



SES

SearchEngineStrategies.com
June 2008

YOUR GUIDE TO SES Toronto

June 17-18, 2008

Metro Toronto Convention Centre

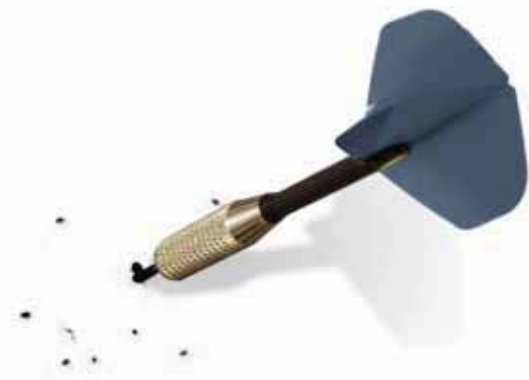
Conference Agenda
4-5

Floor Plan
6-7

Sponsors
9-17

PLUS
From Ash to Zwicky:
Introducing exclusive content
for SES Magazine!

Are Your Search Strategies Missing the Mark?



The Original® Search Engine Marketing Firm

iProspect® is the Original® Search Engine Marketing Firm. We pioneered the industry standards for search expertise, service excellence, and thought leadership, which we continue to maintain today.

We create customized search engine marketing solutions to meet your exact online marketing goals, maximizing the return on your advertising and marketing investment.

iProspect Canada will be making its debut at the Search Engine Strategies 2008 Conference & Expo in Toronto, from June 17 to 18, at the Metro Toronto Convention Centre.

Frederick Marckini, iProspect founder and Chief Global Search Officer, Isobar, will be presenting the conference's first keynote address, on Tuesday, June 17.

Drop off your business card at **booth #506** for a chance to win a free SEM campaign build and set-up by Justin Jung, Director, Practice Lead – Search & Web Analytics, at iProspect Canada, valued at approximately **\$2000.00***.

*For full contest details, visit www.iProspect.ca

SES TORONTO 2008 – JUNE 17 TO 18 – **BOOTH #506**

www.iprospect.ca

iProspect®
CANADA

Staff

SES MAGAZINE

Editor in Chief Kevin Ryan
Managing Editor Drew Eastmead

SES EVENTS

VP, Global Content Director Kevin Ryan
Sr. Conf. Program Director Stewart Quealy
Program Manager Marilyn Crafts
Program Coordinator Jackie Ortiz

SES OPERATIONS

VP, Event Operations Samantha Hammer Mitchell
Operations Manager Dan Hoskins
Sponsorship Operations Mgr JoAnn Simonelli
Sr. Registration Manager Beth Edwards

SES SALES

Executive Sales Director Frank Fazio
Sales Directors Peter Westerholm
Elaine Mershon
Andrew Katz
Elaine Romeo
Jeff Britt
Chris Lucas (UK/Europe)

SEARCH ENGINE WATCH

Executive Editor Kevin Heisler
Managing Editor Kevin Newcomb

THE CLICKZ NETWORK

Executive Editor Anna Maria Virzi
Mng. Editor, News & Features Zach Rodgers
Managing Editor, Stats Enid Burns
Senior Editor, News Kate Kaye
Copy Chief & Assoc. Editor Erin Brenner

CORPORATE

MD, Interactive Marketing Rory Brown
MD, North America Gary Lynch
VP, BizDev & Marketing Matt McGowan
VP, Sales/Publisher Susan Leiterstein
Marketing Director Angela Man

SES: Volume 2, Issue 3 | June 2008

Incisive Media — U.S. headquarters

270 Lafayette St., Suite 700
New York, NY 10012
tel (212) 925-6990
fax (212) 925-7585

Incisive Media — Connecticut office

13 Marshall St.
South Norwalk, CT 06854
tel (203) 295-0042
fax (203) 295-0060

Incisive Media — head office

Haymarket House, 28-29 Haymarket
London SW1Y 4RX, UK
tel +44 (0)20 7316 9609
fax +44 (0)20 7930 2238

For more information, visit

www.SearchEngineStrategies.com

Interested in advertising? E-mail us at

sales@SearchEngineStrategies.com

© 2008 INCISIVE MEDIA PLC
AND INDIVIDUAL AUTHORS

the intersection of search, marketing & commerce



contents

CONFERENCE INFORMATION

Agenda	4-5
Floor Plan	6-7
Sponsors & Exhibitors	9-17
Sessions & Training	19-25
Speaker Biographies	37-51

Features

Landing Page Neglect: What's Wrong with This Picture?	26-27
SERP Position: It Ain't Horseshoes	28-29
Q&A with Bryan Eisenberg	30-31
Around the Town: Toronto	35

Columns

Global SEO Strategy: Advanced Search for Large Enterprises	32-33
Search Engine Results, Blogs, and Credibility	34

welcome

Search Engine 
STRATEGIES 2008 TORONTO
CONFERENCE & EXPO

Dear reader,

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

What's new at SES?

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

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

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

What is *SES Magazine*?

We recently launched this new magazine because it was time to bring our online expertise to a print publication. *SES* will be distributed at our five flagship conferences in 2008: London, New York, Toronto, San Jose, and Chicago. Each issue of *SES* will help you navigate that week's conference — you'll find all the details on the sessions, the speakers, and the sponsors and exhibitors. In addition, readers will learn about the latest trends in search and online marketing through interviews and fun feature pieces. Just like our events, this magazine will continue to expand and improve over the next year and beyond.

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



Kevin Ryan

VP, Global Content Director, SES & Search Engine Watch
Editor in Chief, *SES Magazine*

IIMA
INTERNATIONAL INTERNET
MARKETING ASSOCIATION

www.iimaonline.org

Join Today and SAVE!

The International Internet Marketing Association (IIMA) is a non-profit professional association that strives to be the leading source of information and education for all forms of Internet marketing and communications. Their mission, as a community of Internet marketing professionals, is to bring together leaders and learners, passionately committed to innovation and excellence in the industry. IIMA supports its members by providing networking and educational events designed to keep members informed about Internet trends, changes, opportunities, and career advancement.

Benefits of joining IIMA

- Up-to-date information on relevant industry issues, trends and changes
- Networking opportunities
- Access to career postings and discussion groups
- Access to Member listings on website
- Recognition by clients and prospects of your affiliation with a professional association
- Member links and Corporate Member profiles on the www.iimaonline.org website
- Receive event newsletters
- Reduced rate for IIMA meetings & workshops
- Discounts to partner events

Upcoming Events

IIMA brings in leading internet marketing professionals to present relevant and timely information on a variety of topics such as Blogging, Search Engine Optimization, Social Networking and more. Visit our website at www.iimaonline.org for a listing of upcoming events.

\$55 VALUE

IIMA
INTERNATIONAL INTERNET
MARKETING ASSOCIATION

FREE Event with annual membership purchase.

Purchase an annual IIMA membership for only \$99 and your first event is FREE. That's a \$45 savings, and is only available with this LIMITED TIME OFFER. To purchase your annual membership, visit us online at www.iimaonline.org. Click on Membership/Join Now and complete the registration process. Enter coupon code: **IIMAFREE0803** in the comments box of the registration process to receive your free event coupon.

FREE event must be redeemed within six months of membership purchase.
One coupon per person. Not redeemable for cash. Can not be combined with any other offer.

\$55 VALUE

Printing courtesy of Colortime Printing. Call (604) 682-8307 today for an estimate.

Day 1: Tuesday, June 17, 2008

Track Location	Get Me Up to Speed Room 713A	Practical & Actionable Room 713B	Advanced Room 715AB
8a-6:30p	Registration		
8-9a	Morning Coffee — Lobby		
9-9:15a	Conference Welcome & Orientation — 715AB		
9:15-10a	Opening Keynote: Fredrick Marckini, Chief Global Search Officer, Isobar — 715AB		
10-11a	Expo Hall Grand Opening		
11a-12:15p	Introduction to Search Engine Marketing	Search Around the World: UK, Europe, Asia Pacific & Latin America	Universal & Blended Search
12:15-1:15p	Networking Lunch — 717AB		
1:15-2:15p	Orion Panel: Measuring Success in a 2.0 World — 715AB		
2:15-2:30p	Session Interval		
2:30-3:45p	State of Search Marketing in Canada	Getting Found in Maps & Local Search	Paid Search: Advanced Issues in PPC
3:45-4:15p	Afternoon Break in the Expo Hall		
4:15-5:30p	Meet the Crawlers	Beyond Linkbait: Getting Authoritative Online Mentions	Twitter: Ultimate Time Waster, or Great Tool?
5:30-6:30p	Networking Cocktail Reception in the Expo Hall		

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

page 20

For details on Monday's training classes, go to

page 24

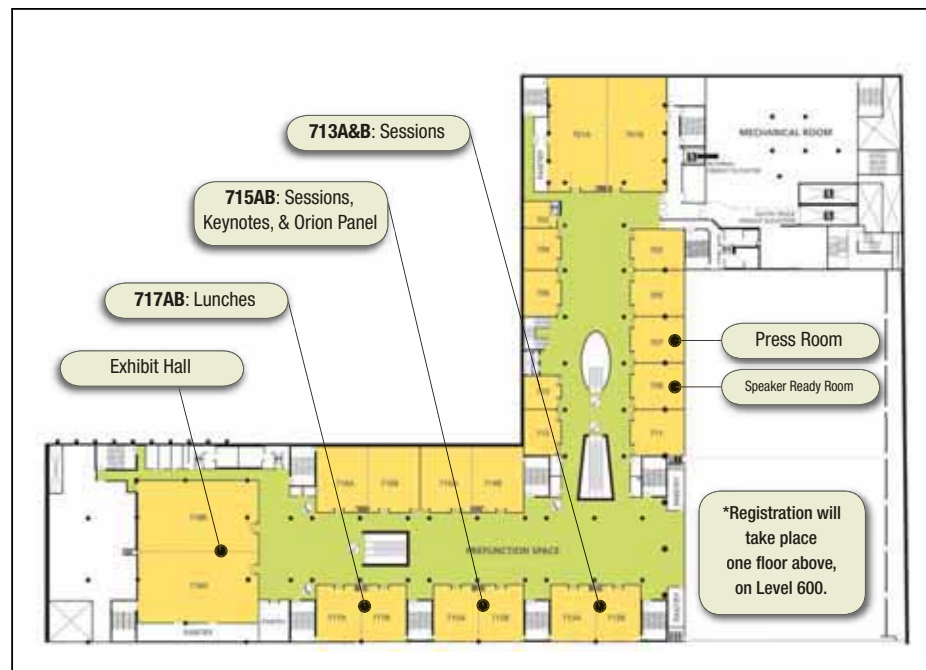


Day 2: Wednesday, June 18, 2008

Track Location	Get Me Up to Speed Room 713A	Practical & Actionable Room 713B	Advanced Room 715AB
8a-4p	Registration		
8-9a	Morning Coffee — Lobby		
9-10a	Keynote Presentation: Bryan Eisenberg, Co-founder, Future Now Inc. — 715AB		
10-10:30a	Morning Coffee Break in the Expo Hall		
10:30-11:45a	Search Advertising: PPC 101	What's Different About B2B? Tailored Strategies	User Search Behavior
11:45a-12:45p	Networking Lunch — 717AB		
12:45-2p	Keyword Research: Purpose, Tools & Tactics	SEM Toolkit: Marketers Share	Social Media Success
2-2:30p	Afternoon Break in the Expo Hall		
2:30-3:45p	Link Building: The Basics & Beyond	Accessibility, Usability & SEO	Web 2.0 & Search Engines
3:45-4p	Session Interval		
4-5:15p	SEO Don'ts, Myths & Scams	Site Clinic	Giving Credit Where It's Due: Which Campaign Sold What?



