com
- Sharad Verma, Senior Product Manager, Yahoo! Search Technology

## ISSUES

### Usability & SEO: Two Wins for the Price of One ■

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

#### Moderator

- Anne Kennedy, Managing Partner & Founder, Beyond Ink

#### Speakers

- Jordan Kasteler, Senior SEO Analyst, Overstock.com
- Randy Pickard, VP Product Innovation, User Centric Inc.
- Matthew Bailey, President, SiteLogic
- Kathleen Fealy, President, KF Multimedia & Web, Inc.
- Kimberly Krause Berg, Owner, UsabilityEffect.com

## 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, and learn where these keywords should be used.

#### Moderator

- Ron Jones, Search Engine Watch Expert & President/CEO, Symetri Internet Marketing

#### Speakers

- Damian Finlay, Managing Director, Epiair Inc.
- David Snyder, Search Specialist, JRDunn.com
- Martin Laetsch, Senior Director of Search Strategy, Covario
- Monte Cahn, Founder & CEO, Moniker

## 1-2p

### ORION PANEL: Battle of the Browsers — Personalization or Privacy

People may be passionate about their favorite political candidate, but if you really want to get sparks flying, ask what web browser they use. Not since the early days of the Netscape vs. Microsoft Internet Explorer browser battle has the development behind Internet browsers stirred so much debate. Join us for a spirited discussion as we evaluate the merits of Google's new OS browser, Google Chrome, along with Firefox 3.1, WebKit, Opera 9.6, and even IE 8. With so many choices just a software download away, questions swirl — and our panel of experts have the answers.

Ensuring privacy protection related to monitoring and collection of user data and the personalization process are all part of the conversation.

#### Moderator

- Kevin Ryan, SES Advisory Board Chair & CEO, Motivity Marketing

#### Speakers

- Chris Sherman, Executive Editor, Search Engine Land
- Mike Grehan, Global KDM Officer, Acronym Media
- Gary Stein, Director of Strategy, Ammo Marketing
- Ben Galbraith, Co-founder, Ajaxian.com

## Tuesday

🕒 2:45-3:45p

### BASICS

#### Turning PR Efforts into SEO Results 📌

Search engine optimization is one of the most effective ways to reach target audiences. Unfortunately, most organizations are focused solely on how SEO impacts marketing and advertising. This means they fail to take advantage of the unique and very impactful results that are generated when SEO is applied to public relations. Businesses that capitalize on the convergence of marketing, advertising, and public relations stand to benefit from more successful, less-costly campaigns, while organizations that fail to integrate PR into SEO efforts stand to miss out on a valuable opportunity. Optimizing press releases for natural search can drive traffic from authoritative third-party sites. It also provides another means to generate fresh content for the organization's website and the ability to determine whether or not an organization's message is connecting with intended audiences. This session will provide real-life examples to show how businesses can achieve maximum results for any communications campaign through natural search optimization of press releases.

#### Moderator

▪ Andy Atkins-Krüger, Managing Director, WebCertain Europe Ltd

#### Speakers

- Greg Jarboe, President & Co-founder, SEO-PR
- Sarah Skerik, VP, Distribution Services, PR Newswire
- Jiyun Wei, Product Manager, PR Web, Vocus
- Jolina Pettice, Senior Account Manager, TopRank Marketing

### RETAILER (SPONSORED SESSION)

#### Google Site Search: Fast, Relevant, Customized Search Results for Your Website 📌

Over the past decade, website search has increased in importance from a technical feature to a core marketing and sales asset. End-users are increasingly losing patience with multiple navigation options on websites and are looking to search as the answer. To this end, we'll be discussing how customers are using Google Site Search to grow their businesses — and how you can do the same for yours.

#### Speaker

▪ Nitin Mangtani, Lead Product Manager, Google Site Search

### LINK BUILDING

#### Viral Link Building 📌

Getting relevant links to your website can be a tedious task. First, you have to create content that is worth linking to, and then you have to request every link from the right source. When you add submitting to directories, forums and blogs, paid inclusion, sponsorships, and link trades, you have a huge arsenal of link acquisition tactics. But none of these are as effective as "viral link building." Viral link building is the act of creating content so link-worthy that people will start spreading it for you. During this session, you will hear many examples that could be applied in many situations. You will add great new tools to your link-building toolbox and outsmart your competitors without the huge expenses normally attached to link building.

#### Speaker

▪ Peter van der Graaf, Advanced Search Specialist, Search Specialist

### ISSUES

#### SEM Small Business Blitz 📌

This session will provide a rapid-fire take on how to tackle the most popular SEM tactics with a small staff and an even smaller budget. It will feature practical, affordable ideas and real-world examples of PPC, SEO, viral, blogging and social media. This isn't a "how to do this" session so much as a "how to do it cheap and effectively" session.

#### Moderator

▪ Matt Van Wagner, President, Find Me Faster

#### Speaker

- Jennifer Laycock, Editor-in-Chief, Search Engine Guide
- Amber Naslund, President, Altitude
- Carrie Hill, Search Engine Watch Expert; Certified SEM & Promotion Account Manager, Blizzard Internet Marketing

### PPC

#### 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 Conversion." 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 that, you must demonstrate the value of your products and services in all your marketing, especially when sales are decreasing. You do that by planning content to improve relevance and test continuously until you have the best conversation. This session will show you how to identify missed conversations, and what you can do to improve them and your PPC ROI.

#### Introduction by

▪ Anne Kennedy, Managing Partner & Founder, Beyond Ink

#### Speakers

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

🕒 4:15-5:30p

### BASICS

#### SEO Tools 📌

If you are responsible for your company's search engine optimization, then you know that you need all of the various tools of the 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

▪ Sage Lewis, Search Engine Watch Expert & President, SageRock.com

#### Speakers

- Bruce Clay, President, Bruce Clay, Inc.
- David Naylor, SEO, Bronco
- Bob Briski, Software Marketing Consultant, Raybeam
- Horst Joepen, CEO, Searchmetrics

📌 General 📌 Beginner 📌 Intermediate 📌 Advanced

## Tuesday

### RETAILER

#### Case Study From American Greetings: Rethinking Optimization 📌

What happens when you combine thousands of keywords across two engines with three products and a single, optimized landing page? Nothing much really. In this session, attendees will learn how American Greetings became post-click marketing mavens by discovering the inherent value of AdGroup-level testing and iteration for increased lift. American Greetings and ion interactive will explain how and why they moved from a single optimized landing page to testing over 40 landing pages tightly matched to each individual search AdGroup, enabling them to deliver the right content to the right people in the most compelling format. Attendees will hear real examples that increased engagement and conversions. Session takeaways include best practices for running simple, high-impact A/B tests that any front-line marketer can easily implement and understand.

#### Moderator

▪ Rebecca Lieb, Contributing Editor, ClickZ

#### Speakers

- Tessa Fraser, Marketing Manager, Online Media, American Greetings
- Anna Talerico, EVP, ion interactive

### LINK BUILDING

#### Advanced Link Building 📌

How far is too far in optimizing your internal link structure? If you operate a network of sites, can natural inter-linking be perceived as link spam? How should you handle affiliate links? Advanced linking issues like these and more will be explored during this session. This session is designed for experienced marketers. Beginners should only attend if they've gone through the "Link Building Basics" session earlier in the day.

#### Moderator

▪ P.J. Fusco, Natural Search Director, Netconcepts

#### Speakers

- Michael Gray, President, Atlas Web Service
- Wil Reynolds, Founder, SEER Interactive
- Chris Boggs, Manager, SEO, Brulant, Inc. (recently acquired by Rosetta)
- Rae Hoffman, Principal, Sugarrae SEO Consulting

### ISSUES

#### Duplicate Content & Multiple Site Issues 📌

Site owners are increasingly concerned that they might get penalized accidentally or overtly because of duplicate content. If you run mirror sites, will search engines ban you? What if you have listings that are similar in nature? 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

▪ Eric Enge, President, Stone Temple Consulting

#### Speakers

- Benu Aggarwal, Founder & President, Milestone Internet Marketing
- Shari Thurow, Founder and SEO Director, Omni Marketing Interactive
- Sharad Verma, Senior Product Manager, Yahoo! Search Technology

### PPC

#### Managing Automated PPC Bid Management 📌

PPC bid management tools like those from Atlas and Omniture allow automated control over the bidding process that promises better ROI and increases competitive advantage. But managing the automation tools requires an understanding of how they work, underlying algorithms, and how to achieve desired results. The session will include panelists who are real users of the tools and not representatives of the tool vendors.

#### Moderator

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

#### Speakers

- Brad Geddes, Founder, bgTheory.com
- David Szetela, CEO, Clix Marketing
- Anton Konikoff, Founder and CEO, Acronym Media

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## Day 3: Wednesday, Dec. 10

General Beginner Intermediate Advanced

## Wednesday

9-10a

### KEYNOTE: Avoiding the Chasm of “Anticipointment”

To drive to the next level of conversion and optimization, it's time for online marketers to consider the entire marketing value chain and bridge the gap between ads and a personalized, relevant online experience for each visitor. Josh will discuss how you can avoid customer “anticipointment.”



#### Keynote Speaker

▪ Josh James, President & CEO, Omniture

10:30-11:45a

### VERTICAL & RETAIL

#### Advanced B2B

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

#### Moderator

▪ Aaron Kahlaw, Chairman & Founder, Online Marketing Summit

#### Speakers

- Karen Breen Vogel, President & CEO, ClearGauge
- Patricia Hursh, President & Founder, SmartSearch Marketing
- Adam Goldberg, Chief Innovation Officer, Clearsaleing

### MULTIMEDIA

#### Podcast & Audio Search Optimization

With the inclusion of audio results in the main search pages, search marketers must now include audio (podcast) optimization in their tactical toolkits. This session will cover the why and how of audio search optimization, including how to use RSS to increase reach.

#### Moderator

▪ Kevin Ryan, SES Advisory Board Chair & CEO, Motivity Marketing

#### Speakers

- Amanda Watlington, Owner, Searching for Profit
- Daron Babin, CEO, Webmaster Radio

### TACTICS

#### Social Media Optimization

Facebook, YouTube, Microsoft TagSpace, Wikipedia. Community-built websites that allow content to be shared through “tagging” can be a great way to tap into links and search-driven traffic. This session examines some social media services and how to use them appropriately. Learn what to avoid, and hear how-tos and tips from search marketers who have discovered what works today.

#### Moderator

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

#### Speakers

- Erik Qualman, Search Engine Watch Expert & Global VP, EF Education
- Liana Evans, Director of Internet Marketing, KeyRelevance
- Jonathan Ashton, VP of SEO & Web Analytics, Agency.com

### 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

▪ Anne Kennedy, Managing Partner & Founder, Beyond Ink

#### Speakers

- Matt Van Wagner, President, Find Me Faster
- Mona Elessely, Director of Marketing Strategy, Page Zero Media

### NATURAL SEARCH

#### 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 that blogs and feeds offer to search engine optimization.

#### Moderator

▪ Rebecca Lieb, Contributing Editor, ClickZ

#### Speakers

- Lee Odden, CEO, TopRank Online Marketing
- Sally Falkow, President, PRESSfeed

12:45-2p

### VERTICAL & RETAIL

#### Getting Vertical Search Right

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

#### Moderator

▪ Elisabeth Osmeloski, Founder, AdventuresinSearch.com

#### Speakers

- Paul Forster, CEO, Indeed
- John Ellis, Senior Online Marketing Manager, ResortQuest
- Jeff Tinsley, CEO, Reunion.com

### MULTIMEDIA

#### Video Search Engine Optimization

According to comScore, 139 million U.S. Internet users watched an average of 83 videos per viewer in March 2008, viewing a total of 11.5 billion online videos. However, the average YouTube video receives only 100 views a year, which makes optimizing for YouTube a huge opportunity 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

▪ Anna Maria Virzi, ExecutiveEditor, ClickZ

#### Speakers

- Ed Kim, CEO, Red Bricks Media
- Greg Jarboe, President & Co-founder, SEO-PR
- Steve Espinosa, Director of Product Development, eLocal Listing, LLC
- Gregory Markel, Founder/President, Infuse Creative, LLC
- Barbara Coll, CEO, WebMama.com Inc.

### TACTICS

#### Social Media: Measuring the Business Value

We may intuitively sense the value of social media marketing, but to secure funds for these programs, we of course need to be able measure business value. Learn how search and web analytics can not only shape social media programs but also help measure the results. Panelists will outline social media marketing programs they've designed and how they documented the impact.

#### Moderator

▪ Pauline Ores, Sr. Marketing Manager, Social Media Engagement, IBM

#### Speakers

- Bill Hunt, CEO, Global Strategies International
- Rob Key, CEO, Converseon
- Brian Halligan, CEO & Co-Founder, HubSpot

### ADVERTISING

#### Search Advertising Tools

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

#### Moderator

▪ Matt Van Wagner, President, Find Me Faster

#### Speakers

- Thomas Bindl, Founder & CEO, Refined Labs GmbH
- David S. Kidder, Co-Founder & CEO, Clickable
- Adib Kadir, Program Manager, adCenter Prog Mgmt, Microsoft
- Rob Clinite, Ask Sponsored Listings (ASL)

### NATURAL SEARCH

#### Design Constraints & SEO: Building an Online Brand Takes More Than SEO

When you design to achieve great search engine rankings, you are making a choice. What are the implications? Learn from a long-time SEO who chose to build for brand — and in the process turned his back on many SEO best practices — to achieve far greater returns.

#### Moderator

▪ Kevin Ryan, SES Advisory Board Chair & CEO, Motivity Marketing

#### Speaker

▪ Mike McDerment, CEO & Co-founder, FreshBooks

2:15-3:30p

### VERTICAL & RETAIL

#### Shopping Search Tactics

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

#### Moderator

▪ Brian A. Smith, Analyst, ComparisonEngines

#### Speakers

- Greg Hintz, General Manager, Yahoo! Shopping
- Jonathan Ashton, VP of SEO & Web Analytics, Agency.com
- Dave Moran, Sr. Manager Search Marketing, Performics
- Aaron Shear, Partner, Boost Search Marketing

### MULTIMEDIA

#### SEO-Friendly Flash

Does Flash get an undeservedly bad rap for impairing search engine visibility? Why are search engine optimization (SEO) practitioners so concerned about Flash, and how can you properly optimize Flash content? Join us for a lively discussion as we also explore the impact of recent announcements from Yahoo and Google promising enhanced capabilities in reading content within Flash.

#### Moderator

▪ Rebecca Lieb, Contributing Editor, ClickZ

#### Speakers

- Gregory Markel, Founder/President, Infuse Creative, LLC
- Chris Keating, Natural Search Program Manager, Performics
- Brian Ussery, Director of SEO, Search Discovery
- Damien Bianchi, Search Strategist, Global Strategies International

### TACTICS

#### Storyteller Marketing: The Art of Storyteller Matches Up With the Business of Marketing

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

#### Moderator

▪ Stewart Quealy, VP, Content Development, Incisive Media

#### Speakers

- Gary Stein, Director of Strategy, Ammo Marketing
- Sally Falkow, President, Expansion Plus Inc.

### ADVERTISING

#### Ads in a Quality Score World

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

#### Moderator

▪ Jonathan Mendez, Founder & CEO, RAMP Digital

#### Speakers

- Andrew Goodman, Principal, Page Zero Media
- Kristopher Jones, President & CEO, Pepperjam
- Ron Jones, Search Engine Watch Expert & President/CEO, Symetri Internet Marketing
- Mary Berk, Senior Product Manager, Microsoft



## Wednesday

### NATURAL SEARCH

#### 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 audiences. Learn more about harnessing the power of blogs to build buzz about a business online.

##### Moderator

- Matthew McGowan, VP Publisher, Incisive Media

##### Speakers

- Jennifer Laycock, Editor-in-Chief, Search Engine Guide
- Bill Balderaz, Webbed Marketing

🕒 4-5:15p

### VERTICAL & RETAIL

#### In House: Lessons Learned & Victories Won ■

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

##### Moderator

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

##### Speakers

- Olivier Lemaignan, Group Manager, Global Search Marketing, Intuit
- Jessica Bowman, SEO Strategist & in-house SEO Expert, SEMinhouse.com
- Lindsay Perkin, Director of Organic Search, onTargetjobs Inc.
- Maura Ginty, Senior Web Manager, Web Content Team, Autodesk, Inc.
- Mark Ruzomberka, Traffic.com

### MULTIMEDIA

#### The Next Wave for Online Video ■

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

##### Moderator

- Anna Maria Virzi, Executive Editor, ClickZ

##### Speakers

- Mark Lassoff, VP/Media & Marketing, Internet Broadcasting Group
- Jared Simon, VP Corporate Finance & BizDev, TurnHere.com
- Steve Espinosa, Director of Product Development, eLocal Listing, LLC

### TACTICS

#### Tactical Success Measurement ■

Often, in dealing with customers, agencies focus on successful campaign strategies and report accordingly. While establishing a winning strategy is key to any campaign, it's the tactical execution that actually delivers the results. This session will focus on how to measure the individual tactical events in a campaign, and how to use that information to both ensure that a strategy is executing properly, and to discover new opportunities which lead to additional successes.

##### Moderator

- Richard Zwicky, Founder & CEO, Enquisite

##### Speakers

- Jamie Smith, CEO, Engine Ready
- Todd Friesen, Position Technologies
- Kate Downey, Director Audience Analytics & Insights, Wall Street Journal Digital Network

### ADVERTISING

#### Advanced Paid Search Techniques ■

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

##### Moderator

- Andrew Goodman, Principal, Page Zero Media

##### Speakers

- Thomas Bindl, Founder & CEO, Refined Labs GmbH
- Kevin Lee, Executive Chairman & Co-founder, Dikit
- Matt Van Wagner, President, Find Me Faster
- Wister Walcott, Co-founder and VP of Products, Marin Software

### NATURAL SEARCH

#### e-Commerce 101: Optimizing your Shopping Cart for Search & Conversion ■

What makes a high-converting, search-friendly e-commerce site? By providing visitors with a customer-friendly navigation, an easy-to-use checkout, and all the elements of on-page SEO, many online retailers have seen significant increases in conversion rates and organic traffic. The panel will discuss real-world examples of design changes and other site-specific enhancements that have helped to increase organic traffic, conversion rates, and the overall bottom line for online retailers.

##### Moderator

- Aaron Shear, Partner, Boost Search Marketing

##### Speakers

- Ethan Giffin, CEO, Groove Commerce
- Chris Boggs, Manager, SEO, Brulant, Inc., recently acquired by Rosetta
- Pete Olson, VP of Product Management, Amadesa
- Vic Cleary, E-Commerce Strategy Manager, 2 CheckOut

📊 General 📊 Beginner 📊 Intermediate 📊 Advanced

## Day 4: Thursday, Dec. 11

🕒 9-10a

### CLINICS

#### Contextual Ads & Ad Sense Clinic ■

This interactive session takes volunteers from the audience and examines their websites live to provide general feedback about improving them to perform better from Google AdSense and other contextual ad placements.

##### Moderator

- Anne Kennedy, Managing Partner & Founder, Beyond Ink

##### Speakers

- David Szetela, CEO, Clix Marketing
- Derek Brinkman, VP, Product Mgmt, ContextWeb / ADSAQ Exchange

### HYBRID

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

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

##### Moderator

- Chris Boggs, Manager, SEO, Brulant, Inc., recently acquired by Rosetta

##### Speakers

- Matthew Bailey, President, SiteLogic
- Susan Prater, Global Interactive Marketing Manager, Owens Corning
- Bob Tripathi, Search Marketing Strategist, Discover Financial Services
- Robert Heyman, Chief Search Officer, MediaSmith

### ISSUES

#### Search Engines on Auditing ■

In this session, search engines discuss how they deal with auditing concerns.

##### Moderator

- Kevin Ryan, SES Advisory Board Chair & CEO, Motivity Marketing

##### Speakers

- Shuman Ghosemajumder, Business Product Manager for Trust & Safety, Google
- Jeremiah Andrick, Program Manager, Live Search Webmaster Tools, Microsoft Corporation

### LOCAL

#### Special Kelsey Group presentation: Think Local — Online Marketing Tactics for Small & Medium-Sized Businesses ■

Local marketing is a tough nut to crack. The once limited set of yellow pages, newspaper, and TV options has splintered into an array of online marketing alternatives. How is user behavior evolving to find the best place to get dinner, a digital camera, or a new roof? How do advertisers navigate the sea of local marketing options to most effectively get in front of these users? A panel of local marketing experts will shed some light.

##### Moderator

- Michael Boland, Senior Analyst, The Kelsey Group

##### Speakers

- Justin Sanger, Founder & President, LocalLaunch
- Gib Olander, Director of Business Development, Localize
- Blair Swedeen, VP of Market Development, Placecast
- Jennifer Black, VP of Marketing, Local.com
- Atif Rafiq, Director of Strategy & Business Development, Yahoo! Local

🕒 10:15-11:15a

### CLINICS

#### 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 to ensure a smooth and profitable visitor experience. This clinic will examine actual ads and landing pages offered up by volunteers from the audience.

##### Moderator

- Amanda Watlington, Owner, Searching for Profit

##### Speakers

- Jonathan Mendez, Founder & CEO, RAMP Digital
- Scott Brinker, President & Chief Technology Officer, ion interactive
- Tim Ash, President, Site Tuners

### HYBRID

#### Affiliate 2.0: New Distribution Value Using Search & More ■

As SEM evolves, marketers find themselves competing head-on with affiliates who are challenged to diversify tactics and distribution. Lead generators and retailers are investing less in affiliates and more in search. What does this mean for performance marketing's top two contenders? How can marketers balance both channels, given their desire for incremental leads/sales and less cannibalization of search campaigns? Learn how to cut through the hostile rhetoric on both sides and work profitably across both channels concurrently. Join a panel of experts as they break silence on taboo issues and work through the finer points. You'll walk away with a fresh, new perspective, and the ability to collaborate profitably.

##### Moderator

- Jeff Molander, CEO, Molander & Associates Inc.

##### Speakers

- Jeff Ferguson, Director of Online Marketing, Napster
- Amanda Evans, VP, Search Strategy, WebMama.com, Inc.
- Kristopher Jones, President & CEO, Pepperjam
- Lee Gientke, Director, Business Development, OrangeSoda, Inc.



## Thursday

### ISSUES

#### Search Marketers on Auditing ■

In this session, search marketers explore issues and tactics relating to auditing concerns.

##### Moderator

- Mike Grehan, Global KDM Officer, Acronym Media

##### Speakers

- Richard Zwicky, Founder & CEO, Enquisite
- Steve O'Brien, VP Sales & Marketing, Click Forensics, Inc.

### LOCAL

#### Special Kelsey Group presentation: Act Universal — Using Video in Small Business Marketing ■

Once out of reach, video advertising has come within striking distance of small- and medium-sized businesses. Thanks to digital production and online distribution, video could become as essential and pervasive to businesses as websites have become today. But who shoots the video? How much does it cost? How do you get it out there? And more importantly, how do you fold it in with a search marketing strategy? We'll hear from the companies working on these answers.

##### Moderator

- Michael Boland, Senior Analyst, The Kelsey Group

##### Speakers

- Steve Espinosa, Director, Innovation, eLocalListing
- John McIntyre, CEO, PixelFish
- Jared Simon, VP Corporate Finance & BizDev, TurnHere.com

🕒 11:30a-12:30p

### CLINICS

#### 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

- David Szetela, CEO, Clix Marketing

##### Speakers

- Shari Thurow, Founder & SEO Director, Omni Marketing Interactive
- Matthew Bailey, President, SiteLogic

For the most up-to-date information on  
SES Chicago's sessions and speakers, visit  
**SearchEngineStrategies.com**

### HYBRID

#### Brand & Reputation Management ■

Can you use a competitor's trademark in your own search advertising? 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 explore these and other brand protection issues.