Metro Toronto Convention Centre | Level 700



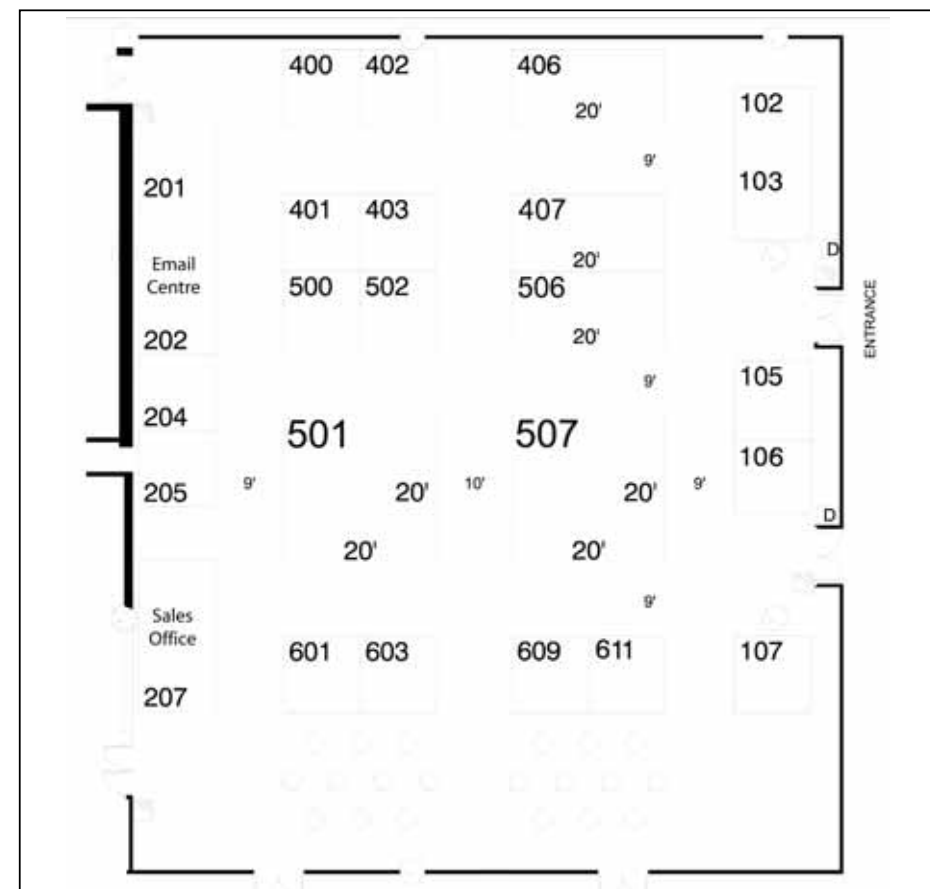
Venue Notes

- **Registration** will take place in the Metro Toronto Convention Centre, South Building, Level 600, east side.
- **Sessions, Keynotes, Orion Panels & Lunches** will take place in the Metro Toronto Convention Centre, South Building, Level 700 (see floor plan above).
- **Monday's training classes** are being held in a different venue than the main conference. Training will take place at the **InterContinental Toronto Centre Hotel**, which is attached to the Metro Toronto Convention Center. For more information, see page 24.

More about the Metro Toronto Convention Centre

Visit www.mtccc.com to learn more about the MTCC, Canada's No. 1 convention and trade show facility. The website features interactive maps, parking information, a calendar of events, and more.

Metro Toronto Convention Centre | Expo Hall



Exhibitor List | Booth Numbers

Company	Booth	Company	Booth
ACQUISIO	502	Microsoft Canada	406
Avalanche Networks	204	n49.ca	407
Brafton CustomNews	609	Outrider	105
CanadianSponsors.com	402	Peoka.com	401
Clicksor.com	500	Search Engine People, Inc.	601
Cornerstone Group of Companies	603	Searchlings.com	201
E-mail Centre	202	SEMPO	102
Google	400	SES Sales Office	207
iClimber	103	SIP Group	205
Interwoven	611	Website Magazine	107
iProspect Canada	506	Yahoo! Search Marketing	501
Magnet Search Marketing	106	Yellow Pages Group	507
Marin Software	403		

Exhibit Hall Hours

Tuesday, June 17
10a-6:30p
(Networking Reception,
5:30-6:30p)

Wednesday, June 18
10a-2:30p

Paid Search • Organic Listings • Pay Per Click • Click Fraud • **Viral Marketing**
Universal Search • Blended Search • Dynamic Websites • Audio Search • Podcasts
Local Search • **Mobile Search** • Vertical Search • Shopping Search • Landing Pages
Web Analytics • Search Engine Optimization • Blogs • **Social Media** • Web 2.0

Search Engine
STRATEGIES 2008 SAN JOSE
CONFERENCE & EXPO

the intersection of search,
marketing & commerce

San Jose Convention Center | Aug. 18-22, 2008

Early Bird Discount
SAVE UP TO \$200
when you register by Aug. 1



SESSanJose.com

Sponsors
&
Exhibitors

Premier Plus Sponsors

Yahoo! Search Marketing

Booth 501

www.yahoo.ca

Yahoo! Canada is a leading Internet destination that provides online products and services for over 16 million Canadians, and offers marketing solutions for businesses to connect with Internet users. Yahoo! Canada serves Canadians in both English and in French through its sites, and is headquartered in Toronto, Ontario.

Yellow Pages Group

Booth 507

www.yellowpages.ca

Yellow Pages Group owns the leading network of print and online directories in Canada, including Yellow Pages print directories, YellowPages.ca, Canada411.ca, and SuperPages.ca, as well as the CanadaPlus.ca network, a leader in the local city sites market. Our network delivers more customers ready to buy than any other print or online directory in Canada. We have flexible advertising and placement programs, tools, and business-building resources, plus almost 100 years of experience of connecting the right seller to the right buyer.

Premier Sponsor

iProspect Canada

Booth 506

www.iprospect.ca

Founded in 1996, iProspect is the Original® Search Engine Marketing Firm, credited with pioneering the practice of search engine marketing. The company helps many of the world's most successful brands maximize their online marketing ROI through natural ("organic") search engine optimization, paid inclusion management, shopping feed management, pay-per-click advertising management, search leveraged public relations, and other related services.

iProspect's clientele consists of some of the world's largest and most recognized brands in the retail, healthcare, pharmaceuticals, manufacturing, education, technology, financial services, insurance, and business service industries. With a new Canadian office in Toronto, as well as offices across the U.S. and internationally, iProspect Canada can be contacted at 416.203.2224 x101.

WiFi Sponsor

Page Zero Media

www.pagezero.com

Founded in 2000, Toronto-based Page Zero Media is a search marketing agency that has gained worldwide acclaim in paid search, on platforms such as Google AdWords and Yahoo Panama. Clients like Canadian Tire, Torstar Digital, HomeStars.com, E*TRADE, Maple Leaf HIFU, and AppliancePartsPros.com rely on Page Zero for online marketing strategies leading to higher ROI, improved reputation, and increased on-site conversions. Founder Andrew Goodman is author of *Winning Results with Google AdWords* (McGraw-Hill, 2005, 2008), a globally-recognized speaker, and oft-cited in the business press.

E-mail Center Sponsor

GenieKnows.com

www.genieknows.com

GenieKnows.com's mission is to provide a rewarding search experience that delivers users focused and useful information, while supplying advertisers with a gainful medium in which to drive targeted traffic to their websites. GenieKnows.com narrows the field of organic search results by developing niche-specific portals tailored for distinct searching communities, and also empowers a broad distribution network for advertisers by conveying meaningful, revenue-generating search results. As the world enters a dynamic new era in Internet technology and online marketing, GenieKnows.com's industry-leading search technology continues to provide innovative products and solutions to meet the ever-changing needs of the IT industry.

Media Partners

Backbone Magazine

www.backbonemag.com

Backbone Magazine launched in January 2001 at the height of the technology bubble. We continued to publish throughout the tech meltdown and beyond, working as an active participant in the changing business world. Our primary focus has been on how technology enhances business processes, markets, profitability, and productivity. *Backbone Magazine's* aim is to provide business people with a tangible tool to enhance the way they do business in Canada's new economy. Our experienced editorial team has also been contributing to other prominent general business publications, including *The Globe and Mail*, *The National Post*, *ComputerWorld Canada*, *Fast Company*, *B.C. Business*, *Halifax Business*, and *Alberta Business* magazines.

Business Edge

www.businessedge.ca

Business Edge is a bi-weekly news magazine founded in Calgary in the year 2000 by a team of journalists who saw a clear need for more in-depth, insightful coverage of Canada's local business scenes. One of this country's top teams of journalists gives you the best business read in the market, and an aggressive distribution model ensures superior value for advertisers.

Direct Marketing

www.dmn.ca

Direct Marketing is Canada's leading publication about interactive marketing and sales. Our qualified national readership is a community of more than 20,000 executives who read *Direct Marketing* to learn how to improve their multi-channel marketing success rates. These unique readers find our monthly editorial features and special reports engaging because they provide real-world examples, allowing us to deliver a highly-involved audience with specialized buying power.

Regardless of our readers' size, resources, or strategies, each and every organization we reach is powered by orders, driven by data, and striving for loyal customers. Learn more and interact with *Direct Marketing* at www.dmn.ca (formerly Direct Marketing News).

MarketingFind.com

www.MarketFind.com

MarketingFind.com, the complete marketing resource, provides essential and comprehensive marketing guides and vendor directories to help SMEs establish their online strategy to increase traffic or even fine-tune existing targeted efforts to draw new customers. To meet these business objectives, MarketingFind provides effective, informative, and above all, useful articles on diverse marketing topics, including affiliate programs, e-mail marketing, pay-per-click initiatives, search engine optimization, online promotional tools and technologies, web design, and Internet strategy development.

Online Backup Reviews

www.OnlineBackupReviews.com

Online Backup Reviews provides valuable insight into the online backup market with assessment of emerging trends and in-depth exploration of industry participants and their products and services. In addition to the latest news and developments in the online backup industry, there is a dedicated section on WebmasterForums.com to facilitate community discussion on the topics of interest to consumers and small businesses seeking out services in the online backup and storage arena. Find a list of the top 25 most successful online backup providers in the market with the best solutions available to consumers and businesses of all sizes.

Search Marketing Gurus

www.searchmarketinggurus.com

Search Marketing Gurus is a search marketing and industry blog that covers the online marketing world. Tips, strategies, news, and great ideas from search engine optimization, affiliate marketing, pay per click, social media, and much more are covered by industry experts such as Liana "Li" Evans, Greg Meyers, Karl Ribas, and Michael Abolafia.

strategy

www.strategymag.com

strategy filters through all the marketing action to present the most useful, brilliant, and versatile ideas, insight, and intel. *strategy* uncovers and shares the insights that help marketers achieve brand goals, deal with the common issues and challenges faced by their industry, and successfully navigate their careers. We supply ideas, help forge connections, and inspire marketers in engaging ways, from identifying the innovative strategies behind successful campaigns to deconstructing organizational innovation. More than 13,500 top-tier marketers, advertising, and media agency personnel and related marketing services receive their individually-addressed copy of *strategy* every month.

Web Host Industry Review

www.thewhir.com

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

WebProNews

www.webpronews.com

WebProNews is the number one 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 CXO's, 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.

Association Sponsors

Direct Marketing Association of Toronto

www.dmatoronto.org

Mission: To provide direct marketing professionals educational and networking opportunities and to serve as a forum for the exchange of information and ideas as it relates to direct marketing. Since 1962, DMAT has provided a forum for direct marketing professionals as an important pillar for success within their organizations. DMAT is Canada's oldest association, solely dedicated to promoting the growth of direct marketing and enriching the knowledge of its practitioners.

Email Experience Council

www.emailexperience.org

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

IIMA

www.iimaonline.org

The International Internet Marketing Association (IIMA) is a nonprofit professional association that is a leading source of information and education for all forms of Internet marketing and communications. We bring together leaders and learners, passionately committed to innovation and excellence in the industry. IIMA supports its members by providing monthly networking and educational events.

SMEI

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.

WebAward

www.webaward.org

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

Exhibitors

Acquisio

Booth 502

www.acquisio.com

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

Avalanche Networks

Booth 204

www.avalanchesearch.com

AvalancheSearch is a search engine marketing service from Avalanche Networks. We provide our clients with high positioning within popular search engines to drive relevant traffic to their websites from new prospects. Though years of research and fine-tuning, we have developed cost-effective strategies for driving qualified traffic to your site — people who are searching for the products and services your company sells.

If you don't have the time or technical know-how to achieve top rankings for your website, have a chat with us at booth #207. We are Ontario-based and have over 120 clients who pay a low monthly fee for us to continually work for top placement on competitive phrases in the top four search engines.

We have many references who will attest to the fact that we do what we say. Call us at 416-823-6095 or 1-888-994-2223 x27 to learn more!

Brafton Custom News

Booth 609

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.

Search Engine STRATEGIES CONFERENCE & EXPO®

the intersection of search,
marketing & commerce



NEW!

SES Magazine

Spread the word about your company or product by advertising in upcoming issues!

» GREAT CONTENT

The entire industry relies on SES and The ClickZ Network for the most up-to-date news in search and interactive marketing. Now we've brought that online **expertise to a print magazine.**

» WIDE REACH

SES Magazine is distributed for free to industry stakeholders and also at our five flagship events (SES London, New York, Toronto, San Jose, and Chicago) to **all conference delegates**, so they can best navigate the events, read about online trends, meet sponsors, and more.

For more information and rates,
please contact **sales** at
sales@SearchEngineStrategies.com
or (203) 295-0052

CanadianSponsors.com

Booth 402

www.canadiansponsors.com

CanadianSponsors.com is the leading affiliate advertising network in Canada for Canadian-targeted performance-based campaigns. CanadianSponsors.com offers a risk-free solution to advertisers with its Cost-Per-Action (CPA) advertising options. A CPA model means that you, the advertiser, only pays when a lead or a sale is generated. A lead is a specific action determined by each advertiser, such as filling out a form, signing up for a newsletter, completing a survey, participating in a contest or subscribing to a free trial. No costs are incurred to you until that action is completed; we do not have any setup fees. As Canada's leading affiliate network, we have a rapidly growing base of carefully selected affiliates who have the same focus as you — to reach Canadian consumers. Our Canadian affiliates have a diverse background; therefore, no matter whom your campaign is trying to reach, CanadianSponsors.com will have the ideal solution for you.

Clicksor.com

Booth 500

www.clicksor.com

Clicksor.com is a Targeted Contextual Advertising Network that serves over 900 million impressions each month by partnering with 100,000 specialize websites. Clicksor...Delivers Where it Matters.

Cornerstone Group of Companies

Booth 603

www.cstonecanada.com

No one understands measurable media better than Cornerstone. Our pay-per-click service includes full development of search campaigns, including campaign designs, daily management, analysis and optimization, and detailed reporting. A Google AdWords Qualified Company, Cornerstone has a deep infrastructure of search and technical analysts and knowledgeable account management, coupled with strong database management skills. Serving marketers and agencies for more than three years, Cornerstone has quickly become a dominant force in the search marketing industry. We build and manage campaigns on all search engines, including Google, Yahoo, MSN, Canoe, and Business.com. Our organic search engine optimization (SEO) service provides all the tools and insights to website owners to make their websites search engine-friendly. Our proven SEO and SEM methodologies have increased

the ranking, traffic, conversions, and ROI for a diverse group of website owners, including major publishers, government organizations, educational institutions, nonprofits, as well as business-to-business and retail e-commerce organizations.

Google

Booth 400

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. For more information, visit www.google.com.

iClimber

Booth 103

www.iclimber.com

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

Interwoven

Booth 611

www.interwoven.com

Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes. Interwoven's segmentation and analytics solution empowers organizations to optimize their online presence by providing a powerful platform for delivering dynamic, contextual, and targeted online cus-



If you're in **DIRECT**, you belong in **DMAT**.

The Direct Marketing Association of Toronto has been providing a forum for exchange of information and ideas, to help raise industry standards, and assists its members in their business successes since 1962 ... that's 46 years!

DMAT's Executive Breakfast Briefings, Luncheons, The Dave Taylor Golf Day, Night at the Races, and our Annual Awards are just some of the networking and educational events our members enjoy year in and year out.

As a DMAT member you'll enjoy discounted rates to all our functions, as well as, substantial savings on selected AARM, NAMMU and DM News events, plus, other direct marketing industry gatherings. And, your membership gets you a subscription to Direct Marketing News.

Our website and Blog are the "go-to" spots for the direct community to get the most up-to-date news and announcements. You can also connect to other association members through our electronic roster.

Whether you want to promote your company through corporate sponsorship, or educational plant tours, there is simply no better way to get your name out there than with DMAT. Full stop.

We invite you to visit our site at www.dmatontario.org to see just how affordable being a member of DMAT can be.

DMAT is where you belong, if you are in **Direct**.

Join us and enjoy the power of association.

direct marketing association of toronto
2850 lakeshore blvd. w. • p.o. box 80002
toronto, ontario • M8V 4A1
p: 416.502.0433 • f: 416.352.1355
www.dmatontario.org



What are you searching for at SES Toronto?

I'm searching for...



a great banana bread recipe.

— MIKE McDERMENT, CEO (Co-FOUNDER), FRESHBOOKS



tomers experiences. The offering empowers marketers to create segments and publish targeted content — and analyze and act on the results in real-time — to differentiate their brands and accelerate customer conversions and transactions.

Magnet Search Marketing

Booth 106

www.magnetsearchmarketing.com

Magnet Search Marketing is a specialized service created by Cossette Communication Group to help its clients get maximum marketing benefit from Internet search engines through search engine marketing (SEM) and search engine optimization (SEO). Magnet was originally created to respond to the ever-increasing digital needs of North American businesses. Through its unique vision, Convergent Search Marketing, Magnet believes in the strong added value of providing a service firmly tied in within the overall communication strategies of its clients, including Bell Canada, General Motors of Canada, Coca-Cola, Nike, and BMO Bank of Montreal.

Marin Software

Booth 403

www.marinsoftware.com

Founded in April 2006 by experienced search marketers and software experts, Marin Software provides an enterprise-class paid search management application for advertisers and agencies. Combining power and ease-of-use, Marin Search Marketer addresses the workflow, analysis, and optimization needs of professional search marketers, saving time and improving financial performance. Designed by search professionals, Marin Search Marketer enables cross-publisher campaign management, built-in keyword generation and submission, flexible bid optimization, and interactive, business-level analytics. Marin deploys in a day, with no up-front fees and pay-as-you-go pricing. Marin offers a 30-day, full-featured free trial and is designed for those who are spending \$50,000 or more monthly on paid search. For more information and to arrange a demo, please go to www.marinsoftware.com.

Microsoft Canada

Booth 406

<http://advertising.microsoft.com/canada>

Microsoft adCenter enables advertisers to convert more searches into purchases by connecting with the right audience at the right time and in the right place through powerful Audience Intelligence Tools and simple, end-to-end cam-

paign management. With sophisticated capabilities from Live Search, Microsoft adCenter provides customers with maximum marketing potential.

n49.ca

Booth 407

www.n49.ca

n49.ca is a local search and online community that offers advertisers highly targeted advertising in one of over 1,000 portals, including Dining.ca, Schools.ca, and Weightloss.ca. Our members create personalized directories, share their experiences with local businesses, and upload photos and videos to the site to enhance their reviews. Combining our business directory with user-created content, n49.ca utilizes a wiki format, allowing its members to maintain the directory, editing businesses and removing failed ones faster than any print or automated engine could dream of. The n49 directory offers enhanced exposure for businesses with featured listings, securing their placement at the top of search results. For leading brands within each vertical market, portal sponsorship opportunities are also available to advertisers.

Outrider

Booth 105

www.outrider.com

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

Peoka.com

Booth 401

www.peoka.com

PeOKa.com is the pioneering company of the first Intranet and Extranet "Go Direct" Search Engine Technology (GODSE) that allows corporate/organisation's Intranet and Extranet users instant and direct access to any information

What are you searching for at SES Toronto?

I'm searching for...

a leisurely stroll through GreekTown, ending with a delicious lamb dinner — and perhaps an after-conference party that includes a ping-pong table!

— JILL WHALEN, CEO, HIGHRANKINGS.COM



page, data page, or archive documents within the Intranet/Extranet site, using specially developed web tags, thereby cutting out the standard search results listing currently available on most sites. Although our core market is corporations with large Intranet and/or Extranet sites, we also provide tailor-made "Go Direct" search engine capability for standard Internet websites. Want to know more? Contact us at info@peoka.co.uk or telephone +44 (0) 1279 874515.

Search Engine People, Inc.

Booth 601

www.searchenginepeople.com

Search Engine People Inc. is one of Canada's oldest and most respected search agencies. Since 2001, SEP has helped a wide range of clients (from fortune 500 to small and medium size companies) secure business from the web. SEP is a Google Adwords Qualified Company, Yahoo Search Marketing Ambassador, and is Microsoft adExcellence certified. The company was also named one of the "Top 25 Up-and-Coming Canadian IT Companies" by the Branham Group in 2006.

SEP's services include search engine optimization (SEO), paid search management (ppc), social media marketing (SMM), online reputation management, usability, and more. Whether you're looking to compete in an ultra competitive space, or to dramatically increase your local presence, SEP can help. Stop by our booth and talk to our knowledgeable experts. Get Found™!

Searchlinqs.com

Booth 201

www.searchlinqs.com

Searchlinqs.com is one of Canada's leading search marketing agencies. We specialize in search engine optimization (SEO), "sponsored link" paid placement (SEP), web design and development, as well as a number of other online marketing strategies. Searchlinqs' core objective is to generate the highest return on investment for every advertising dollar spent by our clients. Our mission is to help grow your business and build long term win-win relationships with all of our clients.

Searchlinqs caters to businesses both large and small with carefully crafted and customized Internet marketing campaigns that run 24/7 with a first-page placement guarantee. Searchlinqs.com is a Toronto-based company and is rapidly growing. We welcome you to visit our offices any time and

meet our team. For more information, please visit our website at www.searchlinqs.com or call 1-866-91 LINQS (546777).

SEMPO

Booth 102

www.sempo.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.

Society of Internet Professionals

Booth 102

www.sipgroup.org

The Society of Internet Professionals (SIP) is a not-for-profit, membership-based organization representing the interest of Internet professionals. Our mandate is to enhance educational and professional standards for Internet professionals and as such, SIP has developed the Accredited Internet Professional (AIP) designation in various sectors of the Internet. Since 1977, SIP has spearheaded many initiatives and programs, such as workshops, an Internet job board, newsletters, and a members' directory.

Website Magazine

Booth 107

www.websitemagazine.com

Website Magazine is a must-read for anyone seeking website success and the most popular trade magazine in its field. Available for free in print and in 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. We feature leading experts in the field of e-commerce, online marketing, search engine optimization, and website design to name a few. It is our goal to provide the best information available for online marketers, retailers, or anyone with an online presence. Subscribe today at <http://free.websitemagazine.com>. *Website Magazine* recently developed a foundation to help lessen the impact of the printed magazine on the environment — learn more at ReplaceATree.org. Enter to win an Apple iPhone at our booth!

What are you searching for at SES Toronto?

I'm searching for...

breakfast with "English" bacon!

— MIKE GREHAN, GLOBAL KDM OFFICER, ACRONYM MEDIA





Connecting employers to
interactive & search marketing
professionals.

<http://jobs.SearchEngineWatch.com>

Sessions

Day 1: Tuesday, June 17, 2008

9:15-10a

Opening Keynote



Speaker

- Fredrick Marcini, Chief Global Search Officer, Isobar

11a-12:15p

GET ME UP TO SPEED

Introduction to Search Engine Marketing

Search Engine Marketing (SEM) is a general term that encompasses the entire field of web search visibility, including paid search ads (sometimes called "PPC" for pay-per-click) and improving visibility in unpaid organic search listings (generally referred to as SEO, for "search engine optimization"). This session will provide a concise survey of how search engines work and key marketing concepts, and is particularly useful for newcomers to the field and first-time SES attendees.