##### Moderator

- Elisabeth Osmeloski, Founder, AdventuresinSearch.com

##### Speakers

- John Tawadros, Chief Operating Officer, iProspect
- Simon Heseltine, Director of Search, Serengeti Communications
- Michael Kiefer, SVP, Brand Protect
- Noah Elkin, Ph.D., VP of Corporate Strategy, Steak NYC

### ISSUES

#### Black Hat, White Hat & the Best Kept Secrets to Search ■

Some say that "black hat" search marketers will do anything to gain a top ranking and others argue that even "white hat" marketers who embrace ethical search engine optimization practices are ultimately trying to game the search ranking system. Join us for a no-holds-barred interactive session that will explore the latest black hat and white hat issues. You will also hear veteran search engine marketers disclose some of their favorite search engine optimization and marketing tips, tricks, and secrets. There will be lots of time for dialogue and discussion.

##### Moderator

- Richard Zwicky, Founder & CEO, Enquisite

##### Speakers

- David Naylor, SEO, Bronco
- Todd Friesen, Position Technologies
- Doug Heil, Owner, ihelpyou, Inc.
- Eric Enge, President, Stone Temple Consulting

### LOCAL

#### Maps: They're Not Just for Driving Anymore ■

Maps used to be interesting to look at; now you can actually make money by using them. The geographic interface changes the notion of paid and organic search campaigns, taking PPC to a whole new level. By getting hyper-local, geo-targeting and keyword phrases open uncharted opportunities for search marketers. Learn how this channel can expand your paid and organic search campaigns in a highly targeted way with PPC and local business listings.

##### Moderator

- Michael Boland, Senior Analyst, The Kelsey Group

##### Speakers

- Ian White, CEO, Urban Mapping
- Sage Lewis, Search Engine Watch Expert & President, SageRock.com
- Manish Patel, Founder & CEO, Where 2 Get It, Inc.



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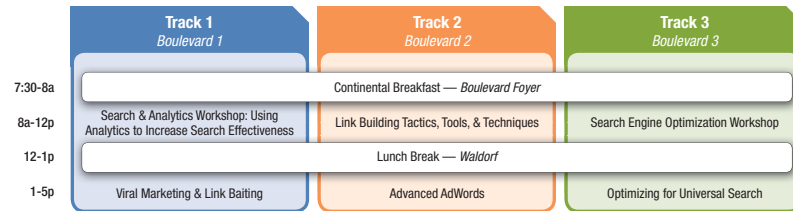
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# Search Training Workshops: Friday, Dec. 12

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 are 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 Chicago conference or independently, as workshops are on the Friday following the event. For more information, visit [SearchEngineStrategies.com/chicago/training.html](http://SearchEngineStrategies.com/chicago/training.html)



## TRACK 1 (8a-12p)

### Search & Analytics Workshop

Unless there is a goal for the site, there is no sense measuring anything. Did you know that 70% of website owners and managers do not track anything besides "hits" to their website, and that most website managers want to track, but aren't sure what or how?

Analytics are a gold mine of information, just waiting to be uncovered. The results of your campaigns, effectiveness of the website, and the efficiency of your rankings can all be measured with a good analytics program.

Unfortunately, many site managers do not make changes to the website without prior measurement, nor do they measure after the changes. As a result, many changes to sites are not based on facts — merely assumptions. Similarly, if changes are not analyzed, then there can be no clear understanding of whether or not improvements made a difference on the site or to the bottom line.

#### Who Should Attend?

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

#### Instructor

Matt Bailey is president and founder of SiteLogic Marketing and an internationally-recognized authority on search engine marketing, website analytics, usability, and accessibility. As a consulting and training company,



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

## TRACK 2 (8a-12p)

### Link Building Tactics, Tools, & Techniques

Need links? To rank well and successfully promote your online business, you need an effective link building program as part of your overall SEO strategy. This workshop will help you better understand and manage your link building campaigns by providing you with the knowledge to create proven, practical, and creative link marketing campaigns. You'll walk away understanding why you need certain links, how to find them, and how to effectively use links to promote your brand and your search engine rankings.

#### Who Should Attend?

Anyone responsible for website promotion: SEO's, SEM's, bloggers, web designers, and business owners. This workshop will provide tips and information on the most successful and current link building strategies.

#### Instructor

Debra Mastaler is president of Alliance-Link, an interactive marketing agency based in Williamsburg, Va., that focuses on providing 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. She is a featured guest speaker at Search Engine Strategies (SES) conferences, is a guest columnist for Search Engine Land and Search Engine Guide, and has written widely on link marketing for publications, including her blog, The Link Spiel. In addition to client projects and link training for Fortune 500 companies and top international SEO firms, Debra has provided link training sessions for the Direct Marketing Association, High Ranking Seminars, and Search Engine Strategies.

## TRACK 3 (8a-12p)

### 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. Ultimately, the site must be profit-

able for the website owner. Can a single site satisfy all of these groups?

#### Who Should Attend?

Anyone who promotes websites. Web marketers should understand all parts of a search marketing campaign, including optimization, shopping search, paid inclusion, and pay-per-click solutions.

#### Instructor

Shari Thurow is founder and SEO of Omni Marketing Interactive. She has been designing and promoting websites since 1995, and is outsourced to many firms throughout the U.S. The firm currently has a 100 percent success rate for getting client sites ranked at the top of search engine and directory queries. Acknowledged as the leading expert on search engine-friendly websites worldwide, Shari is the author of the top-selling marketing book, *Search Engine Visibility* ([www.searchenginebook.com](http://www.searchenginebook.com)). The book teaches web developers how to build a site, from concept through promotion, that pleases both site visitors and the search engines. She also writes a bimonthly search engine marketing column for Clickz.com. Shari has been featured in many publications, including *USA Today*, *PC World*, *Internet Retailer*, *MacWorld*, and *Crain's Chicago Business*. She has also received numerous design and content awards, including top site honors from Lycos, Business 2.0, and *Computer User Magazine*.



## TRACK 1 (1-5p)

### Viral Marketing & Link Baiting

In this workshop, you will gain a better understanding of the concepts, ideas, and implementations required to launch a viral marketing or link baiting campaign. You'll learn how the Internet has created a unique environment that allows for rapid, inexpensive word-of-mouth marketing, and how you can harness that environment to promote your products and services. The workshop will give real-life examples of both good and bad viral marketing campaigns and will share insight on how your business can capitalize on your competitor's viral disasters. This workshop will also focus on how you can make use of consumer-generated media environments like social media outlets, blog marketing, discussion forums, and more to both monitor and expand your company's online persona. Consumer-generated media (the very core of viral marketing) is the fastest growing form of media online today. It's only a matter of time until someone online talks about your business. This course will not only help prepare you in the ways to respond to the conversation, it will help you learn how to shape that conversation to your advantage.

#### Who Should Attend?

Marketers and business owners who want to learn more about harnessing the power of viral marketing to build buzz about their business online.

#### Instructor

Jennifer 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. Jen-



nifer also operates as 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 also the author of the popular e-books "The Small Business Guide to Search Engine Marketing" and "Zero Dollars, a Little Talent and Thirty Days." Jennifer is a requested speaker and has served as both a panelist and a moderator at Incisive Media's popular Search Engine Strategies conferences, the eComXpo virtual trade show, Microsoft's Small Business Summit, and several local search marketing training seminars. In 2005, Jennifer delivered the keynote presentation at the MIVA small business conference. She has also been interviewed and quoted by a variety of publications, including *The Financial Times*, *USA Today*, *The San Francisco Chronicle*, *The Wall Street Journal*, *The Washington Post*, and *Entrepreneur* magazine.

## TRACK 2 (1-5p)

### Advanced AdWords

This session is broken down into two sections. First, we'll examine how to effectively use keywords, ad copy, landing pages, and the search and content networks to effectively reach your target audience based upon where consumers are in the buying cycle. Second, we'll examine different bidding strategies you can employ to maximize your campaign's goals.

#### Who Should Attend?

Intermediate and advanced PPC marketers who use Google AdWords.

#### Instructor

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



## TRACK 3 (1-5p)

### Optimizing for Universal Search

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

#### Who Should Attend?

Everyone who promotes websites should attend this workshop. Web marketers should understand how to optimize and leverage their content and its distribution across news, image, and video search engines.

#### Instructors

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



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





SEO blogs are often under the guise of useful content for the sole purpose of vaulting to the front page of places like Digg and Sphinn. ■

## The Biggest SEO Myth of All Time

By Doug Heil

**H**ow many times do you read in the blogosphere that the best way to learn SEO is to read all the blogs out there? The reality is that most SEO bloggers are writing content for one main reason — to catch the attention of other SEOs. They do their very best to blend in with the crowd, and they post things catering to other website optimizers. It's a rare SEO blog that actually tries to reach out to the everyday "Joe the Plumber" website owner, who just wants to sell his product or services. Most bloggers just don't see the immediate satisfaction in teaching website managers who actually want to learn.

We see countless top five lists about how to SEO, which social media sites are the best for getting links, or some other top 10 list about the top 10 bloggers. How is this helping the SEO industry? In my opinion, not much. Sure, it serves to inflate the egos of those SEO bloggers out there, and it serves to inflate how many buddies they have. The idea that they all have hundreds of friends is quite funny, since the concept of online friends is really nothing but who will scratch my back if I scratch your back? This all takes place under the guise of useful content for the sole purpose of vaulting to the front page of places like Digg and Sphinn.

When countless posts tell people to read all of these SEO blogs to learn, it does nothing to help the average website owner like Joe the plumber. Why? Because every

website is different in what it needs. No two sites are alike, and no two markets are alike. Each has specific needs that should be addressed accordingly.

Labeling SEO blogs as educational tools just isn't a good idea and won't be for the near future. Yes, you can learn the very basics of what to do, but are those basics going to pertain to your website? Maybe a few of them will, but what about all the other things? It's doubtful. Even if Joe goes about implementing a few basics on his site, what does it do for him?

SEO blogs are known for the owner or guest posting an article that other SEO bloggers and friends immediately praise. It really makes no difference what the content may be or even how good that content is. You can bet the comments following the blog post will be much more about how great the article is, with almost no criticism of the content. How is this a good thing? How many more top 10 lists about SEO tools do you want to read? The biggest SEO myth of all time is the idea that SEO blogs are something you should read in order to be successful. ■



Doug Heil has been in the business for over 10 years and is the owner of ihelppu, Inc., a website design firm specializing in SEM, SEO, and conversions. He operates one of the oldest search engine discussion forums out there: [www.ihelppu.com/forums](http://www.ihelppu.com/forums).

What should Joe the plumber be doing or reading? Find out in the next issue of SES Magazine.



## interview: Lawrence Lessig

Professor of Law, Stanford

By Stewart Quealy | VP, SES Content Development

Lawrence Lessig's keynote, entitled "Remix: Making Art and Commerce Thrive in the Hybrid Economy," will take place Monday, Dec. 8, at 9 a.m.

**Stewart Quealy:** You've been called the Net's most famous freedom fighter. Is that a distinction you are comfortable with?

**Lawrence Lessig:** There will be time for comfort when the battle is done.

**SQ:** Along with David Isenberg (keynote at SES Chicago last year), principal prosul-  
tant at isen.com, you've been at the forefront of the Net neutrality battle. Is the open architecture of the Internet really hanging in the balance?

**Q&A**

**LL:** Absolutely. The plan of the owners of access to the network is to leverage that control into enormous value for their companies. I understand the motivation. But policymakers must recognize too that what's in the interests of individual companies is not necessarily in the interests of the nation.

**SQ:** As a founding board member of Creative Commons and a board member of the Electronic Frontier Foundation, what is your ideal vision of copyright and intellectual property for the 21st century?

**LL:** That the restrictions go no further than is necessary to serve the objectives of innovation and creativity.

**SQ:** You've spoken a lot about the impact of democratized creativity in the digital age. Do you feel that Google's continued dominance in both organic and paid search may impact the democratization of information? If one player controls the gateway used by so many, what responsibility does it owe society, since it literally can control the visibility and prominence of ideas online?

**LL:** There is a potential for harm, but I've not yet seen it exercised. That is the measure: Does the power get deployed in a way that weakens competition?

**SQ:** In February 2008, a Facebook group was formed encouraging you to run for Congress from California's 12th congressional district. You also recently launched a web-based project called "Change Congress." Can you tell us more about your efforts to curb political corruption?

**LL:** We want to build a movement to support fundamental reform of Congress. Too much of Congress is now controlled by interests independent of the interests of citizens. We want to free Congress of that dependency, and restore democratic control.

**SQ:** Is there any advice you can give the average person to help safeguard innovation and creativity in the near future?

**LL:** Become involved. There are an enormous number of important organizations fighting for this freedom. More people need to join this movement. ■



Lawrence Lessig is a professor of law at Stanford Law School and founder of the school's Center for Internet and Society. Prior to joining the Stanford faculty, he was the Berkman professor of law at Harvard Law School, and a professor at the University of Chicago. He clerked for Judge Richard Posner on the 7th Circuit Court of Appeals and Justice Antonin Scalia on the United States Supreme Court. For much of his career, Lessig focused on law and technology, especially as they affect copyrights. He represented website operator Eric Eldred in the ground-breaking case *Eldred v. Ashcroft*, a challenge to the 1998 Sonny Bono Copyright Term Extension Act. His current academic work addresses a kind of "corruption." He has won numerous awards, and was named one of *Scientific American's* top 50 visionaries, for arguing "against interpretations of copyright that could stifle innovation and discourse online." Lessig is the author of *Code v2* (2007), *Free Culture* (2004), *The Future of Ideas* (2001), and *Code and Other Laws of Cyberspace* (1999). He is on the board of the Creative Commons project, and is on the board of MAPLight and the Sunlight Foundation. Lessig earned a B.A. in economics and a B.S. in management from the University of Pennsylvania, an M.A. in philosophy from Cambridge, and a J.D. from Yale. He teaches and writes in the areas of constitutional law, contracts, and the laws of cyberspace.



# Local Search Forecast: 2009 & beyond

By Jeff Beard

Given the turbulent economy, will the local search industry stay **afloat?** Is now the time to sit it out, or **dive in?**

**L**ocal search is still in its most nascent stages, but it's estimated to become a \$25 billion dollar industry by 2017. While encouraging, this prediction was made in early 2008, prior to the tightened credit markets and the spiraling stock market. In these turbulent economic times, will the local search industry stay afloat? Is it in fact an emerging and booming advertising medium that's destined to become the "next big thing"? In the long-term, the answer is yes. For the short-term, it's going to be a rough ride, but perhaps not as rough as it will be in other industries. Let's look at some of the factors that will likely affect the local search market in 2009 and beyond.

## Do The Evolution

The local search industry is highly fragmented and awash with countless local search engines and applications. Therefore over time, an opportunity exists for focused companies to capture a significant share of the local search marketplace. In 2009, we will likely see local search begin to mature, much like the cell phone industry did in the 1990s — morphing from an industry with hundreds of viable players into one comprised of companies deeply skilled and efficient in their areas of expertise.

The evolution of the local search marketplace will also be driven by the migration of consumers from the print yellow pages industry, once valued at over \$15 billion, to online local search. The validity, accuracy, depth, and keyword relevance of local websites, paid search campaigns, and most importantly the content of online business listings, will be directly related to delivering effective local search results to consumers.

## Content Fragmentation

Local search content sources proliferating through video, mobile, and social media applications will not make things any easier for local search engines, local search applications, or local businesses — all of whom want to reach and satisfy con-

sumers. As the market matures, both the amount of local business content available and its velocity will increase. Content fragmentation — largely fueled by third-party integrators and exploding applications offering more and more information — will make governance in local search far more critical.

As information for local search listings becomes increasingly disparate, businesses and local search engines must offer richer "merchant-verified" content, along with innovative tools that will provide more meaningful experiences for advertisers and consumers. In the end, the winners will be those applications or engines that best integrate and verify all the incongruent local business content that's out there.

## Venture Capital Outlook for Local Search

Recent numbers show the venture capital market is tightening its purse strings. As a result, the next few years are unlikely to be as cash-rich as the web 2.0 or dot-com booms of the mid-2000s and late 1990s, respectively. Venture firms will assess the viability of potential portfolio companies with greater scrutiny, measuring scalability in the short-term against any investment.

Local search companies that are able to find ways to quickly take advantage of local search engine advertising products will attract venture dollars and have the best chance at flourishing in this marketplace. Mobile and video applications for local search will also likely see stronger than average venture funding in 2009. However, those startups must withstand the

adoption curve that accompanies any new technology, and that can sometimes take months or even years to reach its peak.

The foundation of online local search will always be the availability of deep, rich, accurate, and relevant business content, as well as the distribution of that information throughout the local search engine ecosystem, which is growing consistently.

The outlook for local search — whether it be local business listings content, website development and SEO, or local paid search — looks comparatively healthy, all things considered. Two undeniable facts bode well for local search in 2009 and beyond: More and more consumers are migrating to online local search, and they're bringing with them an identified want or immediate need. In other words, they're ready to buy. ■

**Want to learn more about local search?**  
Check out the local track on Thursday, Dec. 11 — Day 4 at SES Chicago. For more information on these sessions, see pages 37-38.  
Or, read about a new local research study on the following page.

Five-Year Advertising Forecast		
Media	Print directories	Online
Year-end 2008 projection	\$12,735	\$41,650
2008 projected share	4.3%	14%
2013 forecast	\$7,784	\$51,092
2013 forecast share	2.6%	17.1%
'08-'13 forecast % share	-38.9%	22.7%
Average annual % change	-7.8%	4.5%

\$ = millions

Source: 2008 Borrell Associates Inc.



A data and content management veteran, Jeff Beard is president and general manager of Localeze. He is responsible for leading Localeze's long-term strategic vision while driving growth, new-product, and business development. In 2005, Jeff led an initiative focused on building information products targeted at the local search industry. From this initiative, Localeze was created. It has quickly become the largest online local search content management company, serving businesses, search engines, and ready-to-buy consumers. Jeff can be reached at [jeffbeard@targusinfo.com](mailto:jeffbeard@targusinfo.com).



# Local Search Mediums: The Need for an Integrated Media Mix

By Gregg Stewart

FOCUS: local search ■

No marketer, advertiser, business owner, or consumer would deny that the media landscape continues to evolve. However, many businesses' marketing strategies have not adapted to the changing media landscape.

Today's consumer has more to choose from than ever before. In 1966, there were only six different means of media; in 1986 there were 12; now, more than 30 different media sources exist. It is crucial for businesses today to implement a truly relevant and integrated media mix.

For advertisers, this can be a tough task. With multiple media options available, businesses are left wondering how their consumers are searching for them. My firm, TMP Directional Marketing (TMPDM), recently commissioned a study with comScore that analyzed how consumers search for local business information. We also studied their purchasing habits following a search.

One takeaway from the 2008 local search usage study is that search engines are now the No. 1 source for local business information. This is the first time in history that printed Yellow Pages have not maintained top position. While print directories fall just behind search engines as the most used local search resource, Internet Yellow Pages saw an increase in usage from 2007 to 2008 (making it the third-most referenced resource). Local search sites experienced a slight decline in usage,

while local newspapers/magazines, mobile search, and directory assistance usage remained relatively stable.

## The Continued Need for Print Yellow Pages

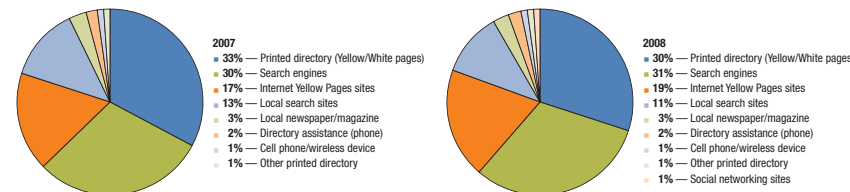
Despite rampant reports that printed Yellow Pages (PYPs) are becoming irrelevant, to completely remove it from a local search marketing mix would mean ignoring the 30% of consumers who reference it as a primary resource during local business searches. Additionally, the overall consumer satisfaction rate for PYPs increased 4 percentage points from 2007 to 2008.

Further demonstrating that PYPs are complementary to online advertising programs, the study concludes that 42% of consumers conduct online searches during the research process, while 41% conduct offline searches after already identifying a business (down only 4 points from 2007). As many consumers continue to use PYPs as a primary resource based on information available within directories and convenience, the value of including PYPs in a marketing mix is imperative.

## The Importance of Internet Yellow Pages and Local Search Sites

Internet Yellow Pages (IYPs) and local search sites rank among the top primary resources referenced during local business searches, making them an equally essential part of an integrated media

## Primary Sources of Local Business Information



mix. In fact, both IYPs and local search sites are also among the top secondary sources utilized by search engine users along with PYPs. It is apparent that businesses cannot devote all of their online advertising dollars to search engines and instead to a multi-modal strategy that includes both online and offline mediums.

According to the TMPDM-comScore study, IYPs and local search sites are gaining in popularity. In fact, 58% of consumers use local search sites at least

once a week, while 51% of consumers use IYPs at least once a week. When comparing these two mediums, IYPs have a slight edge in mar-

ket share over local search sites, comprising 60% of searches.

Of the many changes and opportunities that have come to fruition over the past year, consumer reviews are emerging with force, based on the amount of consumers who use them (22% in 2007 to 24% in 2008) as well as their importance to everyday local business information (56% of consumers think reviews are important). It's true that word-of-mouth marketing is one of the most effective ways to sell a product or service, and that's exactly what consum-

er reviews achieve. Even though some businesses may be hesitant to allow consumer reviews, the TMPDM-comScore study found that many consumers (49%) submit positive reviews because a product/service was exceptional.

## Incorporating Mobile Search in the Media Mix

To say that mobile search is an up-and-coming medium would be obvious. The TMPDM-comScore study demonstrated that one out of five local business searchers with an Internet-accessible cell phone have conducted a local search via the mobile web. Smartphone owners and those who own Wi-Fi-enabled devices are most likely to conduct local business search via the mobile web. Our study found that 51% of PDA mobile phone users, 61% of Wi-Fi mobile phone users, and 16% of standard mobile phone users conduct mobile local searches. This suggests that the mobile search potential for phones with flat-rate or unlimited data plans (as is the case with the Apple iPhone) is just in the beginning stages.

In addition, consumer satisfaction is extremely high when it comes to mobile search — 77% of consumers are satisfied with their local business searches on mobile phones (ranking just below online and just above print). Our research

suggests that it is only a matter of time before the mobile search opportunity becomes apparent to all advertisers on the same scale that search engine marketing has become widely accepted.

So how should businesses spend their advertising dollars across the different media channels? With the continued value in PYPs, the growing value in search engines, IYPs, and local search sites, and emerging opportunities like mobile search, it's important to realize that consumers are not just looking to one or two different sources for local business information. Advertisers should be focusing on creating an integrated media mix that allocates funds based on how consumers are looking for that business or advertiser. ■



Gregg Stewart is responsible for managing the interactive and local search programs for TMP Directional Marketing's many clients. Working with senior-level management, Gregg continually innovates, develops, and upgrades products, services, and technologies. Most importantly, he finds and develops the best talent to serve TMPDM's interactive business clients. TMPDM, the largest (\$500 million) local search, Yellow Pages, and search engine marketing firm, is independent and headquartered in New York with 700 employees and 22 offices in the U.S. and Canada. TMPDM serves hundreds of clients, including more than 100 Fortune 500 companies. Gregg is also a member of the SES advisory board.

### KEY TERMS ■

#### PYPs

Printed Yellow Pages

#### IYPs

Internet Yellow Pages



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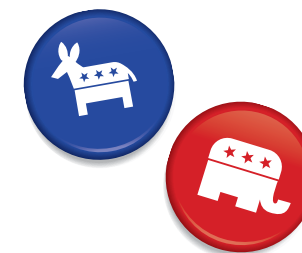
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# POLITICS

By Kate Kaye



## Political Change Comes to Search, Too

Chicago's own Barack Obama and his rivals invested millions in search marketing during the 2008 presidential election. Here's a look at tactics the campaigns used.

If you'd asked an online politico back in '04 what he thought of John Kerry's or George Bush's search strategy, you were more likely to get a blank stare than an opinion. Fact is, political campaigns did next to nothing with search back then. It just wasn't part of the playbook.

How things have changed.

A significant portion of online political campaign ad revenues went to one company in 2008: Google. At least 40 percent — about \$3.5 million — of Barack Obama's online ad spending went to the search giant in 2008.