Moderator

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

Speakers

- Greg Jarboe, President and Co-founder, SEO-PR
- Kevin Ryan, VP, Global Content Director, SES & Search Engine Watch

PRACTICAL & ACTIONABLE

Search Around the World: U.K., 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? Learn how to separate hype from actionable activity. Leading experts with "feet on the street" in the U.K., Europe, Asian Pacific, and Latin America discuss the marketplace and its global impact.

Moderator

- Anne Kennedy, Managing Partner & Founder, Beyond Ink

Speakers

- Andy Atkins-Krüger, Managing Director, WebCertain Europe Ltd
- Alicia Morga, CEO, Consorte Media
- Motoko Hunt, Founder, Japanese Search Marketing Strategist, AJPR LLC
- Kerstin Baker-Ash, Senior Search Analyst, I Spy Search Limited
- David Degrelle, President-Fondateur de 1ère Position

ADVANCED

Universal & Blended Search

Recent advancements guarantee that the world of search and marketing will be changing forever. How do the new "blended" search results pages affect your marketing strategy? Are the major search engines eager to keep the "second click" on web properties owned by themselves? How popular are the new blended search results with users? This session will include research data available only at SES.

Moderator

- Mike Grehan, Global KDM Officer, Acronym Media

Speakers

- Mitch Joel, President, Twist Image
- Dustin Rideout, Account Director, Digital Strategist, Wunderman
- Andy Renieris, Head of Search, Yahoo! Canada Search

1:15-2:15p

Orion Panel: Measuring Success in a 2.0 World



A successful search analytics strategy is key to maximizing ROI. Traffic is nice, but what happens after the click? What's the dollar value of a lead? What about the dollar value of a social media relationship, or a discussion? Are analytics tools accurate? This panel of thought leaders in the field of analytics will discuss bounce rates, improving conversion, spotting trends, and generally elevating your SEO/PPC analysis to a whole new level.

Moderators

- Kevin Ryan, VP, Global Content Director, SES & Search Engine Watch
- Andrew Goodman, SES Toronto Co-Chair & Principal, Page Zero Media

Speakers

- Heather Dougherty, Analyst, Hitwise

2:30-3:45p

GET ME UP TO SPEED

State of Search Marketing in Canada

Which search engines are leaders in Canada, and what are they up to? What regional differences in search engine usage do we see within Canada? What vertical areas of search are growing? Representatives from major ratings and traffic analysis services share stats and info. Search engine representatives also comment on trends. Finally, panelists look to the big picture to assess the growing strength of digital marketing in Canada and where search fits in.

Moderator

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

Speakers

- Brent Bernie, President, comScore Media Metrix Canada
- Guillaume Bouchard, CEO, NVI
- Eric Morris, Account Executive, Google Canada
- Ken Headrick, Director of Products & Marketing, MSN Canada
- Martin Byrne, National Director for Yahoo Canada's Search Marketing, Yahoo!

PRACTICAL & ACTIONABLE

Getting Found in Maps & Local Search

Local search and navigation are very popular with users. Some of the available business listings are free! Search engine representatives and marketers give an overview of the new local search and map interfaces, give practical tips on how to increase the visibility of your company in local results, and offer advice on improving your local reputation.

Speakers

- Ian White, CEO, Urban Mapping
- Candice Faktor, Creator, www.ourfaves.com and GM, www.toronto.com
- Nick Patsiopoulos, Product Manager, Yahoo! Canada

ADVANCED

Paid Search: Advanced Issues in PPC

The top four providers of paid search programs now generate \$20 billion in annual revenue. But paid search is more complex than a monolithic "media buy." It requires, among other things, planning, bid strategy, ad testing, and regular maintenance. Experienced panelists provide their top tips for improving and measuring performance, finding bargains, testing creative, navigating platform quirks, and pumping up the volume.

Moderator

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

Speakers

- Mona Elesseily, Director of Marketing Strategy, Page Zero Media
- Jeff Lancaster, Managing Director, Outrider
- Bill Tighe, Account Manager, Google Canada

4:15-5:30p

GET ME UP TO SPEED

Meet the Crawlers

Representatives from major crawler-based search engines cover how to submit and feed them content, with plenty of Q&A time to cover issues related to ranking well and being indexed.

Moderator

- Mike Grehan, Global KDM Officer, Acronym Media

Speakers

- Sharad Verma, Sr. Product Manager, Web Search, Yahoo

PRACTICAL & ACTIONABLE

Beyond Linkbait: Getting Authoritative Online Mentions

Link building is crucial, but linkbait tactics that worked this year may not be as effective next year. This session focuses on the underlying quality as well as ingenuity needed to get other websites to link to you early and often. It will also explain how you should approach journalists, bloggers, and other authoritative sources to enhance your company's online reputation — whether or not you get links.

Moderator

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

Speakers

- Greg Jarboe, President and Co-Founder, SEO-PR
- Joe Thornley, Chairman & CEO, Thornley Falls Communications & 76design
- Jim Hedger, SEO Consultant, Metamend Search Engine Marketing

ADVANCED

Twitter: Ultimate Time Waster, or Great Tool?

How many followers do you have? How many do you want? Bloggers are dropping like flies and micro-blogging is taking the world by storm. How should you be incorporating the ultimate time waster? Is it worth it? Hear from experts in the field on the who, what, where, and when of the latest in social connecting and marketing.

Moderator

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

Speakers

- David Snyder, Search Strategist & Marketer, JRDunn
- Lee Odden, CEO, TopRank Online Marketing
- Chris Winfield, President, 10e20, LLC

Day 2: Wednesday, June 18, 2008

9-10a

Keynote Presentation



Speaker

- Bryan Eisenberg, Co-Founder, Future Now Inc.

10:30-11:45a

GET ME UP TO SPEED

Search Advertising: PPC 101

Paid search is a form of advertising that places your text ad near search results on engines like Google, Yahoo, and Microsoft Live Search. The ad systems allow you to choose the specific keywords you want to bid on. This popular session walks you through the key concepts, warns of you of key pitfalls in the setup phase, and explores strategies for maximizing profit now and moving forward.

Moderator

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

Speakers

- Matt Van Wagner, President, Find Me Faster

PRACTICAL & ACTIONABLE

What's Different About B2B? Tailored Strategies

Selling to businesses online may involve longer sales cycles, higher price points, lower search volumes, targeting very particular purchasers, and specific sales-funnel tactics. Panelists present practical examples and research to help you develop appropriate tactics.

Moderator

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

Speakers

- Rick Brown, President, NetTrack Marketing
- Bill Barnes, Co-Founder & EVP, Enquiro Search Solutions Inc.
- Jim Beretta, Marketing Services Manager, ATS Automation
- Mike McDerment, CEO (Co-founder), FreshBooks

ADVANCED

Search User Behavior

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

Moderator

- Mitch Joel, President, Twist Image

Speakers

- Richard Zwicky, Founder & CEO, Enquisite
- Gordon Hotchkiss, President & CEO, Enquiro Search Solutions Inc.
- Pavan Lee, Research Manager, Microsoft

What are you searching for at SES Toronto?

I'm searching for...

a break so I can have a vacation.

— ALAN K'NECHT, PRESIDENT, K'NECHTOLOGY INC.



12:45-2p

GET ME UP TO SPEED

Keyword Research: Purpose, Tools & Tactics

How many keywords do you need in your paid search account? What keywords are your customers searching for? How do customers find products after they reach your site? Learn how to target the right terms in your paid and organic search marketing, and learn where these keywords should be used.

Moderator

- Anne Kennedy, Managing Partner & Founder, Beyond Ink

Speakers

- Alan K'necht, President, K'nechtoology Inc.
- Christine Churchill, President, KeyRelevance
- Louis-Dominic Parizeau, Chief Strategist, Search Marketing, Adviso

PRACTICAL & ACTIONABLE

SEM Toolkit: Marketers Share

Competitive intelligence, keyword research, customer profiling, exotic analytics, and visual mouse tracking are just some of the tricks of the trade of search marketers. Guerrilla marketers on the panel show you the favorite tools in their kits. Many are low cost or free.

Moderator

- Amanda Watlington, Owner, Searching for Profit

Speakers

- Ken Jurina, President & CEO, Epiar Inc.
- Julien Raby, Director, Search Marketing, Cossette Communication Group
- Ian McAnerin, CEO, McAnerin Networks Inc.

ADVANCED

Social Media Success

One of this year's panelists promises that search marketers have the potential to "own" the social media marketing space because of search's inherent bias toward ROI measurement. Panelists will focus on defining different measures of success, and explore case studies of social media campaigns that helped clients get rich, famous, and better-looking.

Moderator

- Mitch Joel, President, Twist Image

Speakers

- Cam Balzer, Director of Search Strategy, Performics Inc.
- Stephan Spencer, Founder & President, Netconcepts, LLC
- Liana Evans, Director of Internet Marketing, KeyRelevance
- Marty Weintraub, President, aimClear

2:30-3:45p

GET ME UP TO SPEED

Link Building: The Basics & Beyond

Discover how search engines rely on link analysis as an important component for ranking web pages. Learn also how to increase traffic to your site by building quality links in an appropriate manner. The game is ever-evolving — adapt and win.

Moderator

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

Speakers

- Mike Grehn, Global KDM Officer, Acronym Media
- Debra Mastaler, President, Alliance-Link
- Jeff Quipp, President & CEO, Search Engine People

PRACTICAL & ACTIONABLE

Accessibility, Usability & SEO

Which user experience elements have you been neglecting? Is your site working, accessible, intuitive, and persuasive? Is it compliant with government accessibility regulations? Do you have a regimen for user testing? Building a user-friendly and accessible site generally coincides with SEO strategy, but not always. If you make changes to the site, will there be positive or negative repercussions on search engine traffic?

Moderator

- Anne Kennedy, Managing Partner & Founder, Beyond Ink

Speakers

- Jane Motz Hayes, Information Designer, WebFeat
- Joseph C. Dolson, Web Design Consultant
- Chris Adams, Director of User Experience, Lyris, Inc.

ADVANCED

Web 2.0 & Search Engines

An overused and amorphous term, "Web 2.0" nonetheless encompasses an evolutionary shift from the typical web user experience of a decade ago. Some aspects of the "new" web environment are great for improving your search traffic. Other developments may lead you to make serious SEO errors. Among other things, Web 2.0 is about new user interface designs that speed up user actions with techniques such as AJAX (Asynchronous Javascript and XML), which allow users to perform operations nimbly without loading a new HTML page. This session will cover AJAX, CSS, user-generated content, and other new trends in web design and user experiences that may require a re-think of your SEO strategy.

Moderator

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

Speakers

- Chris "Silver" Smith, Lead Strategist, Netconcepts
- Ambles Kwok, Senior Manager of Engineering, Yahoo! Canada

4-5:15p

GET ME UP TO SPEED

SEO Don'ts, Myths, & Scams

Whether it comes from a cold call, a spam e-mail, or just misguided advice on a forum, there is some information that is just plain wrong. Other "tried and true" tactics are way out of date. Panelists address and debunk their biggest SEO pet peeves, and address your questions and comments in the Q&A.

Moderator

- Matt Van Wagner, President, Find Me Faster

Speakers

- Jill Whalen, CEO, High Rankings
- Lyndsay Walker, Web Analytics & SEO Coordinator, WestJet
- Amanda Watlington, Owner, Searching for Profit

PRACTICAL & ACTIONABLE

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

- Anne Kennedy, Manager, Managing Partner, Beyond Ink

Speakers

- Larry Bailin, CEO, Single Throw Internet Marketing
- Jim Hedger, SEO Consultant, Metamend Search Engine Marketing

ADVANCED

Giving Credit Where It's Due: Which Campaign Sold What?

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, VP, Global Content Director, SES & Search Engine Watch

Speakers

- June Li, Founder & Managing Director, ClickInsight
- Carolyn Cramer, National Sales & Operations Manager, Direct Sales, Yahoo Search Marketing

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

SearchEngineStrategies.com

SearchEngineWatch.com

Become a member today!

SearchEngineWatch.com/membership

Search Engine Watch members have access to premium content, videos, podcasts, and discounts.



SEM Training Classes: Monday, June 16, 2008

Please note: The training classes are being held in a different venue than the main conference. Training will take place at the **InterContinental Toronto Centre Hotel**, which is attached to the Metro Toronto Convention Center (where SES Toronto is being held, June 17-18).

InterContinental Toronto Centre Hotel
225 Front Street West
Toronto, ON M5V 2X3
(416) 597-1400

	Track 1	Track 2
7:30-8a	Continental Breakfast	
8a-12p	Link Building Tactics, Tools & Techniques	SEO Tools
12-1p	Lunch Break	
1-5p	Search Engine Marketing Metrics & Myths	How to Effectively Use Social Media for Search Marketing Campaigns

SES presents Search Engine Marketing (SEM) Training. Workshops covering optimization and advertising strategies, analytics, tactics and best practices are available. Seats are limited in order to keep the training intimate, so please register early. Debra Mastaler, Todd Malicoat, Adam Goldberg and Liana Evans all present on-site to help you grow your business.

Cost: Full-day registration CAD 1,395; half-day registration CAD 795.

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

TRACK 1 (8a-12p)

Link Building Tactics, Tools & Techniques

Need links? In order to rank well and successfully promote your online business, you need an effective link building program as part of your overall SEO strategy.

This link building workshop will help you to 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?

This workshop is for anyone responsible for website promotion — SEOs, SEMs, bloggers, web designers, and/or business owners. This workshop will provide information on the most successful and current link building tips and tricks out there.

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. In business since 2000, Debra offers a common-sense approach to link building by combining traditional sales and promotional strategies with effective online search engine marketing tactics.

Debra is a featured guest speaker at the Search Engine Strategies (SES) conferences, is a guest columnist for Search Engine Land and Search Engine Guide, has written widely on link marketing for publications, including her link building blog The Link Spiel, and is the link building moderator on the Small Business Ideas Forum.

In addition to client projects and link training for Fortune 500 companies as well as a number of top international SEO firms, Debra has provided link training sessions for the Direct Marketing Association, High Ranking Seminars, and Search Engine Strategies.

In October 2005 Debra was elected to the board of directors of the Search Engine Marketing Association of North America as secretary/treasurer, where she served until August 2006.

TRACK 2 (8a-12p)

SEO Tools

Anyone involved with search engine optimization needs a toolbox filled with tools to extract the necessary information about a website to diagnose and remedy problems. The SEO toolbox is filled with a variety of different tools to give information about the elements necessary to help a site rank better. During this session, you will learn about the different types of information that are most important to a site's ranking, and how to identify them with a set of tools. We will look at tools for competitive analysis, on-page optimization, page-level information, site-level information, indexing information, and off-page information.

Who Should Attend?

Anyone who needs to better understand search engine optimization. More specifically, this workshop is for developers, brand managers, and marketers who have any involvement with natural search optimization. It will even be beneficial for those who are not directly responsible for SEO, but work with others in their division who are in charge of organic search marketing.

Instructor

Todd Malicoat is an independent marketing and business consultant from the SEO school of thought. He's done strategic consulting for companies large and small, and built and sold several sites of his own. An active conference speaker at Search Engine Strategies, Webmaster World Pubcon, and other industry conferences for several years, he is considered a leading authority on search and social marketing. He has been cited by *Inc. Magazine*, *The Sydney Herald*, *Website Magazine*, *The New York Post*, *Infoworld*, and many other media outlets on search, reputation management, social media, and other web-related issues. Todd also runs a blog that covers all areas of web traffic acquisition called Stuntidub.com that echoes his mantra of "Getting hit by traffic... not cars."

What are you searching for at SES Toronto?

I'm searching for...

the latest, greatest online marketing techniques for the most competitive industries in Canada. I'm searching for other marketers like me, and people to network and build relationships with.

— LYNDAY WALKER, WEB ANALYTICS & SEO COORDINATOR, WESTJET



Todd began creating websites in 1997, and started doing SEO and Internet marketing in early 2001. Todd completed a dual bachelor's degree program in computer information management/business administration from Northwood University in the summer of 2003 after completing his thesis on planning, developing, and promoting a successful website for small business, while simultaneously running a web design and consulting firm, Meta4creations, LLC. Todd formerly held a VP position with the Great Lakes Web Professionals, while an Internet marketing consultant with System and Market Services of America (SAMSA) in Saginaw, Mich., and has done project management and Internet marketing for several dozen small- to medium-size businesses and a handful of larger corporations. He was also previously the VP of sales and marketing for We Build Pages in upstate New York, before entering full-time consultancy.

several Fortune 500 companies, as well as over a dozen members of the Internet Retailer 500. This technology is based on a unique methodology he developed to best assess online advertising performance, so that marketers can properly allocate their limited ad dollars. ClearSaleing, in addition to being an advertising analytics provider, is also a full-service interactive agency that manages campaigns for several Fortune 500 and Internet Retailer 500 companies, such as American Greetings, BMW, and Nationwide. Prior to working for Google, Adam lived in San Francisco, where he was a regional sales manager for Actuate Corp. and, prior to that, Adam was a major account executive with Oracle Corp. in Redwood Shores, Calif.

TRACK 2 (1-5p)

How to Effectively Use Social Media for Search Marketing Campaigns

Over the past year, social media has experienced a virtual explosion and has become a major piece of the search marketing puzzle. Companies are amazed by the influence that social media is having upon the industry and want to understand how to use it effectively. From capturing traffic and links to effectively converting the traffic, there are many aspects of social media that need to be considered. Figuring out which type of social media is right for your business is another factor in the search marketing mix. Do you sacrifice your steady customer base for a 1-day hit of traffic from Digg, or do you focus on a more targeted blog or forum audience and educate them about your services and/or products? How do you combine this with your PPC and SEO efforts? All of this and more is covered in this course.

Who Should Attend?

Beginners in search marketing to experienced search marketers looking to understand more about social media and how to use it effectively.

Instructor

Liana "Li" Evans is the director of Internet marketing at KeyRelevance. Since 1999, Liana has been active in the search marketing arena, becoming well-versed in all avenues of search marketing, but having a particular focus on natural search optimization, vertical search, social media and word of mouth marketing. She has also become well-versed in areas of the retail industry that are regulated by the FTC. Liana helped to design, plan & implement an Internet Retailer 500 company's efforts into natural search optimization, totally revamping out-of-date navigation and site architecture, with very successful results. Since 1992 Liana has been active in the technology fields being both a well-versed programmer and database programmer/designer, which lends well to her technical expertise in dealing with large-scale retail sites and their dynamic nature.

TRACK 1 (1-5p)

Search Engine Marketing Metrics & Myths

The metrics that marketers are using today to make decisions regarding how their budgets are allocated to online advertising vehicles are flawed. If you do not understand how metrics can produce false positives, you can be led into believing that you are making smart decisions, while in reality, your decisions are completely wrong.

Who Should Attend?

This workshop is for anyone who has the responsibility of deciding how and where to allocate their marketing budget toward online advertising vehicles, most notably paid search, banners, comparison shopping engines, and affiliates.

Instructor

Adam Goldberg is an ex-Google Insider who started Google's Inside Sales team in NYC in 2003. His team was responsible for selling AdWords and other Google products to small- to medium-sized businesses, and managing and optimizing their campaigns. While at Google, Adam learned about the overwhelming challenges that advertisers face in terms of managing, analyzing, and optimizing their online ad campaigns. Adam realized that technology could solve a lot of the challenges online marketers had to deal with. Adam put together several technical solutions that Google could offer to help their clients. Unfortunately, several of his ideas were unable to be executed upon by Google. Therefore, he looked outside Google's walls to see if his ideas had enough merit to start a business of his own.

In 2006, he left Google to start ClearSaleing. Adam, along with his partners, raised several million dollars and developed a technology that is used by




MORE

Search Engine STRATEGIES TRAINING

SEM Training • **Seattle** • July 17 SEM Training • **Boston** • June 24 & Nov. 6

SearchEngineStrategies.com



Landing page neglect:

What's wrong
with this picture?

By Tim Ash | exclusive for SES Magazine

Online marketing consists of three important activities:

Acquisition

getting people to your website or landing page

Conversion

persuading them to take the desired actions

Retention

deepening the relationship and increasing its lifetime value

But not all of these receive equal weight or attention in most companies.

In the online marketing world, a lot of time and resources are spent buying media, tracking pay-per-click (PPC) campaigns, driving organic traffic via search engine optimization (SEO) to landing pages, and installing and customizing web analytics software to properly track all online marketing activities.

Dedicated in-house or agency staff craft keyword lists, write ad copy, and manage keyword bidding to achieve the proper profitability, cost per action (CPA), and return on investment (ROI). Copywriters adjust sales copy to improve click-through rates (CTRs).

Every aspect of performance is scrutinized under a microscope, as we drill down on mind-numbingly detailed reports. Once someone converts, extensive retention e-mail

We neglect the
biggest profit driver
under our control:
the landing page's
conversion efficiency.

campaigns are set in motion to persuade visitors to deepen their engagement level. We worry about every single word in our e-mail messages as we test head-

lines and offers. We analyze bounce rates, open rates, and unsubscribe rates with almost religious fervor to extract the last penny of revenue and profit possible over the lifetime of our interaction with someone.

But we've almost completely ignored our websites and landing pages. Sure, we occasionally do facelifts or even wholesale redesigns. But these changes are rarely tested and are simply assumed to improve the situation. They're just a cost of doing business.

And even though we spend obscene amounts of money to buy traffic, the effort that we devote to the landing pages to which that traffic is sent is negligible. A couple hours of graphic designer and copywriter time are often all that a

landing page merits. With a cursory review by the higher-ups, the landing page goes live.

Worse yet, we assume landing-page quality cannot be changed. So we don't even try to improve it. We turn all the other knobs and dials at our disposal and continue to neglect the biggest profit driver under our control: the landing page's conversion efficiency. And this costs a lot of money in the form of missed opportunity.

Double- or triple-digit conversion rate gains are routinely realized through engagements at my company, SiteTuners.com. Yet there is still a widespread perception among online marketers that landing pages are solid and can't be improved through testing.

What's wrong with this picture?



Because of the large amounts of money spent on acquisition and retention, sophisticated systems have been created to maximize these activities' ROI.

But a website's or landing page's efficiency has been largely neglected. Many companies are now beginning to understand that website and landing page conversion can have a dramatic impact on online marketing program profits. That's where the new competitive battleground is in the coming years.

My advice for the smart marketer? Start testing your landing pages before your competitors do.



Tim Ash is the president of SiteTuners.com, a performance-based landing-page optimization company. During his Internet career, Tim has worked with companies like American Express, Sony Music, Red Cross, Rand McNally, Black & Decker, eBags, American Honda, and McAfee. He has chaired Internet conferences and spoken internationally at such industry events as Search Engine Strategies, PC Expo, the Affiliate Summit, eComXpo, and Internet World. Tim is a frequent columnist and writer on conversion improvement and is the author of Amazon's e-commerce bestseller book, *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions*.

SERP POSITION:

It Ain't Horseshoes

Why page one is the only SEO result that counts.

By Richard Zwicky | exclusive for SES Magazine

More than 90 percent of all search referrals are from the first search engine results page (SERP). If your website doesn't rank for relevant terms on page one, you might as well be invisible.

If you've been running a search engine optimization (SEO) campaign for a while, and your site has just finally moved up to page two for the key terms you've been targeting, should you be disheartened by this news? Probably not. But if over 90 percent of search traffic emanates from page one, what's the value of pages two, three, four, and so on?

Page one generates the vast majority of site traffic. Page two still nets you some traffic, but it's negligible by comparison. Placement on subsequent pages doesn't appear to hold much value, at least for text-based searches. But these placements aren't entirely worthless. They're your gems in the rough and should be thought of as just needing some smoothing out.

You can make that jewel of a page sparkle in an SEO campaign just by



Over 90 percent of search engine users never venture beyond the first SERP.

concentrating your efforts in the right places. Here's how.