The McCain camp was big on search, too. Even John Kerry's political action committee (PAC) got in the mix this year. Right before last month's election, Kerry's

leadership PAC asked supporters to donate money for the explicit purpose of buying Google ads. The goal was to reach undecided voters curious about Obama's alleged connections to socialist thought, domestic terrorism, or Weather Underground co-founder William Ayers.

But it wasn't all about Google. Yahoo, MSN, and Ask.com also grabbed presidential campaign cash.

Why? The reasons search marketing appeals to political advertisers are no different from the reasons it appeals to automakers, retailers, or mortgage lenders. The ads are simple to create, and spending can be controlled. Plus, perhaps most important for political advertisers: measurable ROI. The political campaign can track how many people clicked to sign a web petition

or donate, and determine how much each one of those sign-ups or donations actually cost.

Then there's the targeting. Because the ads show up only when relevant, campaigns can be there when a potential supporter is looking for information on a candidate, or issues like off-shore drilling or Iraq. Or, to refute negative attacks spewed by opponents.

Or, to attack opponents. In October, while the Republicans were busting Obama for his Ayers connection, Obama's campaign was jabbing back on McCain's Keating 5 past. Keating-related searches brought up Obama-sponsored links leading to a site about McCain's connection to Charles Keating and the savings and loan scandal. The Obama camp also aimed to counteract the Ayers attacks. Results for searches like "Obama domestic terrorist" turned up ads for Obama's

FightTheSmears.com.

The McCain camp thought a Keating search effort seemed counterproductive. Sure, they knew people were searching to learn more about McCain and his dealings with the former chairman of the Lincoln Savings and Loan Association. But, rather than give news media and bloggers another reason to write about it, they chose not to counteract it through any special site or search campaign.

And, while it appeared McCain ignored the opportunity to push the Ayers issue using search, the Republican National Committee — which used the same firm for its web ads — took up that mantle. Ayers-related searches turned up ads for BarackBook.com, a Facebook spoof naming Ayers as a member of Obama's "friend feed."

Indeed, many of the hot issues surrounding the election played out in search. And the way the campaigns employed search is a testament to their alacrity in taking advantage of hot topics right away. Take Joe the Plumber. His name almost immediately became synonymous with taxes and the economy, and the campaigns' search teams pounced in response.

The night of that Oct. 15 debate when America met Joe, the

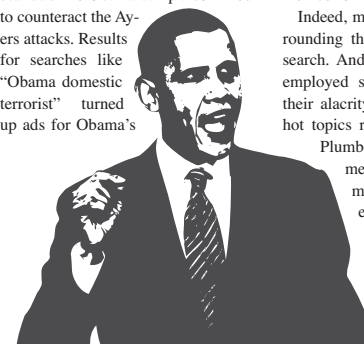
McCain campaign began bidding on thousands of brokerage and investment-related terms, as well as another obvious one: "Joe the Plumber." The resulting ads told voters to "See the truth on how Obama's record compares with Obama's rhetoric."

The competition around "Joe the Plumber" keywords was tough (plumbing contractors were bidding them up), and when the Obama camp jumped on the Joe bandwagon, it hurt the McCain effort. Obama's web team had just launched an on-line tax calculator form, and it didn't take long for them to use search ads promoting the tool. Soon, the ads were labeled, "Joe The Plumber's Tax Cut."

It took political advertisers a long time to catch on to search. Now they're addicted. The digital campaigns of 2008 certainly taught us that political search advertisers will be learning from digital marketers for years to come. ■



Kate Kaye, senior editor of ClickZ News, covered online political advertising for ClickZ's Campaign '08 throughout the election. Look for Kate's Campaign '08 book — coming soon.



About \$3.5 million of Obama's online ad spending went to Google in 2008. ■

## Landing Page Optimization: Guessing vs. Testing By Tim Ash

**Y**ou can, within the limits of ethics and accuracy, represent yourself any way that you want on the Internet. Your landing page is not written on stone tablets. In fact, it is the most ethereal of objects — a set of bits that resides on a computer hard disk and is accessible to the world.

The only obstacles keeping you from creating more compelling landing pages could be just a lack of attention and imagination. You are as free as an artist in front of a blank canvas, but the promise of high-performing landing pages is often tempered by a fear of making things worse than they already are. It's impossible to know in advance what will or won't work, yet you are supposed to be the expert.

In truth, there are no individual landing page optimization experts. Sure, many people have extensive experience with landing page design such as copywriting, graphic design, and usability. But no one person knows everything. As a company

that regularly tests a variety of landing pages, we are amazed at how often our best ideas fail to outperform the corresponding elements of the original landing page — even the most experienced experts will be wrong much of the time.

The simple reason is that no one person can envision the diverse needs of all visitors who find your page. ■

But don't worry: You already have access to thousands of willing "experts." You are interacting with them on a daily basis. The real experts on the design of your landing pages are your website's visitors.

You may never be able to answer why a specific visitor did or did not respond to your landing page. But there are ways to determine what your website visitors respond to on average. In fact, landing page optimization can be viewed as a giant online marketing laboratory. The actions (or inactions) of your "subjects" allow you to improve your appeal to a similar population of people.

Websites have three desirable properties as a testing laboratory:

### High Data Rates

Many websites have significant traffic rates and an ample supply of test subjects. In aggregate, all of your traffic sources result in a particular traffic mix unique to your website. With high website traffic volumes, statistical analysis allows you

to find verifiably better landing pages and to be confident in your answer. The best versions are proven winners. Unlike previous designs, they are no longer based solely on subjective opinions. Nor are they the results of political popularity contests within your company.

### Accurate Tracking

Web analytics software supports the accurate tracking and recording of every interaction within your website. Each visit is recorded along with a mind-numbing amount of detailed information. Although web analytics software is not perfect, it provides a standard of data collection accuracy that is almost unheard of in any other marketing medium.

### Easy Content Changes

Internet technology offers the ability to easily swap or modify the content that a particular website visitor sees. The content can be customized based on the source of the traffic, the specific capabilities of the visitor's computer or Web browser software, their behavior during the particular visit, or their past history of interactions with your site. In other experimental environments, it is very expensive and time-consuming to come up with an alternative version or prototype. On the Internet, countless website content variations can be created and managed at minimal cost for a landing page optimization test.

The key to landing page optimization is using all available sources of ideas for what to test. Don't trust the opinions of experts alone. It is much better to explore among many design alternatives than to rely on the opinions of one individual. At the end of the day, all that matters is what your audience responds to — not the credentials or backgrounds of those who decided what elements to test on your new landing page. ■



Tim Ash is the president and CEO of SiteTuners.com, a leading landing page optimization firm. During his 14-year involvement with the Internet, Tim has worked with Verizon Wireless, American Express, Sony Music, American Honda, COMP USA, Harcourt Brace, Universal Studios, HomeGain, Fair Isaac, TransUnion, Rand McNally, Red Envelope, Black & Decker, and Coach to develop successful Internet initiatives. He is a highly-regarded speaker 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, and Electronic Retailer. He received his B.S. from UC-San Diego and also completed his M.S. during his Ph.D. studies in computer science at UCSD, specializing in neural networks and artificial intelligence. He is the author of the bestselling Amazon.com e-commerce book *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions* (John Wiley & Sons Press, 2008).

## Branded Keywords: Not as Valuable as You Think By Adam Goldberg

**W**ith the dire economic times that are upon us, every company is looking for ways to cut costs and maintain profitability. Companies are focused on only spending money in places that are proven to work. They're are cutting back on investments in most new or unproven initiatives, including new product development, entering new markets, and discretionary marketing initiatives. This cost-cutting mentality and focus on profitability is no different for the online marketer.

Whenever we ask an online marketer to identify their best online ad, we almost always get the same answer: "My best online ad source is PPC, and within PPC, my best ads are my branded terms

because they have low CPAs, high conversion rates, and produce a large volume of my conversions." Some marketers have even gone so far as to eliminate all their keywords except for their branded terms, which are keywords comprised of your actual company name, along with derivatives and common misspellings. ■

For the past two-plus years, we have studied how different types of ads work together to acquire customers. The chronological sequence of ad clicks, impressions, and visits to your site tells a story that we call the "purchase path" — the path a consumer navigated en route to converting on your website.

Our data has conclusively proven that users are generally not searching for a specific brand at the start of the buying cycle; rather they are searching for the

types of services and products you offer. It is during these searches that they discover, or become acquainted or re-acquainted, with your brand. Once they get to this point, the user may look at other options, or your competition, and after doing so, they "navigate" back to the site that has the best offering and value.

The most common way to "navigate" back to a site is to type the company name into a search box and click on a paid search advertisement. It is this common search behavior that inaccurately inflates branded keywords and makes companies improperly conclude they are their best form of advertising. Because of this branded keyword bias that exists today, your other forms of advertising can be undervalued, such as banners, e-mails, and category-level keywords that generally occur early in the consumer buying cycle.

As a result of understanding how branded terms are used, we had to change the way in which we allocated credit. At ClearSaleing, when assigning credit to an ad, we use profit as calculated by products/service price less cost of goods sold (COGS) less the cost of advertising.

We also began to classify ads into three logical buckets: introducers, influencers, and closers. The introducer is the first ad in a path where a user discovers your website, the closer is the final ad clicked when a conversion takes place, and an influencer is an ad that appears between an introducer and closer.

With this classification in place, we changed how we allocate credit to branded terms: If a branded term was classified as a closer in a purchase path, we would not allocate any profit to that ad. Instead, we would allocate profit to the ads that preceded the branded term that were truly responsible for the sale and not to the branded ad used for navigational purposes only.

To test if this new allocation model worked, it was pretty easy. We took a benchmark of total profits that our clients

earned prior to implementing this new attribution structure. We then ran the new model for several weeks and saw that the total profit of our clients went up across the board.

So why did this occur? We discovered that many ads from our clients always fell in the introducer or influencer stage, and therefore received little to no credit for the work they were doing. In some extreme cases, these introducer and influencer ads were eliminated altogether. By giving credit to the ads that truly did the selling versus the navigational ads, we uncovered the real gems in our clients' campaigns, and by continuing to invest in these types of ads, we increased the number of sales that the branded terms closed and increased the total profits earned.

Even in tough economic times, there are still opportunities to capitalize. While your competitors scale back their marketing spend, eliminate their introductory forms of advertising, and focus too much attention on closing ads, you have the opportunity to target what's really important: profit. If invest in ads that are profitable, no matter where they occur along the purchase path, you too can enjoy greater profits no matter what the economic environment is. ■

Users are generally not searching for a specific brand at the start of the buying cycle. ■



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



## The Tumultuous SEO-IT Relationship: Are We Talking the Same Language?

By Bob Tripathi

In large organizations, the marketing, IT, and hardware groups are typically separate departments, and they may not even sit close to one another. Yet SEO and IT are two important players that work closely to form a cohesive web strategy. A lot depends on how we as SEOs nurture and cultivate our relationship with IT. Think of it as a classic collaboration rubric, where each group needs to contribute, take responsibility, and value other team's viewpoint. The relationship shared with IT can sometimes dictate how successful your SEO initiatives are. Take the following steps to further strengthen the SEO-IT relationship:

### 1. Educate and Invest

Education is the best investment that SEOs can make while working with IT. Nine out of 10 times it's not that IT isn't interested in moving your SEO initiatives ahead, but rather a simple lack of awareness as to how their work impacts search. Since search marketing has become one of the important drivers for growth in today's digital economy,

it's important for IT to learn about search marketing. Make it a point to train IT about the main components of SEO. Teach them everything about search, from the current landscape to effective link building and everything in between. Just as with keyword research — where our goal is to align our language with the searcher — we need to align our language with IT so we both are talking the same language.

### 2. Make a Business Case

In order for your SEO initiatives to move forward, it is important that you attach a business value — especially now, given the current economic climate. This is where the search intelligence comes into play. When communicating the financial benefits, use metrics that are acceptable at your company, like value per visitor, LTV, profit per sale, or cost per acquisition.

Share with IT the financial side of your work and the probable impact it would have on company revenues. In many instances, creating a sample financial worksheet can add further weight. Be sure to include your current keyword ranking, traffic forecast, revenue forecast, and overall ROI. Add your search projections, and show the total revenue increase that your company can realize by moving the project forward. Create a sample like the one above.

### 3. Include SEO Best Practices in Guidelines

A great way to ensure that developers and IT are aligned with your SEO initiatives is to include your SEO best practices in your site development guide for IT. This way, they understand some basic SEO best practices like URL naming convention, directory structures, coding best practices, dynamic content, common redirects, length of title, and uses of JavaScript. With these kinds of elements in your development or site-build guidelines, you won't have to reinvent the wheel each time a new project comes along. This in turn allows you to focus on enterprise-wide strategic initiatives.

### 4. Empower IT with Tools

Share with IT some common SEO tools that you use. This will help them understand the value of the work they do and how it translates on the search engines. Sharing tools also helps you sell them on an SEO idea more quickly. Webmaster



Central can be a great place to start, as it will give IT a glimpse of what search engines see and allow them to quickly identify some low-hanging fruits.

#### What about Bob?

Interested in learning more on common day-to-day SEO-IT challenges? Bob will be speaking at **Thursday's 9 a.m. session** entitled, "How to Speak Geek: Working Collaboratively With Your IT Department to Get Stuff Done."



### 5. Decode "Geeky" SEO language into "Geeky" IT language

Most of the time, disconnects between IT and SEO happen because we both speak our own brand of "geeky" language. Instead, break down your SEO speak into common IT speak. Here are the most common examples that I have come across:



"My page rank is getting diluted"



Page rank who? Page rank is great everyday SEO speak, but not for your IT. For better clarity:

"Strength of your web page"



"Domain canonicalization"



Very Googly indeed! This one's sure to invite some blank stares from your IT folks. It's part of SEO vocabulary now, but it's not good enough for IT. Use simpler terms:

"Being consistent with 'www' or 'non-www'"



"Link juice"



I have noticed SEOs feeling empowered after they say "link juice," but not when IT is around. They might think of it as a new soft drink flavor in the market, and no one told them about it. Instead, decode this as:

"Part of URL redirects"



"Search engine saturation"



Essential SEO speak, but not for your IT. Instead, say:

"Number of site pages that are in a search engine's database"



Bob manages enterprise-wide organic search and paid campaign strategy for Discover. He also sets SEO strategy and provides education to build SEO best practices into the workflow of business groups across Discover Financial Services, including credit cards, prepaid gift cards, small business cards, education finance, and Discover Bank. Bob has over seven years of hands-on experience in SEO and managing PPC campaigns in both B2B and B2C industries. Over the years, he has worked with businesses of all sizes, helping them to generate revenues and achieve positive ROI with search engine marketing. Bob has a B.A. in international business and marketing from Eckerd College, Fla. He is a co-founder of SEMPO Chicago Working Group and also serves in the in-house search committee at SEMPO.

## exclusive book preview:

Winning Results With Google AdWords By Andrew Goodman

FOCUS: keyword bidding ■

# Encapsulating the Concept of Quality-Based Bidding in Google AdWords

**M**uch of the advertising world is based on loose targeting. Put another way, it's mass or broadcast advertising, dreamt up by old-school advertising moguls from the days of the TV-industrial complex. These were the sorts of chaps who, if asked off the record, might tell you that they love the smell of napalm in the morning. Metaphorically speaking, of course.

If you watch TV daily, not a day will go by that you won't say to yourself: "Why are they showing this to me?" You might be offended by a given ad because it's talking about some embarrassing ailment you don't have. You might even get a bit angry at such loose ad targeting! It's the napalm of the airwaves.

This is the opposite of what Google wants the search experience to be like. So they've built some serious disincentives into their auction to discourage loose targeting and to encourage tight targeting.

To put it in a single sentence, Google's ad system is a complex auction that takes into account your bid amount (on any given keyword) along with a variety of other (mostly relevancy-related) factors, which, put together, is called your quality score. Quality scores are assigned by keyword, but ads, landing pages, and account history may affect quality scores. So when we speak about quality scores, assume that we are talking about an individual keyword or phrase, but don't assume that the keyword's performance alone is what influences that keyword's quality. (OK, so I admit, that was more than one sentence, but you could have stopped reading after the first sentence.)

Under this system, the lowest possible minimum bid is actually lower than it has been in the past; it's one cent (\$.01) or the equivalent very low amount in your currency unit. That's mostly window dressing, however. A high quality score on a keyword is proof that you have high quality, but you'll likely have to bid considerably higher to reach a desirable ad position.

(To check your keyword quality score and other detail, you can click on the little magnifying glass drill-down in your keyword list at the ad group level inside the AdWords interface.)

Quality scores are based on (at least) 3 broad types of data.

Googlers often stress that this process is nearly 100% automated. Decisions on where to rank ads are complex and data-driven. Here are some guidelines to the broad types of data Google looks at when it comes to keyword performance.

## Historical Data

Accounts with a lot of past history have generally come through the new era unscathed, especially if they have a history of strong CTRs and other indicators of relevancy. Historical data on a keyword—and on the entire account—make it relatively easy for AdWords to assign a "true" quality score to any given keyword. The more known information Google has about keyword and account performance, the more accurate the quality score is likely to be.

## Predictive Data

Setting up a new account poses much different challenges than managing an account with a strong history. Google has no data for your keywords. Technically, they don't know how relevant your campaign is to users because you haven't run it yet. But don't think that'll stop them from trying! They'll use past search data and data from other advertisers' campaigns to assign initial quality scores to your keywords. This is significantly more precise (and in many cases, less generous) than the old version of AdWords, which assigned new keywords a default CTR based on industry averages. Whereas in the old days your initial ad positions were often skewed a bit to the generous side, in many areas Google's system now takes a "show me" approach to your account. Google now has more than enough advertisers (and in case you hadn't heard, enough money to

keep the lights on), so your account is going to have to prove its mettle a bit at first. That's probably going to require you to bid a bit higher than you'd like in the early going.

Google began experimenting with a "suspicious outlook" on new accounts at least a year prior to the switchover to full-on Quality-Based Bidding. In part because a minority of advertisers — in particular, affiliate advertisers bidding low amounts on a large number of irrelevant keywords — were wont to flood the system with junky campaigns that would show bothersome ads to users during the data evaluation period, Google took steps to make sure these ads rarely made it live in the first place. For new keywords in new accounts, Google — with the help of AdsBot, which scans your landing page and website for content — now uses a host of means to check out the predicted relevancy of your keywords, ads, and web pages.

On the keyword front, Google uses (among other things) historical data from past advertisers' campaigns to try to guess at whether the keywords you're choosing have any commercial viability. They also look at how well your keywords, ads, and landing pages relate to one another. Gone are the days where you can try to show your ad on keywords about the daily lottery if you're trying to sell home equity loans. Sure (as the U.K.-based advertiser who tried that told a panel at SES London a couple of years ago), there is some logic to this — someone's worried about money, so they buy lottery tickets, so they might be interested in a loan. Apparently, though, on certain queries, people really just want what they said they wanted — in this case, lottery results. This advertiser would have found he garnered low CTRs on his terms if he advertised against lottery results keywords. Using predictive data, Google disincentivized this advertiser from even finding out. Google had so much data on poor CTRs for similar irrelevant ads showing up against lottery results keywords that

it imposed a quality score hurdle on any advertiser who wanted to experiment with such loose targeting. End result: if you want to play around with vague targeting like this, you will pay a significant premium if you want your ads to rank in a visible position on the first page of results.

You're certainly free to buy "loosely relevant ads" around the web — if you do display advertising and want to negotiate ad buys with publishers and networks that are eager for your dollar without regard to how closely your offer is related to their content. Not so on Google Search proper, though. Google currently works on the premise that users are unequivocally looking for ad listings that are relevant to their queries, and Google has found that off-topic "diversionary" ads make some search engine users irate. So Google won't risk killing the golden goose: searcher loyalty.

## Opinion & Arbitrary Determinations

Editorial rules and human assessments of keywords, ads, and websites were always a big part of the paid search auction. For whatever reason, Google has taken steps to reduce the level of human enforcement of rules. Now there is less direct staff interaction with advertisers when it comes to infractions, and Google has reduced the number of "on-off" and "yes-no" policy determinations. Both trends have resulted in more decisions being moved into the opaque world of Quality Score, allowing Google to set a sliding scale of incentives that raises prices on advertisers to varying degrees as opposed to triggering a confrontation.

For example, whereas in the past certain types of keywords might have been banned either across the board or selectively in response to complaints, now Google simply discourages advertisers from advertising on those same words, by making high Quality Scores relatively hard to attain on them. That can mean more white space (no ads) on the page for some queries, because Google

can invoke a rare animal called the "bid requirement" on any given query. If no advertisers meet the bid requirement for a specific query, it means they probably have very low Quality Scores (among other things), and yes, theoretically no ads would show up for that query. That's one way Google increases searcher satisfaction.

Another example: In the past, Google editorial staff (as always, aided by automation) might have looked for a short list of user experience violations on an advertiser's website. Pop-ups and a few other things were discouraged. Now, a wide range of such experiences might be included in the increasingly complex formula for determining landing page quality. Google still uses a combination of automated and editorial means to catch "no-no's." But because the new system is so slick and opaque, advertisers today sometimes think everything is automated. Not entirely so. Sometimes editorial decisions are outright made about a given company, its products, landing pages, or messages.

Some (a minority) of these decisions, then, can be human-driven and case-by-case. Getting anyone to admit this, or to explain exactly what the problem is, can be like pulling teeth. To be sure, major problems are rare. But they happen. ■

Excerpt from *Winning Results With Google AdWords* (2nd ed.), forthcoming, McGraw-Hill Professional, 2008. Reprinted with permission.



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



## Around the Town: Chicago

### This week in Chicago...

#### • City Hall Holiday Concert Series (free)

Where: City Hall, 121 N. LaSalle (west end of lobby) | When: Dec. 1-19 (weekdays, 12-1p)

#### • Christkindlmarket Chicago (free)

Where: Daley Plaza, 50 W. Washington Street | When: Nov. 27-Dec. 24 (11a-9p)  
Experience a traditional German Christmas. This outdoor market offers exquisite handmade gifts, unique ornaments, rare European fabrics, and German delicacies like bratwurst, goulash, potato pancakes, and glühwein (a warm spiced wine). [www.christkindlmarket.com](http://www.christkindlmarket.com)

#### • ZooLights (free)

Where: Lincoln Park Zoo, 2200 North Cannon Dr. | When: Dec. 7, 12-23 24 (5-9p)  
Illuminate your winter! Meet Santa, watch ice-carving demonstrations, and marvel at more than 1 million lights. [www.lpzoo.org/events](http://www.lpzoo.org/events)

#### • NFL Football: Jacksonville Jaguars @ Chicago Bears

Where: Soldier Field | When: Sunday, Dec. 7 (12p)

#### • NBA Basketball: New York Knicks @ Chicago Bulls

Where: United Center | When: Tuesday, Dec. 9 (7:30p)

#### • NHL Hockey: Ottawa Senators @ Chicago Blackhawks

Where: United Center | When: Wednesday, Dec. 10 (7:30p)

#### • NFL Football: New Orleans Saints @ Chicago Bears

Where: Soldier Field | When: Thursday, Dec. 11 (7:15p)



### Restaurants

#### 11 City Diner S

1112 S. Wabash Ave. (11th Street)  
Hours: Sun-Thu 9a-9p; Fri-Sat 9-12a  
Phone: (312) 212-1112  
Cuisine: Coffee shop/diner  
[www.elevencitydiner.com](http://www.elevencitydiner.com)

#### 2 Chicago Firehouse \$\$\$\$

1401 S. Michigan Ave. (14th Street)  
Hours: Mon-Thu 11:30a-10p; Fri-Sat 11:30a-10:30p; Sun 4-9p  
Phone: (312) 786-1401  
Cuisine: American (traditional)  
[www.chicagofirehouse.com](http://www.chicagofirehouse.com)

#### 3 Edward's Natural Pizza S

521 S. Dearborn St. (b/t Congress Pkwy & Harrison)  
Hours: Mon-Thu 10a-10p; Fri-Sun 11a-11p  
Phone: (312) 939-3366  
Cuisine: Pizza  
[www.edwards.com](http://www.edwards.com)

#### 4 Exposure Tapas Supper Club \$\$\$

1315 S. Wabash Ave. (13th Street)  
Hours: Sun, Tue-Thu 5-10p; Fri-Sat 5-11p  
Phone: (312) 662-1060  
Cuisine: Eclectic/International (small plates)  
[www.exposuretapas.com](http://www.exposuretapas.com)

#### 5 Gioco \$\$\$

1312 Wabash Ave. (13th Street)  
Hours: Mon-Thu 11:30a-10p; Fri 11:30-12a; Sat 5-11:30p; Sun 9a-10p  
Phone: (312) 939-3870  
Cuisine: Italian Northern  
[www.gioco-chicago.com](http://www.gioco-chicago.com)

#### 6 Opera \$\$\$\$

1301 S. Wabash Ave. (13th Street)  
Hours: Sun-Thu 11:30a-10p; Fri-Sat 11:30-12a  
Phone: (312) 461-0161  
Cuisine: Asian  
[www.opera-chicago.com](http://www.opera-chicago.com)

#### 7 Oysy \$\$

888 S. Michigan Ave. (9th Street)  
Hours: Mon-Thu 11:30a-10p; Fri-Sat 11:30a-11p; Sun 11:30a-9p  
Phone: (312) 922-1127  
Cuisine: Japanese/sushi  
[www.oysysushi.com](http://www.oysysushi.com)

#### 9 Zapateria \$\$

1307 S. Wabash Ave. (13th Street)  
Hours: Mon-Thu 11:30a-10p; Fri-Sat 11:30a-11p; Sun 12-9p  
Phone: (312) 435-1307  
Cuisine: Mexican  
[www.zapateriaamexicanogrill.com](http://www.zapateriaamexicanogrill.com)

### KEY

◆ Chicago Hilton  
720 S. Michigan Ave., Chicago, IL 60605  
(312) 922-4400

1 Find the numbered destinations on the map below.

#### 1b Restaurant pricing

\$ under \$20  
\$\$ \$21-30  
\$\$\$ \$31-40  
\$\$\$\$ \$41 and up

### Bars

#### 9 Grace O'Malley's

1416 S. Michigan Ave. (14th Street)  
Hours: Mon-Fri 2p-2a; Sat 10:30-3a; Sun 9:30-12a  
Phone: (312) 588-1800  
[www.mainsstayhospitality.com](http://www.mainsstayhospitality.com)

#### 10 South Loop Club

701 S. State St.  
Hours: Sun-Fri 11-4a; Sat 11-5a  
Phone: (312) 427-4727  
[www.cityinsights.com/slc.htm](http://www.cityinsights.com/slc.htm)

#### 11 Villians

649 S. Clark St.  
Hours: Mon-Fri 3p-2a; Sat 5p-3a; Sun 11-2a  
Phone: (312) 356-9992  
[www.villianschicago.com](http://www.villianschicago.com)

### Attractions

#### 12 Adler Planetarium

1300 S. Lake Shore Dr.  
Directions: 5 blocks southeast from Chicago Hilton  
Admission: Adults \$10; students & seniors (65+) \$8; children (4-17) \$6  
Hours: Sat-Thu 9:30a-4:30p; first Friday of the month 9:30a-10p  
Phone: (312) 922-STAR  
[www.adlerplanetarium.org](http://www.adlerplanetarium.org)

#### 13 The Field Museum of Natural History

1400 S. Lake Shore Dr.  
Directions: 4 blocks southeast from Chicago Hilton

Admission: Adults \$14; students & seniors (65+) \$11; children (4-11) \$9

Hours: Daily 9a-5p

Phone: (312) 922-9410

[www.fieldmuseum.org](http://www.fieldmuseum.org)

#### 14 John Shedd Aquarium

1200 S. Lake Shore Dr.  
Directions: 4 blocks southeast from Chicago Hilton  
Admission: Adults \$15.95; seniors (65+) \$11.95; children (3-11) \$11.95

Hours: Daily 9a-6p

Phone: (312) 939-2438

[www.shedd-aquarium.org](http://www.shedd-aquarium.org)

### Drugstores

#### 15 Target

1154 S. Clark St. (312) 212-6300  
Directions: 8 blocks southwest from Chicago Hilton

#### 16 Walgreens

2 E. Roosevelt Road (312) 212-1579  
Directions: 4 blocks southwest from Chicago Hilton

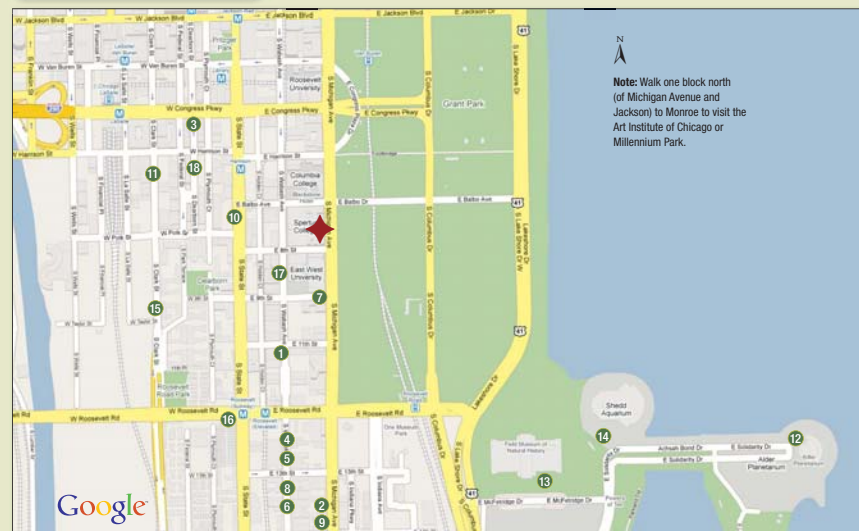
### Banks

#### 17 Chase Bank

850 S. Wabash Ave. (312) 922-3930  
Directions: 7 blocks southwest from Chicago Hilton

#### 18 Washington Mutual

620 Dearborn St. (312) 834-0158  
Directions: 6 blocks northwest from Chicago Hilton



Note: Walk one block north (of Michigan Avenue and Jackson) to Monroe to visit the Art Institute of Chicago or Millennium Park.

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## Your Search Campaign Needs Two Brains

By Kevin Lee

If you don't use some level of automated technology to manage your bids, you may be missing huge opportunities and generating waste in your campaign. Even the engines have started to provide controls that can be used as some form of bid management. The set-it-and-forget-it (for even as much as a day or two) method of managing bids is fine if you have really deep pockets and care nothing about marginal profit. Likewise, that approach works if you can afford to set your bid price significantly above your current billed CPC just in case a competitor goes after your current positions and visibility. Otherwise, bid management can be the key to a double-digit efficiency gain.

Automated bid management isn't a panacea. Used wrongly, such systems can easily drive your campaign into budget-wasting territory. Bid management technology is only as good as its programmer/designer and the human operator at its controls.

A winning search campaign must

have two brains to maximize the paid search opportunity: the human brain and the algorithmic brain, and they must work in tandem. Failure of either one can have a negative effect on your campaign. So today, I'll discuss the characteristics of both the human and algorithmic brain that are conducive to creating a well-balanced campaign.

### Search's First Brain: You

I'm amazed by how many marketers continue to manage search with a spreadsheet and pivot table. And those spreadsheet jockeys seem advanced in comparison to marketers using far less sophisticated tactics. My business partner just had a \$1 million-per-month spender tell him that his "special strategy" is to be No. 1 on every keyword. I'm sure Google, Yahoo, and Microsoft are very pleased they have advertisers for whom position is the objective, not the means to deliver scale at acceptable profit levels.

There's a shortage of talented staff in the search marketing industry, so it's no

wonder the majority of time and attention is paid on the tactics and strategies and the teams that plan evaluate and execute those strategies. The human team — "brains" and expertise — are critical factors in the continued success and growth of your campaign, and the wrong team can derail or seriously impede the progress of your campaign.

### Inside Search's Second Brain

A search campaign's second brain is the logic within the bidding algorithm. You or your people must understand the variables that go into a well-orchestrated search campaign and, more importantly, how to prioritize the endless list of tasks suggested through data analysis, analytics, and general best practices. Unfortunately, many campaign-optimization tasks are still labor-intensive, even when aided by automation. For example, while keyword research has become a relative breeze compared to the way it was in 1999 — when tools were sparse and inaccurate due to small data sets and poor data sources — the labor has shifted to the process of integrating and testing keywords in a campaign. Regardless of whether keywords are tested in individual silos or in groups, there's labor involved in orchestrating the tests.

I've found that when prioritizing human-run activities, it's best to factor in the predicted or expected return, should the test be successful. This means doing the tests that, if successful, will yield the biggest positive impact on the campaign. There's also value in

having humans analyze data, even if a highly sophisticated bidding algorithm does the heavy lifting.

This brings me to the importance of knowing the intrinsic concepts, formulas, theories, philosophies, and factors that go into your bidding system's algorithm. You'd be amazed by the number of marketers who simply look for a cool buzzword when shopping for an automated bidding tool or SEM agency. Perhaps due to math phobias, they never dig deeper into the all-important system that manages millions of their marketing dollars in real time, makes choices among opportunities, and allocates each dollar both within and across engines.

### What to Look for in Search's Second Brain

Regardless of whether a marketer prefers a simple or complex portfolio model or a more nuanced data-driven segmentation model, the bidding engine should have two characteristics. It should have the capability to be set up to be predictive (some call this a learning algorithm). The algorithm must also be reactive. Reactivity is akin to the program trading software on Wall Street that reacts to a change in the financial ecosystem.

Reactivity can be important in many ways. For example, a marketer bidding on the keyword "Janet Jackson" several years ago would have seen her conversion rate (and potentially her quality score) drop precipitously as the makeup of search intent changed during the infamous wardrobe malfunction episode. The same

can happen to any company, based on the flow of news items or changes in search behavior. Being able to react in real time provides a hedge against these kinds of unexpected changes, even though historical data might indicate that conversion rates will continue to be good. Only a reactive system is capable of shutting the campaign down until an operator is able to investigate the cause. Other causes triggering such a shutdown might involve an e-commerce merchant's online store that unexpectedly runs out of inventory.

If you don't know much about the mechanical brain managing your search dollars, it's time to use your organic brain to learn about the decisions it's making with your money. ■



Kevin Lee, Diddit co-founder and executive chairman, has been an acknowledged search engine marketing expert since 1995. His years of SEM expertise provide the foundation for Diddit's proprietary Maestro search campaign technology. The company's unparalleled results, custom strategies, and client growth have earned it recognition not only among marketers but also as part of the 2007 Inc 500 (No. 137) as well as a No. 12 position on Deloitte's "Fast 500." Industry leadership includes being a founding board member of SEMPFO and active participation on DMA and IAB committees. *The Wall Street Journal*, *BusinessWeek*, *The New York Times*, *Bloomberg*, *USA Today*, and other press quote Kevin regularly. His "Paid Search Strategies" column for ClickZ is read by thousands, and he lectures at leading industry conferences, plus New York, Columbia, Fordham, and Pace universities. Kevin's expertise is also valued by Wall Street; he has been invited to brief analysts and clients of JPMorgan, UBS, Citicorp, and others. Kevin earned his MBA from the Yale School of Management in 1992 and lives in Manhattan with his wife and daughter.

Technology to automate search campaigns can bring double-digit efficiency gains. But don't leave out the human touch. ■



## client perspective: How Much Are You Spending on SEO? By Mark Jackson

**I**t still amazes me how few people really “get” search engine optimization (SEO), or actually put serious funds into the development of an SEO program. I guess that’s good news for those of us who do this for a living: We have less competition.

In SEMPO’s 2007 “State of the Market Survey,” they reported that 10.5 percent of companies put money into SEO efforts, while 87.4 percent of spending went to paid search marketing.

Several studies have shown that between 60 and 70 percent of all clicks that occur in the SERPs happen on the organic side. Knowing this, doesn’t the percentage of spend on search marketing (as a whole — organic and paid) seem a bit backward?

### Intimidated by SEO

People and companies seem a bit intimidated by SEO, both because there are no guarantees and because a fair number of clueless companies claim to do SEO. The opportunities for throwing money into these efforts and seeing little or no return are great, for sure.

It’s difficult to distinguish between a firm that really knows SEO and a firm that makes itself appear to be an expert by regurgitating information from the trades. For this reason, it’s easier to justify buying ads on search, because at least you’re only paying for the clicks that come to your website. People get it much more easily than the concept of “good SEO” or finding a business partner to help them realize the enormous potential of organic traffic.

There are no certifications for a quality SEO specialist or company, but SEMPO is trying to establish its agency certification process. The thought here is good, but creating SEO standards is difficult. These courses are online (and, in fairness, so are the Google AdWords certification tests), so it’s about the equivalent

of an open-book test. Anyone who can pony up the dough can be “certified.” Does that make you feel better, Mr./Mrs. company executive/website owner?

### Vetting SEO Companies

The best way to find an SEO expert is to ask them to show you case studies of their work (see where the websites that they’ve worked on rank for keywords, and look at the competitive nature of the keywords), and ask them what they did to affect these changes. If they only “added some text to this page” or other awfully simplistic tasks, you might want to put on your tinfoil hat and dig deeper. They should be talking about title tags, content use, link acquisition strategies, and technical hurdles they overcame.

When in doubt, hire a well-known consultant to help you find someone worth your time and money. To locate one of these consultants, look for those who write in industry trade publications or speak at industry conferences. If they have a history of writing and/or speaking, chances are their peers have given them a certain type of “accreditation,” and they haven’t been thrown to the curb.

### SEO Doesn’t Mean Free Traffic

If you have people in-house handling SEO, you’re still paying for their time, insurance, paid vacation, etc. And, if you’re really trying to do SEO “right,” you’ll most likely need more than one person and a budget for directory listings.

Many times, companies are more than willing to pay \$1 per click for paid search traffic, but then are skeptical toward paying a fee for generating organic search traffic. Again, organic search results get many more clicks than the paid search results. And, due to the nature of SEO, you’re not limited to a certain “budget,” per se, because your presence is 24/7/365, assuming you stay actively engaged in the process. Your organic list-

ings won’t go away due to reaching your daily budget.

### How to Measure SEO

Finally, SEO should be measured similarly to paid search marketing. If you know what an effective CPC is, then you know what you could, effectively, “pay per click” for organic search.

This is about setting expectations. If you’re paying a firm \$5,000 per month for SEO, and you know that you can make money on a \$5 average CPC, then you know you must obtain at least 1,000 good clicks for your SEO efforts to be effective.

Keep in mind that this isn’t a hard rule, because with PPC you can write compelling ad creative and drive people to a specific landing page for a keyword — and that landing page might be built specifically to drive a call to action such as lead-form completion. With SEO, you’ll need to make sure that your website — as a whole — is built to drive conversions, or else this math doesn’t compute.

Don’t measure SEO by ranking reports alone. They aren’t as accurate as they once were, with rankings changing constantly and varied by data center. Look at your analytics to see how much organic search traffic is coming to your website, and then determine if the money that you put into SEO is well spent. ■



Mark Jackson is president and CEO of Vizion Interactive, a search engine optimization company founded on the premise that honesty, integrity, and transparency forge the pillars that strong partnerships should be based upon. Mark joined the interactive marketing fray in 2000 and has worked at Lycos/Wired Digital and AOL/Time Warner. He 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). He is a regular speaker at Search Engine Strategies and Pubcon conferences. 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.

## vendor perspective: The Value of Good Search Expertise By Julie Batten

**N**othing pains me more than seeing a so-called search expert offering to optimize a website or run a search campaign for a few hundred dollars.

A fully optimized website can take hundreds of thousands of hours to achieve. A site often has to be rebuilt to make it search engine-friendly, and painstaking hours need to be invested toward identifying key link-building opportunities and partners.

A paid search campaign typically takes daily or weekly testing and tweaking to become ideal. A campaign will continually be in flux until the optimal balance of keywords and ad messaging is achieved, particularly if a conversion metric is being measured.

This can’t be done on pennies unless corners are being cut. This is why there are still sneaky activities in this industry; people are trying to make a quick buck when search isn’t a quick game. Search marketing is a game of persistence. Strong organic rankings or a cost-effective paid campaign that meets your goals doesn’t happen overnight. It requires an ongoing commitment, which requires manpower and funding.

If something sounds too good to be true — such as top search results for little money — it probably is. Marketers who offer cheap services devalue the work we do as search marketers. They overpromise and underdeliver, making this industry seem more dubious than it already does. If you want good search marketing services, you have to pay for them. Just like anything else in life, you get what you pay for.

The beauty of search is that you really get as much out of it as you put into it. So if you fund your search partner appropriately, you can achieve a strong ROI. That said, some agencies come with a hefty price tag but lack the expertise required to maximize your budget. To truly exploit search marketing to its fullest potential, you have to do it right. So it’s not just about funding your search activities appropriately, it’s about finding the right vendor that can deliver

on your investment.

Each time our company has compared our results to a client’s previous campaign (ran either in-house or by another vendor), we have exceeded past results. This is because, simply put, our team comprises true search marketing expertise. We may be more costly than a mom-and-pop shop, but our superior results justify the investment.

If you’re a search marketer, don’t devalue your services by offering a ridiculously low price. If you’re truly an expert, make sure you get compensated for the expertise you bring to the table.

Sometimes when we first start working with a client, they ask us to reduce our service costs on search projects. However, once we begin to deliver results for them, they begin to understand the value we bring to the table. Sometimes it takes a bit of education about the level of effort involved in developing and managing search programs.

So when you embark on a search marketing project, don’t start by considering how you can do it cheaply. Ask how you can do it most cost-efficiently. They aren’t the same. A cost-efficient program might cost you more at the outset, but the results will make up for this investment. However, a cheap program will only result in disappointment.

Searching for end value versus upfront savings will ensure you ultimately work with a partner who has proven search success and whose efforts will result in positive bottom-line impact for your organization. ■



As the e-marketing manager at Klick Communications, Julie Batten is responsible for developing and managing online marketing campaigns for world-class brands. With a strong emphasis on search marketing activities, Julie conceptualizes digital marketing strategies to enhance clients’ online presences. She previously led the SEM practice (both organic and paid search campaigns) at Non-linear Creations, where she managed the search marketing team. Having written several white papers and articles, instructed online courses, and spoken at various seminars on the topic, Julie is well-versed in all things search.

People are trying to make a quick buck when search isn’t a quick game. ■



# Search, That Was Mighty Sociable

Rating and reputation systems, tagging, and folksonomy data arrangements are taking search into a new era. *By Mike Grehan*

Instead of page quality being judged by the text the page contains, it was better judged by the overall quality of pages that link to it. ■

**W**hen AltaVista was the search engine back in 1997, one of the world's foremost computer scientists discovered a major flaw in how engines tried to rank web pages.

Jon Kleinberg began his experiment on AltaVista by querying "search engine." He was totally surprised when "AltaVista" didn't appear in the engine's own results.

He then tried an informational query for "Japanese automotive manufacturer." He was even more astonished to observe manufacturers such as Nissan, Toyota, and Honda didn't appear at the top of the results.

When he went back through the AltaVista home page, he realized the words "search engine" didn't appear anywhere on the page. Similarly, when he went to home pages of the auto makers, there were no signs of the phrase "Japanese automotive manufacturer." Obviously, the flaw was that search engines were ranking web pages based purely on their text.

In the fascinating book, *Six Degrees: The Science of a Connected Age*, written by world-renowned physicist Duncan Watts, there's much mention of Kleinberg and the work they collaborated on when making discoveries in the new science of a connected age. This led Kleinberg to develop the algorithm known as HITS, which is based on connectivity data and ranks documents on what are known as hub and authority scores. (This occurred around the same time Larry Page and Sergey Brin were developing Google's PageRank algorithm.)

In a nutshell, Kleinberg helped improve the quality of web search by applying social network analysis to the ranking mechanism. Instead of page quality being judged by the text the page contains, it was better judged by the overall quality of pages that link to it.

Hence the reason there's so much emphasis on link building in the SEO community. But here's an interesting thing I started thinking about a couple of years ago: If a link is a kind of vote from one web page author to another, as Google refers to it, how



do people without web pages vote (i.e., the haves vs. the have-nots)?

With that in mind, I spent a lot of time looking at the kinds of signals that search engines get from end users who aren't page authors. Of course, one of the first signals you could pick up is

click popularity. Pages that rank at the top of the results and are most frequently clicked on demonstrate a sure sign of quality. So search engines have improved over time by taking into account such signals as text on a page, the connectivity data surrounding a page, and a searcher's click pattern (plus other data sources that enable them to take advantage of numerous features of all those types). And generally speaking, result relevancy at general-purpose search engines has improved enormously.

But something else has changed enormously too: the web itself. The highly heterogeneous data types that search

engines can now examine include text and HTML documents, query logs, user profiles, vertical content, listings, different ad forms, user interactions, images, video — and the list goes on.

Perhaps, though, the search landscape's biggest change is the shift toward information seeking on social networking sites. People are increasingly using social networking sites as information-finding tools. The knowledge possessed by your friends and other people you know — which supplements the web's huge amount of other, less verifiable information — can provide extremely qualified answers to specific queries. Information seeking in a network of friendships is equal to information seeking via a chain of trust.

Online communities are becoming an increasingly important area of research because of the rich signals they can send to search engines. Web pages are no longer purely static. Real-time chat takes place constantly on the web. And tagging and folksonomy data arrangements, along with rating and reputation systems, are beginning to take search into a whole new era.

Kleinberg himself has shifted his re-


search focus from a search engine's centralized index to online communities' large social structure.

Google recently announced the launch of a new API to graph social networks across the Web. This intensive research by the major search engines into the web's social fabric clearly indicates that we're moving into a new form of information retrieval on the web.

As we gradually move into this new phase, we must figure out how to ride the wave. Search's transformation is undergoing a seismic shift: From the early days of basic text analysis, through the various phases, to today's tapping into the collective wisdom of social networks. ■



Mike Grehan is global KDM officer with New York-based Acronym Media. He has been involved in online marketing since 1995 and is recognized in the industry as an expert in search marketing. He has written multiple books and white papers on the subject. His second edition of *Search Engine Marketing: The Essential Best Practice Guide* gained plaudits from the industry's leading figures. His newsletter has attracted over 17,000 online marketers. Mike is a sought-after speaker for the world's major online marketing conferences, including Search Engine Strategies.



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# Speaker Bios



**David Adler, Esq.**  
Partner  
Adler Law Group

David Adler, Esq. is the principal attorney and driving force behind the Adler Law Group, a boutique intellectual property law firm based in Chicago, founded in 1998. Adler has an extensive background, in private practice and in-house, with experience in corporate law, intellectual property law, and entertainment law, including contract interpretation, drafting, negotiation, and enforcement. Adler also specializes in advising artistic talent and creative professionals in the media and entertainment industries.

He graduated from the DePaul College of Law in 1997 and received a B.A. in English and a B.A. in history from Indiana University in Bloomington, Ind. Outside the practice of law, Adler created and taught an undergraduate course on e-business in the arts management department of Columbia College Chicago, is the past chair of the Chicago Bar Association's start-up and entrepreneurial ventures subcommittee, and frequently contributes as a "guest expert" columnist for various publications.



**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 is responsible for overseeing a team of Internet marketing and PPC specialists, designers, writers, and programmers. She has written several articles on search engine marketing and has co-authored the well-known Internet marketing handbook, "Hotels to HTMLs." Benu talks candidly about true and tested steps that achieve higher search position and about developing the right web 2.0 implementation strategies. Benu has been a speaker for Search Engine Strategies, SMX, Phocuswright, and several conferences focused on travel, search engines, and online promotions.



**Jeremiah Andrick**  
Program Mgr., Live Search Webmaster Tools  
Microsoft Corp.

Jeremiah Andrick is a program manager for the Live Search Webmaster Center, Microsoft's suite of tools for search marketing professionals who want to obtain better results from live search. His responsibilities include engaging the webmaster community. Prior to working on search, Andrick spent two years in the server and tools online division as the program manager for Search Solutions. In this role, he built search applications and led efforts to optimize content for search in MSDN and TechNet.