Although a web page found on the second or subsequent SERP might not get much traffic, you want to make these pages some of the prime targets in your SEO campaign. We'll assume the page content is interesting, relevant, and of decent quality. Although people aren't finding it as often, this page has high value simply because the search engines are finding and placing it, mere steps away from the success of page one.

Think about it. Over 90 percent of search engine users never venture beyond the first SERP, but the search engines assign values to all listings on all the SERPs. Listings on page two are incredibly valuable — just not quite valuable enough to make it to page one. With a little work, however, they can

easily place on the first page.

The same holds true for listings placed on subsequent pages. As I'm sure we've all had to explain to clients from time to time, getting indexed on the first page is not always easy.

"If you build it, they will come" usually doesn't cut it online. If you have a web page that's listed on page 3 of 1 million pages, you're actually sitting pretty. You can identify the pages the search engines value almost high enough for top ranking and focus your optimization strategy on them. You don't want to waste your — or your client's — time optimizing pages that are already on page one. If you spend the bulk of your time on already successful listings, you'll never deliver the massive growth in relevant traffic your client expects.

Find the site pages that list on the second or third SERP, and optimize and improve those pages. Small adjustments can bump you up to page one and will make your traffic soar. Get more pages moving up in the listings, and the effect on your website is cumulative.

Do you honestly think all those Wikipedia pages are highly relevant to every query?

Here's an important tip in implementing this type of performance-based SEO campaign: Don't use simple ranking software to determine which pages to target. Just because you're on page two in Dallas doesn't mean you're also on page two in Denver. You might be on page one. I've seen instances when a site is on page one in California and page five in South Carolina.

If you target a page that's on page five in South Carolina (where you're located) and on page one in California, and you damage the ranking in California to bump up the rankings in South Carolina, what do you think will happen

to your overall traffic?

Choose your pages carefully and strategically. It's possible you'll want to reshape some pages on page one because they're slightly off the mark in terms of the keywords drawing traffic.

But knowing which pages to target is the trick.

I'd never discussed page-two optimization as a defined strategy until I spoke with Search Engine Watch Expert Eric Enge, CEO of Stone Temple Consulting.

Enge and his associate John Biundo have been using the software I developed, Enquisite, to determine which pages were showing up on page two or higher, and not on page one, for relevant terms in target markets.

Using Enquisite to figure out which locations drove the most relevant and highest converting traffic, you can optimize your campaign to deliver strong placements on the most effective, high-converting pages on the site.

The strategy brings more traffic and

better return on investment (ROI) and requires far less potential sacrifice.

Let me leave you with a thought: The value of that page one listing is much higher than previously thought. If you're running a search campaign, are you compensating your SEO firm fairly? Conversely, if you're an SEO delivering higher ROI and better converting traffic, are you charging your client accordingly?



Richard Zwicky has been involved in search marketing for 10 years, starting in the late 1990s. He started in the industry by managing the online campaigns for his own successful e-tail operation, which quickly led to developing Metamend, a leading SEO 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 spun Enquisite off from Metamend in 2006, as Enquisite's services are designed for use by any SEO or SEM professional. Today, he is leading Enquisite, which recently released its first products. Richard's work is focused on helping search marketers manage campaigns more easily and with greater success. Richard believes in long-term successful campaigns that are built from the ground up, and are never caught flat-footed by shifts in search engine algorithms or by regional variances in search user behavior.

Interview: Bryan Eisenberg, Co-Founder, Future Now Inc.

Kevin Heisler: Tell us about your new book, *Always Be Testing*.

Bryan Eisenberg: A little over a year ago Google offered everyone a free A/B and multivariate testing tool called Google Website



Optimizer. Adoption has been great, but people are still experiencing challenges understanding what to test and how to get an ROI out of testing. *Always Be Testing* is the answer

to that issue. To quote one of the early reviewers, John Jantsch, "I'm a big fan of GO, but this is the first thing I've read that really makes it seem practical and simple." The book is expected to launch at Search Engine Strategies San Jose.

KH: That's a brilliant title. It's got that whole "David Mamet-Glengarry Glen Ross-A/B split" thing going for it. Can you do a good Alec Baldwin imitation? **BE:** A is for *always*. B is for *be*. T is for *testing*! Who gets the steak knives? Who wants third prize?

KH: So in conversion marketing, who gets the good leads?

BE: The person who best understands the personas of their prospective customers and will spend the time to continuously improve their marketing by refining the alignment between those personas, their campaigns, and their messaging.

KH: Who comes up with your book titles? *Waiting For Your Cat to Bark?* — that's genius.

BE: It's always a team effort. I'm lucky to work with some very creative people.

KH: How many books do you think you sold because people thought they were getting the new Cesar Milan Dog

Whisperer book?

BE: I hope not too many. But maybe a handful of people out there who ignore marketing might also ignore book covers.

KH: Did you ever consider any other animals for the title, or was it always a cat?

BE: Both Jeffrey and I are dog owners, but it was Lisa Davis' cat-like ways that won out.

KH: When's the sequel, *Waiting For Your Dog to Meow*, coming out?

BE: Please, one book at a time. This is hard! We're hoping that this book answers a critical question that people are facing today: how do we get a better return of our search marketing efforts?

KH: Why doesn't anyone have the nickname "The Word-of-Mouth Marketing Whisperer"? Seems like a natural to me. **BE:** I would nominate my friend Andy Sernovitz, but I doubt anyone would feel comfortable calling him a whisperer.

KH: Another one of your bestsellers is *Call to Action: Secret Formulas to Improve Online Results*. Hundreds of thousands of people have read that book or attended one of your Call to Action seminars. So is it time to change the title? Like, maybe, *Call to Action: Famous Formulas to Improve Online Results That Everyone Knows But You?*

BE: Thank you for the compliment. Certainly a lot of people have read the books and used it to improve their web marketing. I wish it were more people. I still think that we have a long way to go until these concepts are universally applied.

I think *Always Be Testing* is going to be helpful in reinforcing those concepts presented in *Call to Action* and making them even more actionable.

Q

&

A

KH: On a serious note, how would you define advanced search marketing? What makes any search engine optimization (SEO) or search engine marketing (SEM) tactic advanced?

BE: I think it is really a question of scale. Good SEO and SEM are about creating ways to grab your potential visitors' attention, creating content that is relevant to them, and providing a great experience for every keyword campaign and for every step, from the first click to conversion. Truly advanced SEM would have a better balance between driving traffic and converting that traffic.

KH: Your FutureNow blog, GrokDotCom, lists the top 10 retail sites for conversion rates each month. Those numbers aren't real, are they? Office Depot, for example — 20.9 percent. How's that possible?

BE: The numbers are measuring real people visiting these sites and completing purchases [see chart at right]. They aren't indicative of the website's overall conversion rate — just conversions of

■ By Kevin Heisler, Executive Editor, Search Engine Watch

those on the Nielsen Online panel.

KH: How do you win the paid search game? Is it a zero-sum game?

BE: Just like for every pot there is a lid, for every search term you need an incredibly persuasive and relevant landing page. You can't afford to be generic. Too many marketers focus on the ad's click-through rate (CTR). That's important. However, the marketers focused on conversion rate can always outbid the marketers with lower conversion rates.

Top 10 Converting Retail Sites, March 2008		
Rank	Retail Website	Conversion Rate (%)
1	Office Depot	20.9
2	QVC	19.0
3	VistaPrint	18.3
4	Roaman's	18.1
5	Lands' End	16.2
6	eBay	15.7
7	1-800-Flowers.com	15.5
8	eBags	15.3
9	L.L. Bean	14.6
10	Pottery Barn Kids	14.2

Source: Nielsen Online panel data


It's simple math: the more you convert, the lower your cost.

KH: You also spoke at the Bazaarvoice Social Commerce Summit. How would you define *socialcommerce*?

BE: According to my good friend, Sam Decker, CMO of Bazaarvoice, "Social commerce is a term for the strategy of connecting customers to customers online and leveraging those connections for commercial purpose." In simplest terms, it's people sharing with people their commercial experiences without marketers polluting the stream.

KH: What's the future of search? A point-and-click barcode reader GPS iPhone linked to inventory management systems?

BE: I tend to think the future of search is related to the mobile device, not computers. I can see it working in several ways based on the pieces I see Google working on. First, I can imagine a widget that sits on your mobile phone; when you click, it calls 800-411-Goog.

 Bryan Eisenberg's keynote presentation will take place Wednesday, June 18, 9-10 a.m.

You tell it what you're looking for, and it provides results (and probably some audio ads). Voice is a much easier interface than typing. You'll also be able to take a picture of a product barcode or UPC symbol, and it will bring you back results of where you can purchase the item locally or online.

Whatever the future is, it will bring more complexity for the search engines and for the people who want to be found, and it will be seamless and friction free for the end customer.

KH: What's the future of SEO as a profession?

BE: The search engines are definitely getting better and indexing all kinds of content and technologies. Every day they continue to refine their algorithms so they are less influenced by artificial methods and influenced more by the massive amounts of data they're collecting.

I'm hoping marketers will get past the old world view that marketing is about driving traffic and begin to understand that today's marketing is about providing customers, from initial awareness to purchase and hopefully to becoming evangelists. This requires careful planning of the customer journey and experience at a click-by-click level. I don't see it going there yet, but I'm hopeful more people will read *Waiting For Your Cat to Bark*?

KH: You guys are kind of like the Weinstein Brothers (Miramax guys) of Internet marketing. So which one are you, Bob or Harvey?

BE: That's the first time I've heard that comparison. Usually it's the "Car Talk" guys that people compare Jeffrey and

[EISENBERG CONTINUED ON PAGE 33]



Global SEO Strategy: Advanced Search for Large Enterprises

By **AARON SHEAR**
Search Engine Watch

Global search engine optimization (SEO) strategy was one of the hot topics at SES London this year, and global SEO manager one of the hottest jobs. With the growing global economy, many companies are expanding overseas and launching websites in new countries to engage new audiences.

Each multinational company must develop a search marketing strategy for each new international market. Each new strategy must fit in a holistic global search strategy.

Advanced global SEO requires more than just keyword research, translation, and localization. Here's a primer on key issues to consider when developing global search engine strategies.

Global Search and Top-Level Domains

There are a few common misconceptions about how search engines handle global versions of sites hosted in the U.S. The majority of the problems seem to draw from the need to use a subdomain for a dot-com top-level domain (TLD).

A dot-com TLD resides in the U.S. If a domain doesn't live in the U.S., the only other way a search engine can provide a local

stamp is the IP address location of each site.

Providing a local stamp would normally be easy for a small company to set up, but any large company would agree this is no simple pen stroke.

Many large companies typically set up a central hosting system that keeps all domains hosted from the local country. Central hosting is typically a lower-cost solution that can help maintain uptime with less staff.

The problem with central hosting solutions? The user experience may not be very good. This can seriously affect the likelihood of a user returning to the site.

If caching is an option for your content, it may make this process a bit easier.

For example, if your data can be refreshed once every 24 hours, keep this data on a caching service. That would provide distribution around the world in local data centers. The users and the engines would both see a decent response time, and they'd be able to provide the fast experience people expect.

Why SEOs Are Wrong About the Value of Caching

Many SEOs argue with me on a regular basis about the SEO value of caching.

If caching weren't important, why would Google provide this information

in Webmaster Tools for you to see?

A good example of caching value would be trying to rank for the keyword *cars*. That's a very difficult term to rank high for in the search engine result pages (SERPs).

Your website wouldn't be able to handle the traffic generated from such a keyword if your site could only handle two queries per second. Why would a search engine show this ranking when the site obviously can't fulfill the amount of traffic needed?

The 500

Another issue that can drive your site into the floor: returning "server not available" messages such as 500 range messages: the 5xx server error message. According to w3.org, server errors 5xx are cases in which the server is aware it has erred or is incapable of performing the request. These types of errors have response status codes beginning with the digit 5. Typically a 500 error is returned when the web server is overloaded and can't keep up.

Several applications can be installed in the Apache web server to fix the problem. For example, Mod Throttle will inspect the user agent of the request. If the request matches a search engine user agent, it will only serve content one out of four times.