Before joining Microsoft, Andrick, a former web developer and seven-year veteran of the interactive industry, was a product manager developing brand asset management solutions. He graduated from Missouri State University with a degree in communication theory. In his spare time, Andrick enjoys all things outdoors.



**Tim Ash**  
President  
SiteTuners

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



**Jonathan Ashton**  
VP of SEO & Web Analytics  
Agency.com

As VP of SEO and web analytics, Jonathan runs the Agency.com Center of Excellence for SEO. His team provides SEO services for the entire company network, ensuring that the process of designing and building rich interactive experiences results in sites that can be found on search engines. Jonathan is a key component in top-level client engagements at Agency.com, including Aon, CIT Group, Energizer, Fisher-Price, Hewlett-Packard, Jones Lang LaSalle, and Nike. Jonathan has been a featured speaker at Search Engine Strategies, Search Marketing Expo, and OMMA Global. A champion of SEO best practices since 1996 when he founded his first interactive marketing agency, Jonathan is committed to sustainable, high-quality strategies that enhance the ability of client sites to sell and inform. His writes a monthly column, "Industrial Strength SEO," for Search Engine Land.



**Andy Atkins-Krüger**  
Managing Director  
Web Certain Europe Ltd

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



**Daron Babin**  
CEO  
Webmaster Radio

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



**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, and the American Advertising Federation. He speaks at over 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 search engine optimization certification program, and the trainer for the DMA's two-day website marketing seminar. This year, Matt was selected as the Direct Marketing Association's emissary to France because of his expertise in search marketing.



**Bill Balderaz**  
President & Founder  
Webbed Marketing

Bill Balderaz is the president and founder of Webbed Marketing, where he has grown the company from a one-man consultancy to a 12-person team with over 40 established clients in less than two years. Bill has worked with some of the largest publishers in the world, including Standard & Poor's, McGraw-Hill, and Thomson Gale. He has spoken on Internet marketing topics at events sponsored by the Public Relations Society of America, the American Marketing Association, and the National Fuel Funds Network. Bill holds a bachelor's degree in public relations from Bowling Green State University and an MBA from Franklin University. He also runs the BuzzSaw word-of-mouth blog.



**Nagaraju Bandaru**  
Co-founder & CTO  
BooRah

Nagaraju is the co-founder and CTO of BooRah, a company that generates ratings and summaries for local restaurants from reviews and blogs. Nagaraju focuses on the new trends in social media content

for dining and travel areas, and evangelizes the company's solution to solve the explosive growth in user-generated content. He also leads the semantic technology and website development efforts. Prior to founding BooRah, Nagaraju was VP of engineering at MetroFi, a city-wide Wi-Fi networks operator. His prior work experience includes companies such as Lockheed Martin, Covad, and Exodus.



**Roger Barnette**  
Founder & President  
SearchIgnite

Roger Barnette is founder and president of SearchIgnite, a leading provider of search management and optimization technology for major marketers and advertising agencies, including Geico, Digitas, and Intercontinental Hotel Group. Barnette founded SearchIgnite in 2004 and has since grown the company into a major search technology provider managing hundreds of millions in search dollars each year. As president, Barnette drives the vision of the company and leads its aggressive growth and technology leadership. Previously, Barnette was founder and CEO of eTour, an Atlanta-based Internet marketing company that was acquired by Ask.com. At eTour, he raised over \$52 million in equity financing and grew the company from its inception to 5 million registered users, 400 advertisers and 170 employees in under three years. Barnette received his MBA from Emory University's Goizueta School of Business and holds a B.S. in computer and electrical engineering from the University of South Carolina.

**Michael Benedek**  
VP, Business Development  
AlmondNet

Michael Benedek joined AlmondNet in March 2000. He is responsible for managing AlmondNet's business development and marketing initiatives and is a key player in helping partners leverage AlmondNet's proprietary technology platform and solutions. Michael joined AlmondNet from Oneclip.com, where he was instrumental in bringing AOL as a significant revenue-driving partner. Michael is a frequent speaker at industry events, both in the U.S. and internationally, and has over 15 years of business development experience in the internet, financial services, and health care fields. Michael holds an M.A. in international affairs from the Norman Paterson School of International Affairs in Ottawa, Canada, and a B.A. from the University of Western Ontario in London, Canada.



**Alex Bennet**  
In-House SEO  
Wall Street Journal

Alex Bennet is the in-house SEO at *The Wall Street Journal*. He specializes in algorithmic search and has worked with clients such as Zillow, Philips, SFGate, JibJab, and other large-scale sites with millions of pages.



**Chris Benson**  
CTO  
AudioEditions.com

Chris Benson is the VP of IT and CTO of The Audio Partners, Inc., a multi-channel direct marketer selling audiobooks through their mail-order catalog, "Audio Editions Books on Cassette & CD," and their e-commerce site, [www.AudioEditions.com](http://www.AudioEditions.com). With nearly 20 years' experience at Audio Partners, he has had roles in marketing, merchandising, purchasing, copywriting, IT, and web development, as well as managing Novell and Windows networks, PBX, VOIP phone



systems, and other mission-critical infrastructure. As the website coordinator for www.AudioEditions.com since the site's inception in 1998, Chris offers perspective on a small company's bid to appear larger by using tools such as Google Analytics and Website Optimizer to maximize their marketing budget to compete with Amazon, Audible.com, BarnesandNoble.com, and others. He lives, works, and plays in Auburn, Calif., with his wife and daughter, where he writes music, Dataflex applications, and far too infrequent blog posts.



**Kimberly Krause Berg**  
Owner  
UsabilityEffect.com

Kimberly Krause Berg is the owner of UsabilityEffect.com, Cre8pc.com, and Cre8asiteForums.com. Kim launched Cre8pc.com in 1996, offering search engine optimization and web design resources gathered and tested while working as webmaster for a technical magazine publishing company. She was in charge of web design and also getting 13 websites registered and ranked in search engines. Later, she freelanced from home in search engine optimization (SEO) and website building under the Cre8pc domain. In 1998 she started the Cre8pc website promotion club in Yahoo and co-moderated the Home and Small Business Club, where she gained a reputation for helping people and making SEO and marketing easy to understand. Hired by such companies as Unisys and Verticalnet, Kim worked as a user interface engineer and eventually moved into the quality assurance software testing field, where she tested and developed the methodology for in-house website usability.

**Mary Berk**  
Senior Product Manager  
Microsoft

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



**Damien Bianchi**  
Search Strategist  
Global Strategies International

Damien Bianchi is a search strategist at Global Strategies International. Damien started his career in web design and development more than a decade ago, working with large interactive agencies in Portland, Ore. This experience propelled him into becoming a team leader. He also worked as a Flash developer and managed a large Flash development team that specialized in developing interactive experiences for Fortune 500 clients on a global scale, including Microsoft, Harley Davidson, Nike, Avon, adidas, and Intel. Along the way, he's picked up understandings of web technologies, usability, and the latest social media trends. Damien's biggest asset is his knowledge of what is possible and what it takes to get there, combined with the ability to translate that into business terminology. Currently he is leading the SEO strategy and development of SEO programs in over 25 countries for Cisco, and he continues to consult on Flash best practices with clients and agencies.



**Thomas Bindl**  
Founder & CEO  
Refined Labs GmbH

Thomas is an SEO consultant, 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 marketplace, both in Europe and globally. He was voted one of the top 50 Internet people of 2007 by Internet World Business in December 2007. Thomas founded Refined Labs in early 2007 to develop a next-generation online marketing toolbox with a focus on cross-channel/cross-campaign optimization as well as leading SEM bid management. The focus is on corporate PPC spenders and agencies across Europe. ClickZ expert Mike Grehan recently said, "Thomas Bindl? He's the secret agent of search marketing. Cool, collected — with an algorithm-busting idea for every situation. Book him now — before your competitor does!"



**Jennifer Black**  
VP, Marketing  
Local.com

Jennifer Black has more than 15 years of experience in online and offline marketing, strategic planning, business development, and e-commerce promotion. Her primary responsibilities include search engine marketing and optimization, promotion, branding, public relations, industry relations, and corporate communications. Well-connected within the Internet business community, Black is often quoted among industry leaders; is a highly sought-after speaker having appeared at the Web 2.0 Expo, OMMA Hollywood, and other industry events; and is active in several leading professional organizations. She was honored as a finalist for the 2007 Orange County High Tech Woman of the Year. Black was previously with Autobytel, where she was instrumental in driving traffic and monetizing partnerships throughout the company's network of websites. During her tenure, she was responsible for spearheading traffic partnership deals with America Online, United Online, and Earthlink. Prior to Autobytel, Black held senior marketing and strategic planning positions at Teleflora and Overstock.com. She holds a B.A. in business management from the University of Utah.



**Chris Blakely**  
Director, Client Services  
comScore, Inc.

Chris Blakely is a director at comScore, Inc. and is responsible for advising Fortune 500 companies within the media and retail industries. Chris specializes in analyzing business intelligence and consumer research to drive effective strategies to support clients' online acquisition and growth goals. Clients include leading search engines and online retailers. Previously, Chris held various sales and research roles at InfoSpace, Inc., where he worked on web and local search strategies for InfoSpace's search brands, including Dogpile.com and Metacrawler.com. During his time at InfoSpace, Chris collaborated with university researchers to publish a paper on the overlap of search results across top search engines. Chris holds a B.A. from the University of Washington in Seattle.



**Chris Boggs**  
Manager, SEO  
Rosetta

Chris Boggs is a specialist in search engine optimization and paid search advertising. Chris joined Brulant in 2007 as manager of the SEO team. He has worked in search engine marketing since 2000, starting in-house and moving into a consulting role in 2002. Chris

is experienced in directing and performing "hands-on" SEO, from keyword research to content development and linking strategy, as well as pay-per-click (PPC) campaign creation and management. He is a certified Google AdWords professional (2005 and 2008), a Yahoo Search Marketing ambassador, and was one of the early participants in the MSN AdCenter release in 2005. Chris is actively involved in the SEM community.

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



**Michael Boland**  
Senior Analyst  
The Kelsey Group

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

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

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



**Scott Brinker**  
President & CTO  
ion interactive

Scott Brinker is the president and CTO of ion interactive, a leading provider of post-click marketing software and services. Scott leads the company's product development and technical operations from the firm's Boston office. He has over 12 years of experience in developing and marketing successful websites, from startups to Fortune 500 companies. A passionate advocate of post-click marketing, Scott has written articles for *Advertising Age*, *BioB Marketing*, *MarketingProfs.com*, *OMMA*, and *DM News*. He blogs regularly at [blog.postclickmarketing.com](http://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.

**Derek Brinkman**  
VP, Product Management  
ContextWeb / ADSDAQ Exchange

Derek comes to ContextWeb with seven years of experience in designing, building, and successfully marketing web applications aimed at a mass market audience. His knowledge of user-driven interaction design makes him an ideal leader for ContextWeb's ADSDAQ Exchange product line, as ContextWeb widens its strategic focus to include the long tail of both the publisher and advertiser markets. Prior to joining ContextWeb, Derek worked at Register.com, Inc., a domain name registrar and web hosting company, where he was the director of product management. Derek joined Register.com when it sold only domain names, and he built out the web hosting product line, which included the do-it-yourself site builder WebSiteNOW!, technical web hosting, and a full-service professional site design service. Derek also led a major project to completely redesign the user experience of the purchase funnel and the account management system at Register.com. Derek holds a B.A. in economics and anthropology from Columbia University.



**Bob Briski**  
Software Marketing Consultant  
Raybeam

Writing a program to break Overture's CAPTCHA was Bob Briski's first foray into SEM development. That was seven years ago. Since then he's been writing all manner of crawlers, web analytics software, and campaign management tools. In 2004, he was hired to write campaign management software for the Yahoo! marketplace division, including shopping.yahoo.com, travel.yahoo.com, personals, and others. This software handled tens of millions of keywords with yearly budgets of over \$100 million. In 2007, Bob began working at Raybeam as a marketing software consultant. He's currently consulting and developing SEO/SEM software for clients including Google, Expedia, and MySpace. Current and past projects are occasionally blogged about on [semdev.com](http://semdev.com).



**Monte Cahn**  
Founder & CEO  
Moniker

Monte Cahn, 42, is founder and CEO of Moniker, the first and only provider of domain asset management services, a complete set of business services that provide companies a single point-of-access to help manage and maximize the value of their domains. Moniker, and its predecessor Domain Systems, have been pioneering domain name and virtual property aftermarket services since 1999, with an extraordinary focus on delivering customer satisfaction through specializing in domain name security, customer service, and value-added products and services. He started investing in intellectual property and domain names in 1996 and helped start the first online domain brokerage business on the Internet in 1996. Success includes participating in the industry's first domain name sale for over \$1 million with Wallstreet.com and the industry's first \$2 million-plus domain sale with Autos.com in 1999. Monte is also responsible for co-developing the industry's first recognized domain appraisal system.



**Eric Chan**  
Consultant in Mobile & Wireless Technology  
Moblislate

Eric Chan is a consultant in mobile and wireless technology at Moblislate. He regularly speaks at Industry events, including Mobile

Business Expo in 2008 and at CeBit Europe 2008. He also hosts a blog, [www.mobileslate.com](http://www.mobileslate.com), where he writes about mobile and wireless content and services. Prior to Mobileslate, in 2003, he founded Caboodle Networks, a mobile search recommendation engine using semantic technology. While at Caboodle, he filed two patents in the area of search and information retrieval. Chan is also an adjunct faculty in the school of computer science at Carnegie Mellon University. He holds a master's in software engineering and e-business technology and a bachelor's in business administration, both from Carnegie Mellon University.



**Bruce Clay**  
President  
Bruce Clay, Inc.

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



**Barbara Coll**  
CEO  
WebMama.com Inc.

Entrepreneur Barbara Coll has been involved with product and program marketing in Silicon Valley for 20 years, including marketing positions with Sun Microsystems, Qualix Group (purchased by Veritas), and Ipsilon Networks (purchased by Nokia). She founded WebMama.com in 1996 to provide high quality, low-cost marketing programs to B2B companies. WebMama.com continues to flourish with a strong focus on search engine marketing (SEM) for companies like HP, Verisign, VMware, Vantage, and Salesforce.

In addition to her expertise in search engine marketing, Barbara is an internationally-recognized expert in search engine optimization (SEO), with a firm grasp on product direction, business strategy, and lead conversion. Her knowledge extends to how search engines use and display fresh content, blogs, RSS, and video, and she has strong beliefs on why her clients need to get involved in these marketing tactics. Barbara is the founding president and chairperson of the board of the Search Engine Marketing Professional Organization (SEMPO).



**Dr. Larry Cornett**  
VP, Consumer Products  
Yahoo! Search

Dr. Larry Cornett is VP of the Yahoo Search consumer products division. In this capacity, he is primarily responsible for the Yahoo web search experience and heads up a multinational team of product managers, designers, and developers focused on creating a world-class search experience.

Prior to this role, Dr. Cornett was a director at eBay, where his team focused on multiple products for the tailored shopping experiences, platform, and international sites. Earlier in his career, he worked at Apple Computer and IBM, focusing on international software, data-

base, 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 to train software users. He holds multiple patents, which include design work on web-based products and hardware solutions.



**Dr. Kathleen Dahlgren**  
CTO & Founder  
Cognition Technologies Inc.

Dr. Kathleen Dahlgren is the founder and chief technology officer of Cognition Technologies, Inc. She began her career as a professor of computational linguistics at Pitzer College of the Claremont Colleges and then worked for IBM at their Los Angeles Scientific Center, focusing on building a natural language understanding system. Dr. Dahlgren has a Ph.D. in linguistics and a post-doctorate in computer science from the University of California, Los Angeles. She has published a number of scholarly articles on the subjects of linguistics and computer science, and is the author of *Naive Semantics for Natural Language Understanding*. She is the co-author of Cognition's seminal patent (1998), and she received the Small Business Innovation Award from the U.S. Army in 1995. Currently, she is also an adjunct professor of linguistics at UCLA.



**Heather Dougherty**  
Director, Research  
Hitwise

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



**Fionn Downhill**  
CEO & President  
Elixir Systems

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. Elixir Interactive strives to create dynamic partnerships with all their clients to ensure Internet marketing is a major contributing factor in the growth of their online brand and sales and lead generation efforts.

Fionn is very involved in the advancement of Internet marketing and is a strong advocate for best business practices in the industry. She is a former board member and 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.



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

Marie Dumesnil was formerly responsible for the web content and search marketing strategy for Viking River Cruises. Prior to joining Viking, Marie worked at Hilton Hotels Corporation, where she played a key role in defining SEO/SEM best practices and selecting a search engine marketing agency for the hotel chain. Marie has been in the online marketing and search industry since 2001, with an emphasis on the travel/hospitality sector. A native of Paris, she holds a B.A. in international business from the ISEG Paris Business School and a master's in international management from the University of Caen in Normandy. She has been living in Los Angeles for 10 years.



**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. In August 2007, she completed the world's only guide to Yahoo search marketing (a.k.a. Overture), entitled "Mastering Panama: A special report on Yahoo's new search marketing platform." Mona is a regular speaker at marketing conferences. She's a columnist at SearchEngineLand.com and contributes to many 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.



**Noah Elkin, Ph.D.**  
VP, Corporate Strategy  
Steak NYC

Noah Elkin is responsible for educating clients and staff about trends in the online advertising marketplace, writing proprietary research reports, representing Steak at key industry organizations, and overseeing the development and launch of new products and services. Prior to joining Steak, Noah served as the VP of corporate strategy at iCrossing, where he played an integral role in developing the company's social media practice. He worked with clients to develop and execute strategies, integrating social media into online marketing campaigns. He also authored a highly regarded series of studies on search, interactive, mobile, and social media marketing. Noah writes monthly columns for iMedia, contributes articles to *Search Engine Watch*, and has been quoted in *The New York Times*, *Boston Globe*, *The Wall Street Journal*, *Investor's Business Daily*, *DM News*, and *Internet Retailer*. He has also discussed technology developments and advertising market trends as a guest on CNN en Español.



**Paul Elliott**  
Partner, Acquisition Marketing  
Rosetta

Paul Elliott is the partner in charge of Rosetta's acquisition marketing practice. Paul has 10 years of experience in Internet marketing, with a focus on organic search engine optimization and paid search engine marketing. His work has helped countless companies achieve

significant results and ROI from their online marketing investment. He has extensive experience in designing, executing, and measuring the performance of integrated online marketing programs for mid-to-large-sized companies. Paul is a nationally-recognized speaker on the topics of online marketing and analytics, including recent engagements at the Massachusetts Institute of Technology (MIT), Search Engine Strategies, and Net.Finance.



**John Ellis**  
Senior Online Marketing Manager  
ResortQuest

John Ellis is the senior online marketing manager for ResortQuest, the leading managed vacation rental company in the United States. John provides SEO leadership and manages pay-per-click campaigns for over 30 ResortQuest and partner websites. As an in-house marketer, John provides a unique viewpoint in search marketing. He helps ResortQuest sift through the madness of online marketing and social media by pulling out practical information that can be applied to everyday marketing tactics. John is a frequent speaker at travel industry events. Previously, he has spoken at SMX, VRMA Conferences, and has written articles throughout the blogosphere. More information on can be found at his blog, [JohnWEllis.com](http://JohnWEllis.com).



**Eric Enge**  
President  
Stone Temple Consulting

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



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

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



**Amanda Evans**  
VP, Search Strategy  
WebMama.com, Inc.

Prior to joining Webmama.com, Amanda Evans spent seven years with Hewlett Packard Company developing and managing the company's search engine marketing strategy and campaigns. She was also responsible for loyalty marketing and interactive advertising for hpshopping.com, HP's consumer e-commerce division. In addition to her time at HP, Amanda has also held online marketing positions at Internet startup Zazzle.com and PC manufacturer Acer. Amanda holds an MBA from San Jose State University and a BSc from Santa Clara University. When she's not working, Amanda enjoys spending time with her family and friends, hiking, traveling, and playing the cello. Amanda lives in Belmont, Calif.



**Liana Evans**  
Director of Internet Marketing  
KeyRelevance

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



**Sally Falkow**  
President  
Expansion Plus Inc. & 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.blogspot.com>.



**Jody Farmer**  
VP, Strategic Marketing  
CreditCards.com

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



**Kathleen Fealy**  
President  
KF Multimedia & Web, Inc.

Kathleen Fealy, president of KF Multimedia & Web, Inc., has helped clients in the B2C, B2B, and e-commerce sectors improve their visibility in the organic listings and to develop online marketing strategies for more than six years. By focusing on both her client's 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](http://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.



**Damian Finlay**  
Managing Director  
Epiar Inc.

As managing director, Damian is responsible for the day-to-day operations and management of Epiar, in addition to providing leadership and guidance to the account managers. Additionally, he performs a wide array of functions, including search engine marketing and optimization, site traffic building, strategic marketing research and analysis, and SEO copywriting. Damian is also involved in the development and execution of strategic planning initiatives that ensure that Epiar continues to offer its clients the finest levels of service and professionalism.



**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 cofounded Jobsinthemoney, the leading finance jobsite, which was named as *Forbes'* best finance jobsite before being acquired in late 2003. Prior to that, Paul was an investment manager at the International Finance Corporation and an executive at De Beers. Paul holds an MBA from INSEAD business school as well as master's degrees from Cambridge and Oxford universities.



**Tessa Fraser**  
Marketing Manager, Online Media  
American Greetings

Tessa Fraser brings seven years of experience in advertising and search engine marketing on both the agency and client side to her current role at American Greetings Interactive (AGI). As the marketing manager for online media, Tessa is responsible for managing agency relationships and developing paid search and online media strategies for five of AGI's online brands. Since joining AGI two years ago, Tessa has also managed SEO, social media, and landing page optimization projects. Prior to joining AGI, Tessa was the SEO manager at Optiem, a full-service interactive agency, where she developed and implemented SEM campaigns for clients, including Sherwin Williams and Insurance.com. Tessa got her start in online marketing in 2001 as an e-commerce specialist for a B2B manufacturing company, building online store fronts and authoring SEO copy for product pages.



**Todd Friesen**  
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 Search Engine Watch. He is co-host of the popular "SEO Rockstars" show on WebmasterRadio.FM, as well as a regular speaker at Search Engine Strategies, WebmasterWorld Pubcon, SMX and other conferences. Todd holds a bachelor's of commerce degree from the University of Calgary and currently resides in Gig Harbor, Wash.



**PJ Fusco**  
Natural Search Director  
Netconcepts

P.J. Fusco has been working in the Internet industry since 1996 when she developed her first SEM service while acting as general manager for a regional ISP. She is the former SEO manager for Jupiter-media and has performed as the SEM manager for an international health and beauty dot-com corporation, generating more than \$1 billion a year in e-commerce sales. Today, she is director for natural search for Netconcepts, a cutting-edge SEO agency with offices in Madison, Wisc., and Auckland, New Zealand.



**Brad Geddes**  
Founder  
bgTheory.com

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



**Shuman Ghosemajumder**  
Business Product Manager,  
Trust & Safety, Google

Shuman Ghosemajumder is business product manager for Trust & Safety at Google, where he manages product strategies to help protect their advertisers, partners, and users. He joined Google in 2003 as

one of the early product managers for AdSense and helped grow that business to over \$2 billion in annual revenue. He is the recipient of two Google Founders' Awards for extraordinary entrepreneurial achievement.

He was previously a strategy consultant with IBM and McKinsey & Co. He holds a BSc in computer science from the University of Western Ontario and an MBA from the MIT Sloan School of Management.



**Lee Gientke**  
Director, Business Development  
OrangeSoda, Inc.

Lee "The Lead Man" Gientke is the director of partner development at OrangeSoda, a Utah-based search marketing firm that services small and medium-sized businesses. Gientke made waves in 2005 when he candidly blogged about moving his affiliate program from Commission Junction to LinkShare. His broad-based performance marketing experience includes B2B performance marketing, retail/B2C affiliate marketing, and online lead generation.

Prior to joining OrangeSoda, Gientke ran an affiliate program for a California-based nutraceuticals firm and most recently was a business development manager for LeadPoint, an online lead exchange, where he was instrumental in creating and managing performance-based partnerships. Gientke is a graduate of the University of California at Santa Barbara. He currently resides in Draper, Utah, and is an avid golfer and practitioner of Bikram Yoga.



**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 them. Formerly the director of e-commerce at \$5 billion 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 more than 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 for 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.

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—BARBARA COLL, CEO, WEBMAMA.COM INC.



**Adam Goldberg**  
Chief Innovation Officer  
ClearSaleing

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



**Aaron Goldman**  
VP, Marketing & Strategic Partnerships  
Resolution Media

Aaron Goldman is VP of marketing and strategic partnerships at Resolution Media. In this role, Goldman manages corporate marketing and industry relations as well as business development and client activation. Goldman is also responsible for collaboration and integration with partner Omnicom agencies to deliver holistic search marketing solutions. Current Resolution Media clients include Frito Lay, FedEx, Hertz, Lowe's, and XM, and partner agencies include OMD, PHD, Critical Mass, Tribal DDB, and Rapp Collins.

Prior to Resolution Media, Goldman led the Midwest sales team for MaxOnline, now a division of Ask.com/IAC. Goldman currently serves on the executive board of directors for the Chicago Interactive Marketing Association (CIMA). He has been published in iMedia-Connection and DMNews and has a regular column in MediaPost's Search Insider. Goldman has also been a guest lecturer on the topic of online marketing for the American Advertising Federation (AAF) and University of Illinois at Urbana-Champaign.



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

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



**Eli Goodman**  
Search Evangelist  
comScore, Inc

Goodman leads the business development team for comScore's Search division, where he plays an integral role in driving the development, sales, and marketing of comScore's search products. He is a 10-year veteran of the technology and market research industry, with experience in marketing research, search, online media, and events. Prior to joining comScore, Eli worked at Hitwise, where he honed his knowledge of the web analytics industry, specifically focusing on search projects related to retail, travel, financial services, and publishing. Eli began his career at Gartner, Inc. as a member of the business development team for the research and consulting division. In this capacity, he worked with technology vendors utilizing Gartner research for market sizing, product development direction, and public relations. Eli earned a B.A. in organizational and behavior management from Brown University in Providence, R.I., and currently resides in New York City.



**Rob Griffin**  
SVP, Group Director of Search & Analytics  
Media Contacts Boston

Rob has been instrumental in helping shape Media Contacts' search offering into one of the most respected in the industry. Responsible for providing strategic guidance and leadership to a dedicated search division, as well as recently heading up Media Contacts' data and analytics group, Rob's expertise has allowed the company to expand exponentially in this fast-growing area. He has been with Media Contacts for more than four years, managing search marketing programs for clients like Vonage, Fidelity, and Royal Caribbean. He is a regular panelist and presenter at industry events, and is an active member of both the AAAA's search engine marketing committee as well as the Boston Interactive Media Association (BIMA) programming committee. He is also a board member on the Mobile Marketing Association (MMA). Rob has worked within the interactive space since early 1996, when he started his career at The Family Education Network. He later moved into an analytics position at The Laredo Group, where he eventually brokered, consulted, and managed multimillion-dollar partnerships for clients like Monster and RadioShack. Rob received his BBA in international marketing from the University of Rhode Island.



**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 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.



**Brian Halligan**  
CEO & Co-Founder  
HubSpot

Brian Halligan is CEO and co-founder of HubSpot, an Internet marketing company founded in 2006 and located in Cambridge, Mass. Prior to starting HubSpot, Brian worked as a venture partner at Longworth Ventures, where he worked with many small businesses, helping them build scalable sales and marketing machines. Brian spent four years at Groove Networks where he joined pre-revenue as VP of sales and grew the business to a \$20 million annual rate until being acquired by Microsoft. Prior to Groove Networks, Brian worked at Parametric Technology Corporation. Brian has previously spoken at Massachusetts Innovation Technology Exchange's Marketing Technology Series and Under the Radar Conference and also occasionally lectures at MIT Sloan on the science of selling. Brian holds a BSEE from the University of Vermont and an MBA from the MIT Sloan School of Management.



**Jim Hedger**  
SEO Consultant  
Metamend Search Engine Marketing

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



**Doug Heil**  
Owner  
ihelpyou, Inc.

Doug has been in business for over 10 years, specializing in search engine marketing and web design. He operates one of the oldest search engine discussion forums out there: [www.ihelpyou.com/forums](http://www.ihelpyou.com/forums). Doug worked in the retail lumber business for 20 years prior to jumping online. He managed a few different retail lumber stores and received much of his best practice principles from his experiences dealing with the general public on a daily basis.



**Simon Heseltine**  
Director of Search  
Serengeti Communications

Simon Heseltine is the director of search for Serengeti Communications (<http://serengeti.com>), a Virginia-based digital communications agency providing a broad range of services and tools that help organizations survive and thrive in a web 2.0 world. He writes for [endlessplain.com](http://endlessplain.com), [searchengineticers.com](http://searchengineticers.com), [searchengineguide.com](http://searchengineguide.com), and [searchmarketinggurus.com](http://searchmarketinggurus.com).



**Robert Heyman**  
Chief Search Officer  
MediaSmith

Heyman is a leading author and entrepreneur in the field of Internet marketing. His books include *Net Results* and *Net Results.2* (MacMillan/New Riders Press), and *The Auction App* (McGraw Hill). He sits on the search marketing committee of the American Association of Advertising Agencies (4As) and on the marketing committee of the Search Engine Marketing Professional Association (SEMPA). He writes a monthly column for MediaPost's Search Insider entitled "Search Innovation Spotlight," and is a frequent contributor to iMedia Connection. In 1994 he founded Cybernautics, the first full-service web marketing agency, and sold it to USWeb in 1997. At Cybernautics, Heyman is credited with coining the terms "audience development" for building traffic to websites, and "search engine optimization" (SEO). From 1998 to 2001, Heyman was founder and CEO of eMarketing Partners, where his clients included IBM, NEC, and ABC. The company was acquired in 2001 by the Catenas Corporation, which then merged it into Prophet Brand Strategy, another of its holdings.



**Greg Hintz**  
General Manager  
Yahoo! Shopping

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



### David Hoffman

Founder

#### Search Smart Marketing

Search Smart Marketing helps small and mid-size enterprises reach their search engine marketing objectives by providing them with the kind of large agency capabilities, service, and practices afforded to big brands on a smaller, regional scale. Prior to forming Search Smart Marketing in 2005, David Hoffman was VP/managing director for Wahlstrom Interactive, a leading search engine marketing firm in Stamford, Conn., whose search clients included Enterprise Rent-a-Car, GE, Hilton Hotels, Nestle Waters, and BMC Software.

Before joining Wahlstrom in 2000, David was Internet project director at Gannett Newspapers (White Plains, N.Y.) from 1996-2000, leading the early web initiatives for *The Journal News*, Gannett's New York metro newspaper. David's first Internet marketing venture was with Online Design (Harrison, N.Y.) in 1995, whose projects included building the first websites for TGIFriday's, Barr Laboratories, Schering-Plough Animal Health, and others.

### Rae Hoffman

Principal

#### Sugarrae SEO Consulting

Ten years ago Rae started a small website about her son and his medical condition; it became one of the first international support groups and the largest website in general on the topic. It earned national media coverage and helped further medical research in the field. Investigating ways to support that site, she found affiliate marketing and became one of the most well-known voices in the affiliate landscape and organic search engine optimization.

Today, her current area of research is site auditing and advanced organic link development techniques relating to all of the major engines. Hoffman serves as the CEO and managing director of website publisher MFE Interactive and is the author of the often controversial Sugarrae Internet marketing blog. She also owns numerous successful personal websites on a wide range of topics.



### Bill Hunt

CEO

#### Global Strategies International

As the global SEM strategist, Bill is responsible for helping companies use search engine marketing to reach customers in overseas markets. Bill currently spends fair bit of time helping IBM manage its global SEM program. Working as an internal contractor, Bill provides strategic and tactical SEM guidance to IBM's search effectiveness team.

Bill was formerly a senior partner and strategist for Outrider North America. In this role, Bill oversaw Outrider's search marketing group that serviced the world's leading companies through offices in 13 countries. While at Outrider, Bill developed and oversaw global SEM campaigns for Accenture, IBM, Intel, The Hartford Insurance, Zurich Insurance, and many other top companies. Bill was a pioneer in using the Internet to market to overseas markets. He is an internationally-recognized Internet marketing expert, speaker, and contributor to numerous Internet marketing books. He is best known for his direct, no-nonsense approach to how companies can use the Internet effectively to maximize the lifetime value of their customers.



### Motoko Hunt

Founder, Japanese Search Marketing Strategist  
AJPR LLC

Since Motoko established AJPR in 1998, she has been providing Japanese SEO/SEM services to companies from around the world, helping them enter the Japanese market using the Internet. Motoko's search marketing consulting services, with her extensive knowledge of Asian and Japanese markets, have been highly valued and made a big impact on some of the world's popular brands' search marketing campaigns. She writes about the Japanese online market at 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.



### Patricia Hursh

President

#### SmartSearch Marketing

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



### Josh James

President & CEO

#### Omniiture

Josh James is the CEO and co-founder of Omniiture, a leading innovator in online business optimization. Passionate about helping companies succeed and innovate in the online world, Josh co-founded Omniiture in 1996 to help organizations worldwide leverage the Internet and the on-demand services business model to increase revenues, boost customer loyalty, and maintain a competitive edge. Under Josh's leadership, Omniiture has evolved from a groundbreaking idea into one of the fastest-growing publicly traded software companies, with more than 4,700 customers across 75 countries and over 1,100 employees. His market vision, leadership and entrepreneurial philosophy enabled Omniiture to achieve greater than 75 percent growth for more than five consecutive years, as well as maintain greater than 95 percent customer retention. A recipient of the 2006 Ernst & Young Entrepreneur of the Year Award, the 2007 American Business Awards for Best Executive, the 2007 National Entrepreneur of the Year by the Collegiate Entrepreneur Association, and Technology Entrepreneur of the Decade by Brigham Young University, Josh frequently shares his experience and vision as a speaker at industry, educational, and trade conferences. He has served on the advisory board or board of directors for several companies, is the founder of Silicon Slopes (a private sector initiative whose mission is to promote the interests of high-tech in Utah), and advises and participates in a number of committees, including several for the last two Utah governors, Brigham Young University's e-business advisory board, the BYU Center for Entrepreneurship, and the Utah Technology Council.



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**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 Watch Blog. 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." Greg is also one of the 25 successful online marketing gurus interviewed by Michael Miller for the book *Online Marketing Heroes*.



**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 B. Jones is considered one of the top Internet marketing experts in the world. A true pioneer and leading voice of the industry, Kristopher is a prominent speaker and moderator at leading national and international marketing conferences, including Search Engine Strategies (SES), Affiliate Summit, Elite Retreat, and eComXpo among others. As president and CEO of Pepperjam, a full-service Internet marketing agency, Kristopher is looked to by thousands of businesses worldwide as one of a small group of pure Internet marketing experts. Kristopher 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. Ron is actively involved in the SEM community and speaks at conferences and seminars. He also hosts regional SEM events, where he provides participants with SEM training and education on best practices. Ron serves on the marketing and education committees for SEMPO and chairs the event subcommittee. Ron is also one of the authors for the SEMPO Institute fundamentals and advanced courses.



**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 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, Kahlow 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.



**Jordan Kasteler**  
Senior SEO Analyst  
Overstock.com

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



**Chris Keating**  
Natural Search Program Manager  
Performics

Since joining Performics in 2005, Chris has handled all aspects of clients' natural search programs, including account management, development of strategies to meet client objectives, and execution of specific natural search tactics.

As a part of these responsibilities, Chris is the chief architect of Performics' Flash optimization strategies for our clients. Performics works with many brand advertisers who rely on Flash-heavy sites to engage consumers, but also need to rank well in natural search. Chris develops solutions to optimize these Flash-heavy pages for our clients, without removing the interactive Flash content. These solutions include creating HTML pages that sit behind the Flash, integrating Flash content with HTML content, and properly tagging Flash files to be spider-friendly. Chris earned a bachelor's in economics from the University of Michigan and a master's in business information technology from DePaul University.



**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). 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.



**Anne Kennedy**  
Managing Partner & Founder  
Beyond Ink

With nearly 40 years' experience in marketing and public relations, Anne Kennedy founded Beyond Ink in 1997 to bring the fundamental principles of marketing communications to online media. A search engine marketer for more than 10 years, she is an industry thought leader and sought-after speaker and writer worldwide. Currently, Anne represents professional SEO firms on the Search Engine Strategies (SES) domestic advisory board, an influential group of business professionals from various industries and fields of expertise selected to propel the search industry forward. She also serves on the board of directors of Helium.com, a community of writers providing experience, 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.



**Rob Key**  
CEO  
Converseon

Rob Key is the CEO of Converseon, a leading web 2.0 communications agency that helps clients "join the conversation." Converseon utilizes a range of cutting-edge services — including search, word-of-mouth marketing, blog, enterprise-generated and social media strategies, micro-community development, and search engine reputation management (SERMA) — to help companies manage and protect their brands, build buzz, drive sales, and more effectively engage target audiences in the digital environment.

Converseon's proprietary technologies include Conversation Miner, designed to mine sentiment within consumer-generated media to inform communication strategies, and SERP Sentiment Analyzer, which helps manage perception and sentiment within top search engine listings. Rob was formerly head of the innovations group at a public relations division of Young & Rubicam and member of the WPP.com board. Founded in 2001, Converseon provides innovative digital communications solutions to a variety of leading brands, including Hilton Hotels, Paypal, Dow Chemical, and Coldwell Banker.



**David Kidder**  
Co-Founder & CEO  
Clickable

David is a serial entrepreneur with a focus on online product development and Internet advertising and marketing. Prior to co-founding Clickable, David co-founded SmartRay Network, a mobile advertising delivery pioneer. SmartRay's ad-enabled alerting agents and data-feed management platform was acquired by LifeMinders. Previously,

David helped lead corporate development at THINK New Ideas, a publicly-traded e-business and interactive advertising firm. He helped grow THINK to more than 500 employees through seven acquisitions in 24 months.

Previously, Kidder founded Net-X, a web authoring and Internet advertising services company, acquired by Target Vision. Kidder is a graduate of the Rochester Institute of Technology and was a recipient of *ID Magazine's* international design award. He is also the creator and co-author of *The New York Times* bestseller, *The Intellectual Devotional*, published by Rodale Press.



**Michael Kiefer**  
SVP  
Brand Protect

Kiefer is GM of Brand Protect, a global leader in SaaS services that monitor and mitigate Internet-based brand infractions against a corporation's licensed assets. BrandProtect helps online brands minimize the risk of brand devaluation by offering value-added services like domain life, link checking, auction site monitoring, digital watermarking, and other services that can be seamlessly integrated into an organization's digital assets. Kiefer is an active speaker regarding enterprise Internet risk mitigation (EIRM), and has spoken across North America to the HTCIA, ISACA, and national and regional financial associations. He has authored numerous papers on Internet risk and SEO.



**Ed Kim**  
CEO  
Red Bricks Media

Appointed CEO of Red Bricks Media in early 2007, Ed oversees our client services, sales, marketing, and operations. Ed's vision and drive have been instrumental in growing Red Bricks Media into a performance marketing powerhouse. Prior to his role as VP of client services at Red Bricks Media, Ed served five years as director of sales and services at Digital Impact, pioneering award-winning marketing programs for Fortune 500 companies like Apple, HP, Microsoft, and Wells Fargo. He holds a B.S. in mathematics, with a minor in business administration, and a master's in mathematics from UCLA.



**Anton E. Konikoff**  
Founder & CEO  
Acronym Media

Anton Konikoff is the CEO of Acronym Media, a New York-based full-service search marketing agency. Anton is a frequent speaker on SEO, paid search, and other search marketing strategies, and is adjunct professor of marketing at the Pratt Institute in New York City. He has been directly involved with search, interactive marketing, web analytics, and user experience consulting since the industry's early days in 1995.

Prior to founding Acronym, Anton oversaw global search strategies at Healthology (now a NBC Universal company following its acquisition by iVillage). On the client side, he managed worldwide search and e-marketing at Lydall Inc., a multinational corporation with 15 global divisions. Over the years, Anton's clients included SAP, Four Seasons Hotels, Sirius Satellite Radio, Bookspan, WebMD, Humana, Register.com, Scholastic, Pfizer, GSK, and South Beach Diet. Anton is active with the research committee of SEMPO and DMA's search marketing council. He earned his MBA from Union College.



**Cindy Krum**  
Director of New Media Strategies  
Blue Moon Works, Inc.

Cindy Krum is the director of new media strategies for Blue Moon Works, Inc. She brings fresh and creative ideas to the team, speaking at national and international trade events about mobile web marketing, social network marketing, and international SEO. Cindy also writes for industry publications, and has been published in *Website Magazine*, *Advertising & Marketing Review*, *Search Engine Land*, and *ODG Intelligence*; she's been quoted by many publications, including *PC World*, *Internet Retailer*, *TechWorld*, *Direct Magazine*, and *Search Marketing Standard*.

Cindy also currently serves as the co-chair of the SEMPO emerging technologies mobile web task force, and is an active member of the search community. She is passionate about bringing creative online marketing solutions to clients, and working with clients to develop high-level mobile and international marketing strategies.



**Martin Laetsch**  
Senior Director of Search Strategy  
Covario

Martin Laetsch, senior director of search strategy, is a seasoned search marketing industry expert and thought leader who brings more than 10 years of experience developing search programs at global enterprises. Martin is responsible for expanding Covario's existing presence with industry organizations such as the Search Engine Marketing Professional Organization (SEMPO). Additionally, Martin fervently interacts with Covario customers and prospects, and plays an integral role as a thought leader.

Prior to Covario, Martin was manager of worldwide search at Intel Corporation, where he built one of the most robust worldwide search marketing automation programs. Martin held a variety of positions during his 10-year tenure at Intel. These positions included software engineering manager, software internationalization manager, and strategic communications manager. Prior to Intel, Martin spent several years as a senior support engineer at Microsoft. Martin is a founding member of the Google Technology Leadership Council, a group dedicated to developing best practices for technology search marketers.



**James M. Lamberti**  
SVP, Search & Media  
comScore Inc.

Mr. Lamberti leads the search practice at comScore Networks within the media division. Since joining comScore in 2001, James has led the development of the firm's qSearch data stream into an industry-leading data and analytics tool widely used by search engines, portals, publishers, marketers, and analysts around the globe.

James is a 15-year veteran of the market research industry with a background in all facets of marketing research, marketing, product development, and database management. He began his career at Information Resources, Inc. (IRI) in 1992 and learned the fundamentals of panel-based research, working with wineries in California's Napa and Sonoma valleys. A transition to the Clorox Company in 1995 cemented James' skills as both a qualitative and quantitative researcher with the one of the CPG industry's most respected companies.



**Mark Lassoff**  
VP/Media & Marketing  
Internet Broadcasting Group

Mark Lassoff has been involved in online marketing for the last 10 years. He has seen the design and development process from the perspective of a designer, developer, and marketing specialist. Formerly with Fidelity National Financial and Power Plant Marketing, Mark is currently VP of NLI Media Group ([www.NLIMediaGroup.com](http://www.NLIMediaGroup.com)), Texas' fastest growing online marketing company. Concurrently, Mark acts as founder and VP of the Internet Broadcasting Group ([www.InternetBroadcastingGroup.com](http://www.InternetBroadcastingGroup.com)), a company that is helping large corporations leverage Internet audio entertainment content to grow their customer base and reach of their brand.

Mark's previous clients have included ADP, The Department of the Interior, Northrop Grumman, Keller Williams Realty, and City University of New York System. Mark has previously spoken at SEMforSMB in Austin, Texas, and other conferences throughout the U.S. Mark's article "Leveraging Online and Video Content" was recently published in iMedia Daily.



**Adam Lavelle**  
Chief Strategy Officer  
iCrossing

As chief strategy officer, Adam Lavelle delivers leadership, strategy, and innovative ideas to iCrossing teams, while driving the development and delivery of iCrossing's service and technology offerings to create comprehensive digital marketing programs for the company's Fortune 500 client base. Lavelle has more than 12 years of interactive expertise helping clients succeed online. He has held senior positions at Agency.com, iXL/Scient, Digitas, and The Internet Group, where he led the first launch of Mapquest.com. Lavelle has a B.A. in classical studies and creative writing from the University of Pittsburgh. He speaks at numerous industry events, including ad:tech NYC, Pluck 2008 Socialize Conference, StarVest Partners, SES Chicago, and Infopresse Search Summit, where he was a keynote speaker.



**Jennifer Laycock**  
Editor-in-Chief  
Search Engine Guide

Laycock has been involved in Internet marketing since 1995 and with search engine optimization (SEO) since 2001. After "serving her time" working for a variety of different firms, she left the world of traditional agencies to serve as editor-in-chief of Search Engine Guide, an industry site aimed at educating small business owners about search engine marketing. Laycock now focuses primarily on education, training, and consulting as an independent SEM for small to mid-size businesses throughout the United States. Known for her down-to-earth style of teaching and with a special focus on educating small business owners, Laycock focuses on inspiring companies with new ideas, without leaving their heads spinning with techno-talk.

She is author of *The Small Business Guide to Search Engine Marketing* and of the free "Zero Dollars, a Little Bit of Talent and 30 Days" series. Laycock has worked for companies like Highlights for Children, Verizon, American Greetings, and Option Line, a national 24-hour crisis-pregnancy hotline.

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networking opportunities, and a chance to learn — and have a drink — with both new and old friends. Also, a way to beat Jackie Ortiz at pool.

— SIMON HESELTINE, DIRECTOR OF SEARCH,  
SERENGETI COMMUNICATIONS



**Kevin Lee**  
Co-founder & Executive Chairman  
Ditdit

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

**Pavan Lee**  
Research Manager  
Microsoft

Pavan Lee (Peiwen Li) is a research manager at Microsoft, where she manages search, cross-channel, emerging technology, and Asia Pacific research at Microsoft Digital Advertising Solutions (MDAS). Pavan started her career at JWT/MindShare Shanghai, where she managed media planning for DeBeers, Kellogg, and Disney for the entire China market. Since then, she has worked in market research and strategic planning at both traditional and interactive agencies in China and the U.S. Prior to joining Microsoft, Pavan was the leading search researcher at iCrossing. Pavan holds a B.A. in English and an M.A. in communication arts. At the age of 21, Pavan became the youngest advanced English-Chinese interpreter certified by the Chinese government and is currently on the roster of the United Nations Public Information Officer.



**Olivier Lemaignan**  
Group Manager, Global Search Marketing  
Intuit

Olivier Lemaignan 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.



**Lawrence Lessig**  
Professor of Law  
Stanford Law School

Lawrence Lessig is a professor of law at Stanford Law School and founder of the school's Center for Internet and Society. Prior to joining the Stanford faculty, he was the Berkman professor of law at Harvard Law School, and a professor at the University of Chicago. He clerked for Judge Richard Posner on the 7th Circuit Court of Appeals and Justice Antonin Scalia on the United States Supreme Court.

For much of his career, Lessig focused on law and technology, especially as it affects copyright. He represented website operator Eric Eldred in the groundbreaking case *Eldred v. Ashcroft*, a challenge to the 1998 Sonny Bono Copyright Term Extension Act. His current academic work addresses a kind of "corruption." He has won numerous awards, including the Free Software Foundation's Freedom Award, and was named one of Scientific American's top 50 visionaries, for arguing "against interpretations of copyright that could stifle innovation and discourse online."

Lessig is the author of *Code v2* (2007), *Free Culture* (2004), *The Future of Ideas* (2001) and *Code and Other Laws of Cyberspace* (1999). He is on the board of the Creative Commons project, and is on the board of MAPLight and the Sunlight Foundation. He has served on the board of the Free Software Foundation, the Electronic Frontier Foundation, the Public Library of Science, and Public Knowledge. He was also a columnist for *Wired*, *Red Herring*, and the *Industry Standard*. Lessig earned a B.A. in economics and a B.S. in management from the University of Pennsylvania, an M.A. in philosophy from Cambridge, and a JD from Yale. Lessig teaches and writes in the areas of constitutional law, contracts, and the law of cyberspace.