The search engine in this case as-

sumes users see the same thing (no content three out of four times). The search engines will score the site accordingly. When your operations department believes it is helping by keeping the site up rather than increasing capacity to ensure it's performing well, the department is costing your company money.

This is a big problem for really large sites, and it will seriously hurt your business in the long run.

Other misconceptions I see from time to time are related to large companies thinking search engines will change for them and not for the good of the entire web. One of the most common problems is multiple dynamic attributes in a URL. Search engines believe that this is a bad user experience and will not commonly include these pages in their index.

This arrogance will cost large corporations millions of dollars and should not be in the hands of technical people — rather technical marketing people who understand the value.

This column originally ran on Search Engine Watch.

Aaron Shear is a partner in Boost Search Marketing, an enterprise-level global consulting firm offering expert advice to many of the most trafficked sites around the world. Previously, Aaron was the global director of SEO with Shopping.com, an eBay Company, and CTO at SEO Inc. Before becoming an SEO professional, Aaron worked as a technical account manager for Inktomi, where he learned SEO from the creators of the search engines firsthand. Aaron has been optimizing websites since the late '90s and has provided hundreds of businesses with countless top SEO and SEM returns.

[EISENBERG FROM PAGE 31]

me with.

KH: Tell us about your sibling rivalry. Growing up, was it kind of like Cain and Abel?

BE: Growing up and being four and a half years apart meant Jeffrey and I didn't really have much of a relationship. It was a little over 13 years ago that Jeffrey and I started working together, and we have been business partners and the best of friends since.

KH: What did you want to be when you grew up?

BE: Both Jeffrey and I share one pas-

sion: understanding why people do the things they do. It manifested in me becoming a social worker and counselor for years and Jeffrey becoming an investment banker. He figured out how to take that passion and his business skills and turn them into the business known as FutureNow.

KH: You spoke at webcom Montréal 2008 in May in a session entitled, "The Golden Rule of Interactive Marketing." What would that be? Market unto others as you would have them market unto you?

BE: That's the way most people would think about it, but that's the old model of marketing. We explain this concept in

detail in *Waiting for Your Cat to Bark?* The golden rule is a two-parter: He who has the gold rules. And, do unto others as they would have done unto themselves.

KH: The Brits and Europeans were wowed by your panels at SES London. What can Canadians expect to learn from a guy from Brooklyn?

BE: Unfortunately, Brooklyn pizza doesn't travel well, or I'd share some of that. We did manage to take a few Canadians, including SES Toronto chair Andrew Goodman, on a pizza tour of Brooklyn during SES New York. I promise to share something else that also has a good scent! ■

Search Engine Results,

BLOGS, & Credibility

By JULIE BATTEN

ClickZ

Organic search results' credibility and trustworthiness have always been widely debated. When search engine optimization (SEO) first became a hot tactic in online marketing, search engines results became littered with spam: doorway pages, link farms — you name it. Now that search engines have become smarter, and their algorithms increasingly complex, they're much better at weeding out spam.

But how do you define spam? Is it sites that provide no inherent value (e.g., a page full of links or ads) or content that's potentially invalid, unproved, or biased?

The answer to that question probably depends a lot on whom you ask.

A colleague in another area of marketing recently said to me, "I've noticed the organic search results are getting worse." When probed about what she meant, she said that she found results are more cluttered with blogs and user-generated content (UGC) that aren't always credible or authoritative information sources. I explained that blogs are likely coming to the top of the rankings because they naturally achieve an abundance of inbound links, due to other sites referencing their content or using those posts to support their points of view.

But my colleague raises a good point. Are blogs really the most useful and relevant information for a user? Do they deserve to get the kind of rankings they often do?

If you consider the search engine algorithm's approach to evaluating sites, blogs certainly seem to fit the bill of a site with high-ranking potential. Blogs tend to have:

- a high number of inbound links (with keyword-rich anchor text)
- a lot of keyword-rich textual content, with typically a distinct lack of Flash and other non-textual content
- an inherent structure that enables the spider to both find and understand site content (e.g., posts are descriptively titled, organized by topical areas, and linked to in a logical manner)
- a high propensity for being found through popular blog directories or search engines, such as Technorati.

Even if it's true that most blogs are more inherently rankable than the average site, you could easily debate the merits of one blog over the other.

For example, a blog by the online marketing director at Amazon.com would likely be considered more credible than a blog by a random e-marketer of a little-known product. But can the engines accurately distinguish between what would generally be considered as more authoritative blog content and what wouldn't? If the number of links are the same and the content is similar, maybe not.

How, then, can we really be confident that the top-ranked content served up by the search engines is really top-notch? We can't. The search engines can do their best to serve up the most relevant,

authoritative content as defined by their computer-based algorithms, but there will always be the need for some human decision-making or, if you will, filtering.

UGC is growing and will likely continue to dominate much of the search engine results. What does that mean for us?

As search engine users, we must learn how to objectively evaluate the content that's presented. Just because a page ranks highly doesn't mean we can assume the information is infallible. It's our job to do a second weed-through of what the engines present, so we can uncover information that's trustworthy and optimally relevant.

As search engine marketers, we must overcome the challenge of an increasingly cluttered environment and an ever-changing competitive landscape. We must think about how to appropriately apply SEO best practices to ensure our UGC, be it a blog or not, is visible in the search listings. More importantly, we must consider how to differentiate our content from other similar sites, so as to convince users that our site is indeed exactly what they're looking for.

This column originally ran on ClickZ.

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 headed up the SEM practice at Non-Linear Creations, where she managed a search marketing team that delivered exceptional results by means of both organic and paid search campaigns. 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.

Banks & ATMs

Marketplace
200 Front St. W
Toronto, ON M5J
Distance from Hotel: 0 km / 0 mi

Citibank
123 Front St. W
Toronto, ON M5J
Distance from Hotel: 0.18 km / 0.11 mi

Drugstores

Shoppers Drug Mart
69 Yonge St.
(416) 364-1948
Distance from Hotel: 0.2 km / 0.12 mi

Main Drug Mart
140 The Esplanade
(416) 368-7900
Distance from Hotel: 0.6 km / 0.37 mi

Parking

The Metro Toronto Convention Centre has 1,700 indoor parking spaces.
Learn more at:
mtccc.com/parkingandmaps.cfm

Around the Town: TORONTO

Not only is the Metro Toronto Convention Centre (home of SES Toronto) within walking distance of the waterfront, it's also situated next to the city's biggest attraction, the **CN Tower**.

Distance from Hotel: 0.1 km / 0.06 mi
General Hours & Observation Level Hours: 9a-11p

Attractions:

- Himalamazon motion theatre ride: 10a-9p
- Film, *The Height of Excellence*: 10a-9p
- Marketplace Retail Store: 8:30a-11p

The CN Tower includes three **restaurants**:

- 360 Restaurant
Lunch 11a-2p; Dinner 4:30-10:30p
- Horizons Café
Sun-Thurs 11a-10:30p; Fri-Sat 11a-11p
- Far Coast Café
Daily 8:30a-6p



New York
Millennium Broadway
July 22



Video has taken over the web. Ad-serving technologies are more sophisticated, while broadband penetration is at a near-saturation level. Over 25 percent of consumers say they regularly watch video online, and the top video aggregators disseminate millions of streams every day.

No wonder over a quarter of advertisers and marketers already use online video to market their products and services.

This immersive, one-day forum is for senior advertisers, marketers, publishers, and content providers who are using or considering this very fast-moving medium. Its aim is to educate, inform and provide a comprehensive overview of online video advertising innovations, tools, formats, strategy, metrics, and creative.

SAVE \$100
when you register
by June 27

LEARN MORE »

events.clickz.com

OR REGISTER ONLINE »

www.events.clickz.com/video/newyork



Job Board | jobs.clickz.com
Newsletters | clickz.com/subscribe
Events | events.clickz.com

Speaker Bios



Chris Adams
Director of User Experience
Lyris, Inc.

As director of user experience at Lyris Inc. and a co-founder of Hot Banana, Chris is directly responsible for the LyrisHQ Web2.0 application user interface design and usability. Chris believes in providing clients with ability to easily utilize Internet marketing best practices in LyrisHQ.

Chris is a published author, adviser, and speaker on a variety of web content management and website optimization topics. He is an expert in the area of websites, landing pages, web analytics, and search engine optimization, and how web content management can be best leveraged.

Chris is a member of the Association of Internet Marketing and Sales, Canada (AIMS), and is on the Search Engine Advisory Council.

In his personal life, he is a board member of the Barrie Film Festival and is also on the advisory council of Georgian College's School of Visual Arts & Design (SVAD).



Andy Atkins-Krüger
Managing Director
Web Certain Europe Ltd

Having started his career briefly as a journalist, Andy quickly moved into marketing communications, where he has spent the last 20 years.

He worked first in advertising, then founded a public relations consultancy, The Partners Group, before moving into corporate marketing.

He's worked on pan-European advertising and public relations campaigns for many years and first "discovered" search marketing in 1997, when he was charged with developing the European market presence for one of the U.K.'s best-known B2B brands, Portakabin.

After five years as the client, he bought into the supporting agency — Web Certain Europe Ltd — where he became managing director. Under Andy's leadership, Web Certain has continued to focus on multilingual websites, handling Europe's major languages under one roof, with partners around the world providing the more specialist language needs.

Andy also edits the online newsletter www.web-marketing-secrets.co.uk and the blog www.multilingual-search.blogspot.com, which report on search marketing developments throughout Europe — both often summarising reports published in other languages to help English-speaking marketers.



Larry Bailin
CEO
Single Throw Internet Marketing

Larry Bailin is the founder of the award-winning Internet marketing company Single Throw and author of the book, *Mommy, Where Do Customers Come From?*. Under Bailin's leadership, Single Throw went from a small startup company to a major Internet marketing business. Today, they meet and surpass the online marketing demands of major companies like Scholastic, Hyperion Technologies, Select Energy, Mag-Lite, Conair, DeVry University, BP Oil, Sara Lee and many of public and private enterprises. Single Throw is currently in its sixth year of operation and continues to achieve recognition as a leading Internet marketing business.



Kerstin Baker-Ash
Senior Search Analyst
I Spy Search Limited

Kerstin is the senior search analyst at I Spy Search Marketing, the U.K.'s leading independent search engine marketing agency. Founded in 2005 and built on the philosophy of delivering an integrated paid and natural service solution, I Spy provides clients on both sides of the Atlantic coordinated and holistic campaign management strategies.

Kerstin is a firm advocate for the communal development of SEM best practices; she is a member of SEMPO and a founding agency member of the Institute of Practitioners in the advertising search panel. Prior to joining I Spy, Kerstin worked in-house in the travel industry and in government. A native Torontonian, Kerstin attended Mount Allison University and Eberhard-Karls Universität Tübingen. Kerstin lives in Hertfordshire, U.K., with her husband, James.



Cam Balzer
VP, Strategic Planning
Performics, a division of DoubleClick

Cam Balzer is an online marketing expert with a proven track record of driving results and delivering innovation in the search engine marketing arena. Cam's expertise is based on more than a decade of experience across all online marketing channels.

Cam is currently a VP at Performics, the performance marketing division of DoubleClick and the leading search engine marketing firm. At Performics, Cam evaluates and researches the evolution of consumers' interactions with the online channel and how this affects marketers. He is responsible for creating valuable insights, approaches, and metrics to help marketers identify and capitalize on new opportunities in search and affiliate marketing.

What are you searching for at SES Toronto?

I'm searching for...

our recently evaporated SUS - SCAN advantage!
And of course, dots to connect for global trends in search.

— ANNE KENNEDY, MANAGING PARTNER & FOUNDER,
BEYOND INK



As an industry thought leader, Cam is regularly interviewed for stories about online marketing and pens a monthly column for Chief Marketer. Prior to joining Performics in 2003, Cam was the manager of online marketing and senior web producer for ConsumerGuide.com, and Internet manager for Baxter Healthcare in Deerfield, Ill.