**Sage Lewis**  
President  
SageRock.com

Sage Lewis started his online marketing company, SageRock.com, in 1999, during a time when most Internet companies were failing. SageRock, however, has thrived under Lewis' direction, growing an average of 30% every year, while also being recognized as one of the top 10 search engine optimization firms in the U.S. by a third-party resource in the industry, Marketing Sherpa.

Regarded as a web marketing expert, Lewis speaks regularly to business organizations like NEOSA and COSE, serves as a resource for press about industry trends, teaches a recurring class on search engine optimization at Cleveland State University, and is also a founding member of ClevelandSEO.com, an organization dedicated to highlighting the world-class search engine marketing talent in northeastern Ohio. He also hosts a daily web marketing show at [www.webmarketingwatch.com](http://www.webmarketingwatch.com). These four- to seven-minute how-to shows are geared toward helping the average marketer make better use of all the web marketing tools available.





**Rebecca Lieb**  
Contributing Editor  
ClickZ

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



**Craig Macdonald**  
VP of Marketing & Product Development  
Covario Inc.

Craig Macdonald, vice president of marketing and product management, is responsible for the strategic direction, development, and marketing of the Covario portfolio of solutions. Prior to Covario, Craig was the director of product management for the service and management group within Hewlett Packard's OpenView division, where he oversaw service and asset management, configuration management, and discovery applications used by large enterprises worldwide. Previously, Craig held key positions at Peregrine Systems, Inc., Fair Isaac, HNC Software, World Research Advisory, META Group, and Greenwich Associates. Craig earned an MBA from New York University's Stern School of Business, and a B.S. from the University of Pennsylvania. He also studied at the United States Military Academy at West Point.



**Gregory Markel**  
Founder/President  
Infuse Creative, LLC

Gregory is recognized as one of the 10 "pioneers of search." His Infuse Creative company is internationally regarded as one of the premiere tech-driven lead generation, e-commerce, and entertainment-focused search engine marketing companies in the world, with clients that include Pacificare, Secure Horizons, Natrol, National Geographic, Prudential, Universal, CBS, EA Sports, Fox Network, Newline Cinema, Sony, Time Warner, Warner Bros., and many others, representing dramatically varying client types. Gregory began his SEO career in 1995 in the real estate website vertical as one of the industry's first real estate site optimizers, eventually landing his SEO code on over 60,000 websites, with many still top-ranked to this day. During the course of his career, Gregory and/or his company have achieved first-page SEO rankings for many of the most competitive keywords on the planet, including "music," "movie," "mp3," "britney spears," and countless more.



**Mike McDerment**  
CEO & Co-founder  
FreshBooks

An entrepreneur with two successful startups to his name, Mike talks faster than he writes and can deftly juggle and keep his eye on hundreds of balls at one time. Mike is a founder of the mesh conference, lecturer at Humber College, and a frequent speaker at Internet conferences. He talks about these things on his blog. Mike loves his work, and would rather be outdoors than inside.



**Matt McGowan**  
VP, Publisher  
Incisive Media

Matt McGowan, VP Publisher for Incisive Media Plc, oversees all sales and marketing activities for the ClickZ Network and Search-EngineWatch.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, Matt 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). Please feel free to contact Matt at +1 (212) 925-6990 or by e-mail (matt.mcgowan@incisivemedia.com).



**John McIntyre**  
CEO  
Pixelfish

John is the founder and CEO of PixelFish, a technology-driven provider of award-winning video advertising solutions for small and medium-sized businesses and their partners. John has more than 16 years of management experience in the Internet and telecommunications industry. Prior to PixelFish, John was co-founder and CEO of Affinity Internet, which is now half of the largest web hosting company in the U.S. He grew the business from start-up to more than \$35 million in three years, attracting \$60 million in investments. Previously, John led marketing and product development for Interliant, Inc., an online applications hosting provider, which he helped grow from start-up to IPO in 12 months. He also worked as a management consultant for the firm PRMT, focusing on designing and implementing product development processes in the telecommunications industry. John holds an MBA from Harvard University and a B.S. in industrial engineering from Kansas State University. He has been a featured speaker at Internet and entrepreneurship conferences and trade shows.



**Jonathan Mendez**  
Founder & CEO  
RAMP Digital

A leading voice at the intersection of technology and marketing, Jonathan is widely regarded as the foremost expert on landing page optimization, multivariate testing, and onsite content targeting. Jonathan recently founded RAMP Digital to work with clients in creating marketing solutions fueled by APIs, semantics, intelligent web, and emerging marketing technology. Prior to that, he was the founder and chief strategy officer of OTTO Digital, the services division of the market leading optimization technology Offermatica (purchased by Omniture).

He was also a senior consultant at Creative Good and founded VitaminLab.com, which won the *Nutrition Business Journal* award for five-year growth under his direction. Jonathan authors the popular marketing blog "Optimize & Prophezie." 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.

**Jack Menzel**  
Senior Product Manager  
Google

Jack Menzel is a group product manager at Google, leading their universal search efforts, which strive to improve the comprehensiveness and relevance of Google's search results by incorporating results agnostic of content type. Before joining Google three years ago, Jack worked at Microsoft as the build program manager for Windows Sustainability, in charge of source management and compiling security patches and service packs. Jack holds an undergraduate degree from Brown in computer science and mathematical economics and a master's in computer science from the University of Washington, Seattle.



**Bryson Meunier**  
Associate Director of SEO  
Resolution Media

Bryson Meunier is an associate director of SEO at Resolution Media, an Omnicom Media Group company. His position gives him the opportunity to lead SEO strategy and execution for some of the world's top brands, and to share some of his learnings with the SEO community. Special interests include linguistics, semantic search, and all types of content syndication strategies, including mobile SEO and video search optimization.



**Jeff Molander**  
CEO  
Molander & Associates

Jeff Molander is CEO of management consulting firm, Molander & Associates Inc. and principal at The Partner Maker LLC, a partnership management system tailored for the online performance marketing industry. Since 1997 he's been providing early-stage entrepreneurs, investors, agencies, and multi-channel marketers with analysis and recommendations needed to build business cases for investment in digital advertising and media. Molander helped found the performance marketing services company, Performics Inc., which was acquired by DoubleClick in 2004 for \$65 million and then Google in 2007. Recently cited as a top technology and media consultant by Gerson Lehrman Group, he is slated to release his book *Ignorance Economy*, an insider's exposé on digital advertising and media economics. He blogs at [www.jeffmolander.com](http://www.jeffmolander.com) and eConsultancy.



**Jonathan Moskin, Esq.**  
Partner  
White & Case LLP

Moskin has acted as lead trial counsel and has 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; the Trademark Trial and Appeal Board; and various arbitral bodies. He is currently the chairman of the New York Intellectual Property Law Association's design protection committee and a senior editor of *The Trademark Reporter*. Moskin is a frequent author and speaker on intellectual property issues. Based on his publications concerning state dilution statutes, he was invited to testify before Congress when it was considering adoption of the Federal Trademark Dilution Act. Moskin was also a recipient of national honors in the Nathan Burkan memorial competition for his article, "Make Room For The Stars: Copyright Preemption and the Right of Publicity," 33 Copyright L. Symp. (ASCAP) 159 (1983).



**Robert Murray**  
President  
iProspect

Murray is responsible for formulating iProspect's corporate strategy as well as managing the company's operations. With more than 15 years of strategic consulting and financial analysis expertise, he is also in charge of developing and negotiating strategic alliances, identifying acquisition opportunities, and evaluating the company's capital structure. He has served as the president of iProspect for the last five years and led the company through its recent acquisition by Aegis PLC. Previously, he served as the firm's EVP. Prior to joining iProspect, Murray was a marketing and manufacturing strategy consultant for Bain & Company, Inc. of Boston. Murray also has served as a financial analyst for the North American sales group of Lotus Development Corporation in Cambridge, manager of financial reporting for Applied Extrusion Technologies Inc. of Boston, and supervising senior auditor and certified public accountant for the Boston office of KPMG Peat Marwick.

**Dr. Tim Musgrove**  
Founder & CEO  
TextDigger, Inc.

Dr. Tim Musgrove is the founder & CEO of TextDigger, Inc., a Silicon Valley startup providing website owners with semantic profiling services designed to enhance their content aggregation and increase the findability of webpages. The TextDigger team came out of CNET Networks, where Tim was the senior research fellow for artificial intelligence. At CNET, his team developed patented linguistic technologies that today are used to auto-generate thousands of natural language texts posted on CNET's award-winning websites. Tim's background areas of ontology, philosophy of language, and cognitive semantics are significantly visible in his development projects at TextDigger.



**Amber Naslund**  
President  
Altitude

Amber Naslund is president of Altitude, a social media and marketing firm she started after a decade of successfully creating and building brands and managing marketing strategies for rapidly growing businesses. She helps companies of all stripes and sizes make business sense out of marketing and social media, so they can find the tools and strategies that are just the right fit. Amber's BrandBox blog, which focuses on brand building and social media marketing, was launched in 2008 to wide acclaim and has rapidly become a go-to resource for corporate marketing, PR, and community professionals. The BrandBox can be found on the AdAge Power 150 and Alltop's social media category. Amber has worked with a wide profile of brands — from startups to the Fortune 500 — and her work has been published with industry organizations such as MarketingProfs and the International Association of Business Communicators (IABC).



**David Naylor**  
SEO  
Bronco

David Naylor, more commonly known as DaveN, started working in the SEO industry over eight years ago, working mainly with three large corporations, releasing their database-driven data, creating internal link structures, and improving usability. David went on to consult for a wide variety of online businesses, from corporations to



What are you searching for at SES Chicago?

## I'm searching for...

the best deep dish pizza in Chicago to make an evening out at B.L.U.E.S. absolutely perfect.

— JENNIFER LAYCOCK, EDITOR-IN-CHIEF, SEARCH ENGINE GUIDE



off-shore pharmaceutical companies, retail outlets to large portals. His techniques range from clean white-hat SEO to black-hat SEO, depending on the techniques needed for success. A few years ago, David entered into the affiliate wars. Today, David is a major contributor in the affiliate arena. David also runs a successful ISP and web design company that specializes in e-commerce solutions and bespoke state-of-the-art programming, which provides clients with not just SEO services but a complete website design, programming, and hosting package. One of David's main attributes that continually gives his clients great ROI is his constant development of new techniques and the ability to see algorithmic changes before most other SEOs.



### **Sandra Niehaus** VP, User Experience & Creative Director Closed Loop Marketing

As VP user experience and creative director of Closed Loop Marketing, Sandra heads up the company's usability and conversion optimization projects. She is co-author of the book *Web Design for ROI* from New Riders Press, and regularly speaks on the topics of search, usability, design, and conversion at industry and business conferences. Sandra has contributed her expertise to projects for a wide range of B2B and B2C companies, including Hewlett-Packard, Brocade, ReelzChannel, and Allstate.



### **Nicci Noble** National Electronic Fundraising Specialist Salvation Army

Nicci Noble has been volunteering with nonprofit organizations since the age of 10, when she first collected donations on behalf of the Veterans for Foreign Wars. As the electronic fundraising specialist for the Salvation Army, Noble has expanded the nonprofit's web presence and pioneered its web-based fundraising and communication efforts. She has created and implemented the first national online giving programs for disaster and Christmas campaigns, as well as the Salvation Army USA's Facebook application. As a result, the Salvation Army has seen a dramatic increase in the number of donors and online revenue. Noble has become a sustaining member of the Association of Junior Leagues International after nine years of active volunteer service. She has served as the president of the Golden Gate Chapter of the Association of Fundraising Professionals and is currently serving on the AFP international committee on directorship, the external relations committee, and the marketing and communications task force.



### **Kristen Nomura** Central Region Manager, Search & Analytics Google

Kristen Nomura helps clients implement and gain actionable insights from Google Analytics and other measurement tools, including Website Optimizer. Prior to joining Google, she was director of client solutions at ClearGauge, a boutique consulting firm focused on online marketing strategies and analytics for Fortune 500 companies.

Kristen holds a bachelor's degree in French and economics from Ohio State, and an M.S. in integrated marketing communications (IMC) from Northwestern University.



### **Steve O'Brien** VP, Sales & Marketing Click Forensics, Inc.

As VP of sales and marketing at Click Forensics, Steve O'Brien brings over 20 years of marketing and sales experience in the technology industry. Prior to Click Forensics, Steve served as VP of sales and marketing for Internet Solutions at Unica Corporation, where he helped establish Unica as a leader in the Web analytics market. Previously, he served as VP of sales and marketing at Fireclick, a pioneer in the web analytics space acquired by Digital River, Inc. in 2004.

Steve was also marketing director at Red Brick Systems, where he launched several successful enterprise software platforms in the data warehouse space. His early career included several years in product management and market development at Sun Microsystems. Steve holds an MBA from the Johnson Graduate School of Management at Cornell University and a B.S. in operations research & industrial engineering from Cornell.



### **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.



### **Gib Olander** Director of Business Development Localeze

As director of business development, Gib Olander has helped Localeze become the leading provider of merchant content management services, including collection, organization, validation, and distribution of merchant content. Prior to Localeze, Gib was a business development director with iCrossing (named search marketing agency of the year 2005), where he educated Fortune 500 companies on the positive results that can be achieved by creating smart content, strategic linking, and a clean platform to improve organic and paid search visibility. Previously, Gib was involved in the launch of Chicago.Citysearch.com when Citysearch began its push for nationwide coverage following the purchase of MSN's

Sidewalk property. Gib also developed advertising campaigns as well as direct mail marketing programs with The Ameritech Yellow Pages and Advo.



### **Pete Olson** VP of Product Management Amadesa

Pete Olson brings nearly 10 years of experience in product management and account management to Amadesa. As VP of product management, Pete provides the strategic direction for the company's technology platform, as he listens to the needs of customers, understands the competitive landscape, and offers a unique value proposition to the markets served by the company. Pete's knowledge and background in e-commerce platforms and services bring a unique perspective to client applications and adds value to the Amadesa customer experience platform.

Prior to joining Amadesa, Pete served as senior director of product management for Digital River, Inc. (NASDAQ: DRIV), a leading provider of global e-commerce solutions for software and consumer technology. At Digital River, Pete was responsible for driving key decisions for the platform technology and internal integration strategies, and he also assisted in M&A activities. Pete was previously the director of account development at Digital River and led a team of account managers to serve customers and achieve revenue targets.



### **Pauline Ores** Sr. Marketing Manager, Social Media Engagement IBM Corporation

Pauline Ores is responsible for IBM's social media research/metrics strategy and program, in support of IBM's new web 2.0 network value programs. Pauline's previous roles at IBM include interactive marketing strategy for IBM's power system UNIX server business and leading web design strategy as part of IBM's corporate brand experience team. She also serves on the SES advisory board.



### **Elisabeth Osmeloski** Founder 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. She's also worked in-house for a travel search industry startup. Elisabeth is a regular speaker and a moderator at the Search Engine Strategies conferences.

She recently launched a new blog and consulting agency, Adventures in Search ([www.adventuresinsearch.com](http://www.adventuresinsearch.com)), specializing in editorial services including content strategy, SEO copywriting, community development and management, social media marketing, online PR, and customized link building. Elisabeth's 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 University of Massachusetts-Amherst. She also spent several years as the skiing editor for About.com, and still enjoys writing as an active travel journalist whenever possible. In addition to freelance travel writing assignments, Elisabeth has also created Downhill Divas ([www.downhill-divas.org](http://www.downhill-divas.org)), a social network for women interested in skiing, snowboarding, freeride mountain biking, and living a healthy, active lifestyle.



### **Eric Papczun** Director of Natural Search DoubleClick Performics

Eric Papczun specializes in increasing visibility and traffic to large retail, publisher, lead generation, and financial websites as the director of natural search optimization for Performics.



### **Rachel Pasqua** Director of Mobile Marketing iCrossing

Over the past two years, Pasqua has become one of the most sought-after speakers on the synergies between search and mobile. As director of mobile marketing, Pasqua cultivates emerging technologies for iCrossing, an agency breaking new ground in the areas where search and digital media intersect. A mobile industry veteran, she has worked in interactive since 1998 as a writer, producer, and strategist. She advises iCrossing clients on successfully extending their online brand to the wireless web. Prior to joining iCrossing, Pasqua served as director of strategy for the mobile media consultancy, Consect, guiding both domestic and international brands on creative mobile content development and marketing initiatives. As a private consultant, she has developed mobile products and strategies for numerous public and private sector clients and is a frequent speaker on mobile search at industry events.



### **Manish Patel** Founder & CEO Where 2 Get It, Inc.

Manish Patel founded Where 2 Get It, Inc. in 1997 and is a popular speaker at search industry and general business events. He has received awards for small business, diversity, and minority-owned business excellence and has been recognized as a top young executive. Patel's vision and passion for building a business through hard work and continuous improvement is the driving force that propels Where 2 Get It forward. Patel's strategic planning and management guidance has enabled Where 2 Get It to achieve its current market and technology leadership position by helping the world change the way we shop. For 11 years, Where 2 Get It has helped customers locate products and services both online and locally from its 550+ clients worldwide, including such brands as Outback Steakhouse, Red Lobster, Olive Garden, Office Depot, Buckle, Lane Furniture, Seiko, Columbia, Patagonia, Reebok, Hoover, Electrolux, Sony, Monster Cable and ViewSonic.

### **Lindsay Perkin** Director of Organic Search onTargetjobs Inc.

Lindsay Perkin, director of organic search for onTargetjobs Inc, began her Internet marketing career in 2001. Lindsay's formative years with Robeez Footwear Ltd were spent transforming a mediocre web property into a high performing global e-commerce operation using search engine optimization as the cornerstone of a variety of marketing tactics. At onTargetjobs, Lindsay is responsible for enterprise-scale SEO involving millions of digital documents across a variety of web properties in one of the most competitive online sectors. Lindsay is a powerful in-house SEO evangelist. Her years of experience combined with her technical aptitude have made her an expert at recommending and managing the implementation of large-scale search solutions. She is considered an outstanding leader and resource in the search marketing community.



**Randy Peterson**  
Search Marketing Innovation Manager  
Procter & Gamble

Randy is search marketing innovation manager at P&G. He received his B.S. in computer science from the University of North Dakota and has held senior system analyst positions with ATT and Comtel Communications. In 1993 he joined Procter & Gamble Far East, where he held positions working in Japan, Korea, Singapore, and the Philippines. Randy is now located in Cincinnati.



**Jolina Pettice**  
Senior Account Manager  
TopRank Marketing

Jolina Pettice is a senior account manager for TopRankMarketing.com, a leading Internet marketing agency in Minneapolis, Minn. Jolina has worked with TopRank Marketing for nearly four years helping Fortune 500 clients ranging from McKesson to Northwest Airlines improve online sales and brand visibility through an integrated mix of digital asset optimization, digital PR, search, and social media marketing.



**Randy Pickard**  
VP Product Innovation  
User Centric Inc.

Randy Pickard is VP product innovation at User Centric, a global user experience consulting service. He is in the middle of the intersection between SEO and usability. Randy has been optimizing web pages for search and usability since 1996. Prior to User Centric, he was VP of marketing at iNest Realty, a subsidiary of Lending Tree. He took over a marketing effort that was only producing four to five sales a month in 1999 and developed it into a program that generated over 400 home sales per month, with total lifetime sales of new homes worth over \$3.6 billion. Real estate website search engine optimization includes over 500,000 realtor and national websites fighting for top spots. Randy began his career in marketing with Procter & Gamble in 1978, where he initiated and managed the first package-downsizing project in company history.



**Susan Prater**  
Global Interactive 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.



**Erik Qualman**  
Global VP  
EF Education

Erik Qualman is the global VP of online marketing for EF Education, headquartered in Lucerne, Switzerland. EF Education is the world's

largest private educator (Student Tours, Language Schools, Smithsonian, Hult MBA School, Au Pair Exchange, Student Exchange, etc.). Qualman works out of the 850-person Cambridge, Mass., office. Prior to joining EF Education, Qualman helped grow the marketing and e-business functions of Cadillac & Pontiac (1994-97), BellSouth (1998-2000), Yahoo (2000-03), EarthLink (2003-05), and Travelzoo (2005-08). Qualman holds a B.A. from Michigan State University and an MBA from the University of Texas at Austin.

Qualman is a frequently requested speaker within the Internet and marketing community. He's also an acclaimed fiction author — more information is available at American Novel. A former basketball player at Michigan State University, Qualman still finds time to follow his beloved Spartans.



**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.



**Jeff Quipp**  
President & CEO  
Search Engine People

Jeff is president and CEO of Search Engine People Inc., one of Canada's leading search/social marketing companies. With more than eight years' experience in the search space, Jeff is an online marketing strategist and a pioneer in the field. He is a visionary in the SEO/SEM/SMM field and was among the first to foresee the potential of search engines as an integral component of the marketing mix. Jeff has an MBA from Wilfrid Laurier University, and a B.A. in economics.



**Atif Rafiq**  
Director of Strategy & Business Development  
Yahoo! Local

Atif Rafiq is director of strategy and business development for Yahoo! Local. In this role, Atif is responsible for market strategy, monetization initiatives, partnerships, and business model development for the group. Prior to joining Yahoo, Atif was founder and CEO of Covigna, a startup in the content management software space. At Covigna, he drove the company's market vision, product strategy, sales, and fundraising over four years from inception to exit. Atif began his career on the web in 1996 as an early member of the business development team at AOL, where he played a central role in numerous partnerships, acquisitions, and business strategy activities that helped drive the company's significant growth. Atif

What are you searching for at SES Chicago?

**I'm searching for...**

a boutique hotel on Hotwire.com to enjoy the funky side of Chicago, post-SES.

— ANDREW GOODMAN, PRINCIPAL, PAGE ZERO MEDIA



has also spent time at Audible (acquired by Amazon) and Goldman Sachs. Atif holds a B.A. in mathematics-economics from Wesleyan University and an MBA from the University of Chicago.



**Phyllis Reuther**  
CTO  
Mobile Content Networks, Inc.

Phyllis Reuther is CTO of Mobile Content Networks, Inc. (MCN), the leading provider of mobile search management solutions. Prior to MCN, Phyllis served as CTO at Sentius Corporation, a technology and intellectual property licensing company. Before that, Phyllis had a four-year tenure with Documentum, a firm that develops, delivers, and supports information infrastructure technologies and solutions. There, Phyllis served as information retrieval scientist and led the company's enterprise search architecture and strategy activities. Throughout her career, Phyllis has spoken at many industry conferences, and her work has been published in a variety of trade journals. She holds a B.S. in mathematics and a doctorate in information and decision science from Carnegie Mellon University. Phyllis resides in the San Francisco Bay area.



**Wil Reynolds**  
Founder  
SEER Interactive

Over the past nine years, Wil Reynolds has dedicated himself to doing two things well: driving traffic to sites from search engines and analyzing the impact that traffic has on the bottom line of companies. Wil's career began at a web marketing agency in 1999, where he spearheaded the SEO strategies for companies like Barnes & Noble, Disney, Harman Kardon, Debeers, Doubleclick, Hotjobs, and Mercedes Benz USA. For the last five years, Wil and the team of search professionals at SEER Interactive have been assisting clients in maximizing their visibility and sales using search engines. You can catch Wil speaking with anyone who wants to learn about search, whether it is in a coffee shop or at a major conference.



**Mark Rosenberg**  
Of Counsel  
Sills Cummis & Gross P.C.

Mark J. 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, Rosenberg 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 related to Internet marketing. He has assisted clients in reaching cost-effective resolutions of disputes relating to paid keywords, web, pop-up, e-mail advertisements, and domain names. Rosenberg has drafted web hosting, website development, list rental agreements, and privacy policies. He has also counseled clients on CAN-SPAM and affiliate issues. He is a seasoned litigator who has successfully handled many complex patent, trademark, and copyright actions. He may be reached at mrosenberg@sillscummis.com or (212) 643-7000.



**Mark Ruzomberka**  
Traffic.com

Mark started at Traffic.com when it was a small startup of nearly 100 people in 2003. Since then, Traffic.com has gone through an initial public offering and subsequently been bought out twice. First, Traffic.com was acquired by NAVTEQ in 2007. In 2008 NAVTEQ was acquired by Nokia, which now employs well over 100,000. Mark was a founding member of the data quality department at Traffic.com in 2005. In 2007, he joined the product management team at NAVTEQ. In this role, Mark began working on search engine marketing, search engine optimization, and web analytics. He was a member of the first class to graduate from the college of information sciences and technology at Penn State in 2003.



**Kevin Ryan**  
SES Advisory Board Chair  
CEO, Motivity Marketing

Ryan is a seasoned industry veteran. His former roles include VP, interactive media, for the Interpublic Group agency; Wahlstrom Interactive; and CEO of Kinetic Results, a 2006 *Advertising Age* top 20 search engine marketing firm. Ryan recently founded a strategic consulting firm, Motivity Marketing, and has written over 200 articles on search and interactive marketing as search editor for iMedia Communications, a trade publisher and event producer serving the interactive media and marketing industries. His former client roster includes notable brands such as Rolex Watch USA, State Farm Insurance, Minolta Corporation, Samsung Electronics America, Toyota Motor Sales USA, Panasonic Services, and Hilton Hotels. Additionally, Ryan has volunteered his time with the Interactive Advertising Bureau (IAB), Search Engine Marketing Professional Organization (SEMPO), and several regional nonprofit organizations.

**Justin Sanger**  
President  
LocalLaunch!

Justin Sanger is the founder and president of LocalLaunch, a Chicago-based local Internet marketing firm. Sanger founded LocalLaunch in 2003, six years after founding a leading Internet strategy firm, Pulsity, Inc. Under Sanger's guidance, LocalLaunch has expanded quickly and is widely recognized as the premier local Internet marketing company for small and medium-sized businesses. In September 2006, LocalLaunch was acquired by RHDDonnelly, a leading Yellow Page publisher. Sanger has over a decade of Internet marketing leadership experience with a range of firms.



**Marcelo Sant'Iago**  
General Manager  
MediaClick Performance Marketing

Marcelo Sant'Iago has been working in advertising since 1989 and started with interactive in 1995. President of IAB (Interactive Advertising Bureau) Brazil for two consecutive terms (2002-2006), he

is now is member of the advisory board. Marcelo is also member of the Search Engine Marketing Professional Organization (SEMPO), where he recently co-chaired the Latino working group. He is currently the general manager at MídiaClick Performance Marketing, in São Paulo, Brazil, where his team delivers search engine marketing strategies for Motorola, Reader's Digest, Wal-Mart, FIAT, SKY, Natura, and 15 other companies. He blogs about interactive media, is one of the editors at Multilingual Search blog, writes for *Meio Digital* magazine and Webinsider.com.br, and has articles and interviews published in Brazil and abroad.



**Erica Schmidt**  
Global Director of Search  
Isobar

Schmidt is responsible for helping Isobar search agencies across the globe increase their revenues from search engine marketing, and she assists Isobar agencies in launching iProspect-branded SEM practices. Schmidt also ensures that each agency is delivering services according to iProspect U.S. best practices. Prior to Isobar, Schmidt was client services director at iProspect, overseeing a number of client-facing search teams; she focused on delivering superior strategies and proactive account management to clients. A polished speaker, Schmidt has presented at various conferences around the globe, including Search Engine Strategies. She has also authored articles for industry publications, including *Pharmaceutical Executive Magazine* and *Direct Magazine*.



**Todd Schwartz**  
Group Product Manager, Live Search  
Microsoft

Todd Schwartz is a group product manager at Microsoft and manages product management and planning within the Search Business Group. His team is charged with driving short and long-term growth of 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. Previously, 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. Prior to ContextWeb, Sears was SVP business and strategy development for EDGAR Online (1997-2004), where he drove the strategy that took the company from an under \$1 million entrepreneurial business to a publicly-traded NASDAQ company. He created over 300 partnerships, including ones with Yahoo, the Nasdaq Stock Market, and Microsoft. Prior to EDGAR Online, he served as VP marketing for Wolff New Media, the subject of *Burn Rate* by Vanity Fair media columnist Michael Wolff. Sears regularly speaks at industry conferences such as Search Engine Strategies and CIMA and has been quoted in publications such as Jack Myers Report, *MediaWeek* and *Inc Magazine*. Sears received his B.A. in political science from Kenyon College in 1989.



**Shashi Seth**  
Chief Revenue Officer  
Cooliris

Shashi Seth is the chief revenue officer for Cooliris. He has held several key roles at YouTube (head of monetization), Google (product lead for web search) and eBay (principal, product strategy). Having held key roles in both Search and Advertising, he is currently working at a startup that's bringing a fresh perspective to visual browsing and searching.



**Chris Sherman**  
Executive Editor/President  
Search Engine Land

Chris Sherman has analyzed and influenced developments in search marketing for more than a decade. He is executive editor of Search Engine Land and the creative force behind the programs for Search Marketing Expo events around the world, including SMX Local, SMX Mobile, and SMX London.

**Jared Simon**  
VP Corporate Finance & Business Development  
TurnHere.com

Prior to TurnHere, Jared helped launch the hotel business at travel site Orbitz.com, most recently serving as general manager of the company's Lodging.com brand. Jared's previous experience was in corporate finance and investment banking at Credit Suisse First Boston and Budget Group, Inc. He is a graduate of the University of Texas at Austin and holds an MBA from the Kellogg School of Management at Northwestern University.



**Sarah Skerik**  
VP, Distribution Services  
PR Newswire

Sarah Skerik is a 15-year veteran of the newswire industry, and has been with PR Newswire for 13 years. In her current position as VP of distribution services, Sarah is responsible for managing the core wire product, content syndication, media relations, customer reporting, and targeted distribution products. She previously oversaw channel sales and marketing. Prior to joining PR Newswire in 1995, Sarah was the director of marketing for the City News Bureau of Chicago's commercial newswire subsidiary, PR News Service, which was acquired by PR Newswire in 1998. A graduate of Miami University in Oxford, Ohio, Sarah also earned an MBA from the University of Notre Dame.



**Brian Smith**  
Analyst  
ComparisonEngines.com

Brian covers the shopping comparison engine industry through ComparisonEngines.com. You may also know Brian through VerticalSearch.net, where he covers the online travel and job search verticals; or Search Engine Watch, where he's a shopping search correspondent and SearchDay contributor.

Over the last 11 years, he's been involved with a number of Internet start-ups, researching, planning, implementing, and optimizing cost-effective online marketing and business development programs. Brian has a passion for metrics-oriented marketing activities that drive targeted traffic at a low cost per acquisition (CPA) for e-commerce

What are you searching for at SES Chicago?

**I'm searching for...**

the opportunity to discuss digital marketing best practices over a slice of Chicago's finest pizza with the city's most famous resident, President-elect Barack Obama.

— MATT MCGOWAN, VP, PUBLISHER, INCISIVE MEDIA



companies. He has hands-on experience with search engine optimization (SEO), pay-per-click (PPC) marketing, e-mail marketing, adware, banner/media buying, and affiliate program management.



**Jamie Smith**  
CEO  
Engine Ready

Smith got an early entrepreneurial start during the beginning of the Internet boom building and selling websites. He has over 10 years of Internet marketing experience, continually staying on top of the newest opportunities in the ever-changing online business landscape. In 1998, Smith founded World Methods, an Internet marketing agency headquartered on the island of Martha's Vineyard. World Methods and Engine Ready merged in September 2001, putting together a robust online services organization with a talented group of Internet software visionaries. Under Smith's tenure, Engine Ready has transformed from a local Internet marketing services company into a leading strategic software development firm. Smith studied business administration at the University of Vermont and has a B.S. in management and occupational safety from Keene State College.



**David Snyder**  
Search Specialist  
JRDunn.com

David is the search strategist and marketer for JRDunn.com, a leading name brand jewelry e-commerce site. David parlayed his gifts as a published writer and former teacher into his current Internet marketing career. His specialties include search engine optimization, search engine marketing, online press strategies, and social media marketing and optimization. A true Florida native, he was raised in Miami and now resides with his wife and son in Delray Beach.

**Gary Stein**  
Director of Strategy  
Ammo Marketing

Gary has been in the interactive industry since 1993, when he was director of content at Mactivity, Inc. More recently, he was the senior advertising analyst at Jupiter Research and senior strategist at Red Sky Interactive. Gary has worked with a number of top-brand clients, including Coca-Cola, P&G, Lands' End, and Visa. He currently lives in San Francisco with his family.



**Gregg Stewart**  
SVP, Interactive  
TMP Directional Marketing

Gregg is responsible for managing the interactive and local search programs for TMPDM's many clients. Working with senior-level management, Gregg continually innovates, develops, and upgrades products, services, and technologies. Most importantly, Gregg finds and develops the best talent to serve the firm's interactive business clients. TMPDM, the largest (\$500 million) local search, Yellow Pages, and search engine marketing firm, is independent and head-

quartered in New York with 700 employees and 22 offices in the U.S. and Canada. TMPDM serves hundreds of clients, including more than 100 Fortune 500 companies.



**Jon Stewart**  
Research Director, Technology & Search  
Nielsen Online

Jon Stewart is research director, technology and search, for Nielsen Online, providing clients with value-add insight and analysis in the areas of search, hardware, and software technology. During his tenure at Nielsen Online, Stewart has supervised the team of data analysts that delivers custom data to answer client-specific business questions. Stewart has also contributed to the development of the MegaView portfolio of syndicated products, which provide metrics for the areas of online retail, search, financial services, travel, and local markets. Stewart brings 10 years of experience in designing custom data solutions to the Nielsen Online analytics team. Prior to joining Nielsen Online in 2003, Stewart developed database-driven web applications for a diverse clientele, including IDG Books, SBC, and Interpublic Group.



**Ashley Swartz**  
CEO of North America  
Ag8

Ashley has a strong legacy in leveraging new technologies like gaming and mobile as advertising mediums and in helping new technology brands better reach the consumer. After completing her graduate degree in Europe, she worked for Sony Ericsson, where she was responsible for their North American content licensing strategy. She then co-founded Eiko Media, a boutique emerging media agency that quickly grew into one of the leading in-game product placement agencies in the U.S. with publisher clients including Ubisoft, 2K Sports, and Eidos Interactive. After taking over ownership, she sold Eiko to Double Fusion, the leading independent dynamic in-game advertising provider. After two years at Double Fusion, Ashley joined PHD and led their cross-platform emerging media team, focusing her efforts on providing best-in-class service to PHD's roster of entertainment and new technology clients.



**David Szelata**  
CEO  
Clix Marketing

Online advertising expert David Szelata 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. Szelata'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, in his weekly "Profitable PPC" column published by Search Engine Watch. 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.



**Anna Talerico**  
EVP  
ion interactive

As ion interactive's EVP, Anna leads the company's client development and has over 12 years of experience delivering results-driven online marketing programs for clients such as Citrix Systems, American Greetings, HSBC, and Howard Johnson. She is an executive board member of the eMarketing Association and speaks regularly at industry events, including the Triangle Interactive Marketing Association, FIU eMarketing Summit, and eM8. ion interactive is the leading post-click marketing firm, focused entirely on improving the efficacy of online marketing programs through strategic landing experiences. A passionate advocate of post-click marketing, Anna blogs regularly at PostClickMarketing.com.



**Bill Tancer**  
General Manager, Global Research  
Hitwise

New York Times best-selling author Bill Tancer is the GM of global research at Hitwise. With 12-plus years of marketing, market research, and corporate strategy experience, he provides cutting-edge research and insight into online consumer behavior and the application of online competitive intelligence. Bill's analysis of the online

landscape has been quoted extensively in the press, including *The Wall Street Journal*, *The New York Times*, *USA Today*, and *BusinessWeek*. He has been featured on 20/20, *Good Morning America* and *Last Call with Carson Daly*, and has appeared on CNBC, MSNBC, NPR, CNN Radio, and CBS Radio. In addition to speaking at keynote events, Bill is the author of a weekly online column for *TIME*, "The Science of Search." He was also named one of Television Week's "12 to Watch" for 2008 and is currently on the advisory board for the PEW Internet and American Life Project. Prior to joining Hitwise, Bill led market research and strategy teams at LookSmart, Zaplet, NBC Internet, and Pacific Bell. He has also covered the Internet sector for Gartner Group as a senior technology marketplace consultant. Bill has a B.S. from the University of Florida in quantitative management and a J.D. from Mercer University.



**John Tawadros**  
Chief Operating Officer  
iProspect

Tawadros oversees the development of iProspect's client service and campaign management process, as well as all the proprietary technologies that support those efforts. iProspect's client-facing, algorithmic search, paid search, and technology teams all report to Tawadros. Prior to joining iProspect in 1999, Tawadros worked for PictuRetel Corp., a teleconferencing company, where he was customer service manager and won the presidential award. Tawadros has written numerous articles for industry publications, including iMedia Connection and MediaPost, and he is a regular columnist for Search Engine Watch. He also contributes to iProspect's own "Search Marketing Advisor" newsletter. Tawadros has spoken at numerous industry events, including the BtoB Lead Generation Summit and Search Engine Strategies. He received his bachelor's of business in computing from Victoria University of Technology in Australia, where he also worked as a support service advisor.



**Shari Thurow**  
Founder & SEO Director  
Omni Marketing Interactive

Shari Thurow is founder and SEO director at Omni Marketing Interactive, a full-service search engine optimization, website usability, and web design firm. She has been designing and promoting websites since 1995 and is outsourced to many firms worldwide. The firm currently has a 100 percent success rate for getting client sites ranked in top search engine positions.

Acknowledged as the leading expert on search engine-friendly websites worldwide, Shari is the author of the top-selling marketing book, *Search Engine Visibility*, and the forthcoming *When Search Meets Web Usability*. The books teach web developers how to build a site, from concept through promotion, that pleases both site visitors and the search engines. Shari has been featured in many publications, including *The New York Times*, *USA Today*, *Internet Retailer*, *MacWorld*, and *Crain's Chicago Business*. Clients include AOL, ABC News, Expedia, Microsoft, Yahoo, WebMD, and the National Cancer Institute.



**Jeff Tinsley**  
CEO  
Reunion.com

Jeff Tinsley founded Reunion.com as the primary investor and is responsible for the company's day-to-day operations, including business planning and strategy. Leveraging the Internet, Tinsley started Reunion.com to help people reconnect with old friends, acquaintances, and loved ones.

Previously, Tinsley was founder and CEO of GreatDomains.com, where he was responsible for creating and building a profitable business from an unproven concept. GreatDomains.com proved to be a leader in its market, and was responsible for facilitating some of the largest domain-name sales in the industry through its secondary domain-name marketplace, including Loans.com for \$3 million.



**Josh Todd**  
Director of Acquisition Marketing  
Constant Contact

Josh has been at Constant Contact since April 2006, where he manages all traditional and digital media programs, including SEM, online display advertising, and national radio and print campaigns. Josh has more than 10 years experience as a marketer working in big box retail, Internet, and consumer packaged goods industries, and has helped to grow Constant Contact from 75,000 customers to more than 200,000 to date.

Previously, Josh worked for Staples, Inc., where he was responsible for guiding the development of online advertising campaigns and sports marketing sponsorships. Josh also held management positions at Terra Lycos, Greater Boston Radio Group, and Kellogg Company. Josh holds a B.S. in economics from Babson College, and an MBA from Colorado State University.



**Bob Tripathi**  
Search Marketing Strategist  
Discover Financial Services

Bob manages enterprise-wide organic search and paid campaign strategy for Discover. He also sets SEO strategy and provides education to build SEO best practices into the workflow of business groups across Discover Financial Services, including credit cards, prepaid gift cards, small business cards, education finance, and Discover Bank.

Bob has over seven years of hands-on experience in SEO and managing PPC campaigns in both B2B and B2C industries. Over the years, he has worked with businesses of all sizes, helping them to generate revenues and achieve positive ROI with search engine marketing. Bob has a B.A. in international business and marketing from Eckerd College, Fla. He is a co-founder of SEMPO Chicago Working Group and also serves in the in-house search committee at SEMPO.



**Brian Ussery**  
Director of SEO  
Search Discovery

Brian Ussery is director of SEO at Search Discovery, a search engine marketing agency based in Atlanta, Ga. Brian serves as moderator for Google issues on SearchEngineWatch.com and acts as administrator for both Search Engine Strategies and SearchEngineWatch.com groups on Facebook and LinkedIn. His "beu blog" stories are regularly featured on major industry sites like Search Engine Watch, Search Engine Land, SEOBook, Google Blogoscooped, SERoundtable, clnet, and Wired.

Brian is a Google developer and highly regarded as an authority on SEO issues related to Flash. During his nine years in SEO, Brian has worked with brands like Unilever, Dannon, ClubMed, HomeDepot, IMAX and AutoTrader.com. In addition to his work on SEO, Brian is an officially licensed collegiate artist authorized by Nike as well as the Collegiate Licensing Company consortium, which consists of more than 200 colleges and universities, bowl games, conferences, The NCAA Final Four, and the Heisman Trophy.



**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.

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**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 in India with a degree in chemical engineering in 1999.



**Anna Maria Virzi**  
Executive Editor  
ClickZ

Anna Maria Virzi joined The ClickZ Network as executive editor in August 2007. Previously, she was executive editor at Ziff Davis Media's *Baseline* magazine. She's also held editorial posts at Forbes.com, Internet World, and *The Connecticut Post*, and received awards from American Business Media, the American Society of Business Publication Editors, and New England Associated Press.



**Karen Breen Vogel**  
President & CEO  
ClearGauge

Karen is president and CEO of ClearGauge, a B2B interactive marketing and web analytics services firm. She leads the ClearGauge team and provides consultation to clients on online sales and marketing strategy, lead generation, website renovation and closed-loop sales/marketing reporting. As a hands-on leader, she works with clients and her experienced web analytics and delivery teams to link business goals and performance measures to the website sales strategy, to analyze results and make recommendations for improvement.

Karen has earned a reputation as a respected thought leader in her field, is the author of numerous white papers and has been a frequent speaker at Search Engine Strategies events, Ad:tech, the CMO Council, Marketing Profs, and DMA; she teaches at the University of Wisconsin interactive marketing executive education program. ClearGauge's clients include GE Corporate Financial Services, Caterpillar, Dow Chemical, LSI, Unica, Lind-Waldock, Siemens, Sage Healthcare Software, and Zynx Health.



**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 own blog, Blogs and Feeds, and also as a blogger for Search Engine Watch.



**Ellen Watson**  
Relationship Marketing Mgr for Child Care Brands  
Kimberly-Clark Corporation

As relationship marketing manager for child care brands at Kimberly-Clark, Ellen Watson manages the brand websites, e-mail, community sites, and search campaigns for the Pull-Ups and GoodNites brands. She has worked in website management since 1997 in both agency and corporate roles, and has spent much of her professional career in Australia. Watson's broad range of experience includes managing three agency relationships on SEO campaigns for Huggies.com.au, Pull-Ups.com, and GoodNites.com, as well as paid search campaigns for the latter two sites. In addition, Watson managed seven websites in six different languages while working as web group manager for the Asia, Pacific and Latin America regions at Adobe Systems from 1999 to 2001. Watson has an MBA from the Australian Graduate School of Management in Sydney and a Ph.D. in philosophy from the University of California, San Diego.

**Jiyan Wei**  
Product Manager, PR Web  
Vocus

As Vocus' product manager responsible for the leading online newswire, PRWeb, Jiyan is responsible for product development and integration, strategic business planning, partnerships, and marketing/sales of PRWeb. Prior to Vocus, Jiyan served as VP of online services for v-Fluence Public Relations where he was responsible for defining and developing processes and technologies to better serve clients. He completed his undergraduate studies in English and music at Georgetown University and graduate studies in media and communications at the London School of Economics. He is a moderator of the local chapter of Social Media Club and sits on the vendor council of the Society for New Communications Research (SNCR). Jiyan maintains a blog, New Influencer ([www.newinfluencer.com](http://www.newinfluencer.com)), where he writes about media and technology.



**Jamie Welsh**  
Founder & CEO  
10% Solution

Jamie Welsh is the founder and CEO of 10% Solution, a social responsibility certification and consulting company. 10% Solution is a culmination of inspiration, knowledge, tears, experience, guts, a little bit of crazy, and a whole lot of love. In a previous life, Jamie was an accomplished executive with a diverse background in hospitality, homebuilding, and software product development.

What are you searching for at SES Chicago?

**I'm searching for...**

anyone who wants to talk about mobile marketing and the future of search — especially if they want to talk about it someplace warm, over coffee or hot chocolate. It's going to be cold!

— CINDY KRUM, DIRECTOR OF NEW MEDIA STRATEGIES, BLUE MOON WORKS, INC.



**Daniel Yomtobian**  
CEO  
Scour.com & ABCSearch

Daniel Yomtobian is CEO of Scour.com, a meta social search engine that bridges the gap between algorithmic and human powered search. Scour pulls results from Google, MSN, and Yahoo. Scour rewards people with Visa gift cards for searching, voting, commenting, and referring friends. As CEO of ABCSearch, which launched in 2001, Dan has driven his company to become a world leader in online cost-per-click advertising. ABCSearch, a subsidiary of Interxnet Media Corporation, is now the largest privately held PPC search engine.

Under his leadership, the ABCSearch network of niche-specific directories has grown to 7 billion searches a month. Dan's insight into the future of online advertising and his ability to attract new partnerships and strategic alliances continue to expand ABCSearch's network. A quarter of Six Sigma Inc.'s online marketing effort is accounted for by ABCSearch. Superpages.com advertisers benefit from ABCSearch's pay-per-click network.



**Rafael Zorrilla**  
Director of Interactive Services  
Bankrate, Inc.

Rafael Zorrilla is the director of interactive services for Bankrate, Inc. He is responsible for online consumer marketing, which ranges from managing search marketing to Internet strategies to media buying. Since joining Bankrate in 2005, Rafael has been instrumental in promoting Bankrate online properties such as Bankrate.com, Interest.com, and CreditCardSearchEngine.com. These sites provide consumers with financial tools, guides, interest rates, and more to empower them to make the best personal decisions for their financial products.



**Richard Zwicky**  
Founder & CEO  
Enquisite

Richard has been involved in search marketing for 10 years. 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 focuses on helping search marketers manage campaigns more easily and with greater success. He 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.



**Ian White**  
CEO  
Urban Mapping

Ian White is CEO of Urban Mapping, a company that produces wayfinding tools and solutions across the tactile and interactive domains. The company's products include the multiple award-winning Panamap print map and Urbanware geospatial database products, all focusing on urban place. White holds 15 years' experience in marketing strategy and product development. He has been published in academic journals and the business press and is a frequent speaker on local search and context-dependent media. Prior to founding Urban Mapping in 2003, White worked as a business consultant and held various roles in business development and marketing. He also served as adjunct professor of design and management at Parsons School of Design in New York. White received a B.A. from McGill University in Montreal, an MBA from Babson College, and completed post-graduate studies in France.



**Matt Wilburn**  
Senior Director, CPG  
Yahoo!

Matt Wilburn is a leader in Yahoo's consumer packaged goods team and is responsible for its search marketing business. He works with top CPG advertisers and their agencies and led Yahoo's pioneering initiatives with Procter & Gamble, comScore, and Mediavest to demonstrate the critical role that search marketing has in building consumer brands today. Matt consulted with several CPG companies as SVP at IRI before joining Yahoo. He earned an MBA from the Kellogg School of Management at Northwestern University and a B.A. in communications from the University of Utah.



**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.

# 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 hyperlink. 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 varying degrees by search engines to index a page. Common meta tags used in search engine marketing 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 returning blended search results, which include images, videos, and results from specialty databases on their SERPs.

**social media:** A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn or Facebook, social bookmarking sites like Digg, 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.

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# Who were your heroes?

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

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



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