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

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



Jim Beretta
Marketing Services Manager
ATS Automation

Jim leads the marketing function at ATS Automation, the world's leading automation equipment supplier. ATS' solutions are used by manufacturers across a diverse spectrum — from medical device, pharmaceutical, and electronics to consumer, automotive, and power generation industries. Jim has been driving SEO and SEM efforts within ATS for over 10 years and is passionate about organic search as an important component in the B2B marketing mix and in delivering high return on investment for marketing efforts.

Jim earned his B.A. from the University of Western Ontario is an avid runner and photographer. He lives in Cambridge, Ontario, in the heart of Waterloo Region (Ontario's high-techology centre), with his wife and two teenage daughters.

Brent Bernie
President

comScore Media Metrix Canada

Brent has over 27 years of information services marketing experience, beginning with his career at the Global Television Network in Toronto in 1977. Following Global, Brent worked at Nielsen Media Research, eventually becoming a VP of A.C. Nielsen. He then went onto Compuserch Micromarketing Data and Systems, where he ultimately became VP of sales.

Brent began the Media Metrix service in Canada in late 1999 as its first and only president. Brent was active on the board of the IAB for seven years and served as chairman of the organization from 2004 to June 2006. He was very involved in the creation of the IAB's CMOST (Canadian Media Optimization Program) and is currently on the board of CARF (Canadian Advertising Research Association). In late 2005 Brent was named to *Marketing Magazine's* list of the 100 most influential people in Canadian communications.



Guillaume Bouchard
CEO
NVI

Guillaume leads one of the fastest growing Web 2.0/Internet marketing companies in Canada. With more than 40 people on board developing social media platforms and corporate websites and also offering their commercialization, NVI offers a one-stop-shop solution for medium to large organizations, as well as consulting to increase ROI based on cost-per-acquisition models. Guillaume leads one of the largest French SEO blog communities, called Go-Referencement.org.



Rick Brown
President
NetTrack Marketing

Rick Brown is an 18-year veteran of industrial B2B marketing. He founded NetTrack Marketing based on the critical need manufacturers have to be accessible to buyers and specifiers via the Internet. NetTrack provides search engine marketing and pay-per click management exclusively to B2B clients. Rick holds a B.S. from Miami University (Ohio) and brings experience on both the selling and buying sides of advertising. His experience includes work as the marketing manager for the Misco Refractometer Company, and 12 years as advertising sales representative for Thomas Register.



Martin Byrne
National Director
Yahoo! Canada

Martin has spent the last 15 years of his career building online business for a wide variety of Canadian and international organizations. Martin worked for several Canadian Internet presence agencies, building websites for TD Bank, BMW Canada, Bank of New York, Deutsche Bank, and more. Martin eventually moved from building online businesses to managing them as director of The National Post's online news business, director of media sales operations for Sympatico/MSN Canada, and most recently taking on the role as national director for Yahoo Canada's search marketing operations. Martin holds an executive MBA from the Rotman School of Business.



Christine Churchill
President
KeyRelevance

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

In addition to running KeyRelevance.com, Christine is the "search engine-friendly design and usability" moderator and the "pay-per-click" moderator on the High Rankings Search Engine Optimization Forum with Jill Whalen.



Carolyn Cramer
Nat'l Sales & Operations Manager, Direct Sales
Yahoo! Search Marketing

Carolyn Cramer joined Yahoo Canada in 2005 as national sales manager, where she oversaw display advertising and was responsible for achieving set revenue objectives. More recently Ms. Cramer has taken on a similar role with Yahoo Search Marketing (YSM), where she helped launch the direct sales team. Cramer manages the sales and operations and is also responsible for managing major national accounts. Ms. Cramer's more than 10 years of experience in media sales and management provide Yahoo Canada with a strong leader and a

great team member. Prior to joining Yahoo Canada, she was the national account manager for AOL Canada, where she was responsible for developing relationships between AOL Canada and media agencies in both Canada and the U.S.



David Degrelle
Founder & CEO
1ère Position

David Degrelle is the founder and CEO of the interactive search marketing agency 1ère Position, started in 1999 and based in France. He is also co-founder of www.e-sema.com, an alliance of search marketing agencies through Europe that offers pan-European and local search marketing strategy and tactics. He has spoken at several Search Engine Strategies events and many conferences in France over last 10 years, and is an active member of www.sempo.org.



Joseph C. Dolson
Web Design Consultant

Joseph C. Dolson is an internationally-published authority on web accessibility and on-site factors for search marketing. Joe's articles have been published in many places online and in print, including at Accessites.org, an online showcase for accessible web design, in *Qualityworld*, the journal of the Chartered Quality Institute, and at *Pompage.net*, a French-language magazine dedicated to expert web development resources. On the technical side, Joe is a technical administrator and moderator at *Cre8asite Forums*, a community and resource for search marketing and web professionals. Joe has been in the search marketing and web development business since 2001, providing web consulting, design, and development services to clients throughout the U.S. and in Europe. Joe blogs on important current topics in accessible web design, web standards, and on other related issues at www.joedolson.com/articles.



Heather Dougherty
Director, Research
Hitwise

Heather Dougherty is director of research at Hitwise. Heather is a leading authority in online commerce and marketing, a result of covering the field extensively since 1997. At Hitwise, Heather 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 *Business Week*. Heather has also been a guest on ABC World News Tonight, CNBC, NPR, and CBS Radio. Heather speaks frequently at industry events such as Shop.org, Internet Re-

tailer, AdTech, and Search Engine Strategies.

Prior to joining Hitwise, Heather was with Nielsen/NetRatings as the senior retail analyst, where she provided strategic analysis and designed custom research projects. Before her time at Nielsen, she spent four years with Jupiter Research, covering the online retail and commerce space, including marketing and promotions, merchandising, and personalization.



Bryan Eisenberg
Co-founder
Future Now, Inc.

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

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



Mona Elesseily
Director of Marketing Strategy
Page Zero Media

At Page Zero Media, Mona focuses on paid search strategy and conversion improvement. In her career, she has significantly improved campaign performance for large brands such as Capital One, CareerBuilder.com, Cathay Pacific, as well as medium to large retailers and high-tech B2B enterprise niches.

Mona is considered by many the authority on the Yahoo Search Marketing platform. She just completed the world's only guide to Yahoo Search Marketing (a.k.a. Overture) called "Mastering Panama: A special report on Yahoo's new search marketing platform" (August 2007). Mona is a regular speaker at marketing conferences. She's a columnist at SearchEngine-

Land.com and contributes to a variety of other publications on marketing-related issues. Her industry knowledge is regularly sought after by the business community, including Wall Street analysts, and she is frequently quoted in marketing industry publications.

Mona earned a B.A. from Simon Fraser University. She's based in Vancouver, British Columbia, and enjoys West Coast activities such as yoga and hiking.



Liana Evans
Director of Internet Marketing
KeyRelevance

Liana "Li" Evans is the director of Internet marketing at KeyRelevance. Since 1999 Liana 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 well-versed in areas of the retail industry that are regulated by the FTC.

Li helped to design, plan, and implement an Internet Retailer 500 company's efforts into natural search optimization, totally revamping out-of-date navigation and site architecture, with very successful results. Since 1992 Liana has been active in the technology fields, being both a well-versed programmer and database programmer/designer, which lends well to her technical expertise in dealing with large-scale retail sites and their dynamic natures.



Candice Faktor
Creator, www.ourfaves.com
& GM, www.toronto.com

An innovator and strategist in the Canadian online media industry, Candice is passionate about where the web is headed. Most recently, she has distinguished herself as founder of OurFaves.com, a site which harnesses the power of user-generated content, city search, and social networking, allowing users to share and discover local favorites on a city-wide scale. Since its launch in May 2007, traffic has grown tremendously, and the site is planned to launch in other cities across North America.

Candice also holds the post of GM of toronto.com, one of Torstar Digital's most prominent and highly-trafficked consumer websites. Candice was instrumental in the 2005 creation of Torstar Digital, the digital arm of Torstar Media Group. There, in her previous position as director, strategy and corporate development, she played a key role in the foundation of several startup ventures and partnerships, including Olive Canada Network, which has become one of Canada's most successful premium online ad networks.

What are you searching for at SES Toronto?

I'm searching for...

a reason why there are so many talented search marketers in Canada and hopefully hire two or three for TopRank.

— LEE ODDEN, CEO, TOPRANK ONLINE MARKETING



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

Andrew Goodman is founder of Toronto-based Page Zero Media, a marketing agency which 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.



Mike Grehan
Global KDM Officer
Acronym Media

Mike Grehan is the global KDM officer of Acronym Media, a top 10 search agency located on the 55th floor of the Empire State Building in New York City. Mike has been involved in online marketing since 1995 and is recognized as a leading search engine marketing expert. His knowledge of conventional marketing, combined with his technical skills and understanding of search engine algorithms, has helped many top firms improve their visibility on search engines and directories.

Mike is a highly sought-after search engine marketing speaker and has also written multiple books and white papers on the subject. His second edition of *Search Engine Marketing: The Essential Best Practice Guide* gained plaudits from numerous industry authorities.

Mike also writes as an expert for the ClickZ Network, and his own personal newsletter is read by over 17,000 international subscribers. In 2004, Mike was named by E-consultancy as one of the United Kingdom's top 100 influential people in Internet marketing.



Ken Headrick
Director of Products & Marketing
MSN Canada

Ken Headrick is the director of products and marketing at MSN Canada. Since joining Microsoft over 12 years ago, Ken has played an integral role in various marketing communications and product management projects, including the launches of Microsoft adCenter, Windows 95, and Office 97. Additionally, Ken managed Microsoft's partner relationships with various enterprise systems integration partners, large account resellers and OEM partners. For seven years, Ken worked in Microsoft's SMB sector, which included managing the small business, partner marketing and mid-market sales and marketing teams.

Prior to Microsoft, Ken worked in the financial services industry. He has a bachelor of commerce degree from Queen's University.



Jim Hedger
SEO Consultant
Metamend Search Engine Marketing

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



Gordon Hotchkiss
President & CEO
Enquiro Search Solutions Inc.

Gord Hotchkiss is president and CEO of Enquiro, Canada's leading search engine marketing firm and one of the top firms in North America. His articles are regularly published in both on- and off-line newsletters, including *Marketing Monitor*, *SEOToday*, *Marketing*, and many other trade journals. Enquiro's information portal is searchengineposition.com.

Search Engine STRATEGIES WORLD TOUR

the intersection of search,
marketing & commerce

Conference & Expo Series



San Jose 2008

Aug. 18-22
San Jose Convention Center



New York 2009

March 23-27
Hilton New York



Chicago 2008

Dec. 8-12
Chicago Hilton



Toronto 2009

June 9-11
Metro Toronto Convention Centre



London 2009

Feb. 17-20
Business Design Centre

Forums

Hamburg 2008

June 23-24 • Sofitel Hamburg Alter Wall

Tokyo 2008

Oct. 28-29 • Hilton Tokyo

Training

Seattle 2008

July 17 • Renaissance Seattle Hotel

Dallas 2008

Sept. 26 • Fairmont Dallas

Boston 2008

Nov. 6 • Hilton Boston Back Bay

Hosted by



The ClickZ Network.

To learn more about these events, including
registration and sponsorship opportunities, visit

SearchEngineStrategies.com

With an extensive 20-year background in the marketing and advertising business, Gord has been working to increase client's search engine visibility since 1996 and has specialized in search engine marketing since 1999.



Motoko Hunt
Founder, Japanese Search Marketing Strategist
AJPR LLC

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



Greg Jarboe
President & Co-founder
SEO-PR

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

Greg is also the news search, blog search, and PR correspondent for the Search Engine Watch Blog. Gord Hotchkiss, who writes the "Out of My Gord" blog, has called Greg "the guru of cranking up web visibility through effective optimization of press releases and leveraging news search." Lee Odden, who writes the "Online Marketing Blog," has called Greg "a pioneer in the field of using search engine optimization in combination with press releases."



Mitch Joel
President
Twist Image

Mitch is a marketing and communications visionary, interactive expert, community leader, blogger, and believer in doing the impossible. Mitch's online marketing and sales skills helped build one of the Internet's largest search properties

and, as marketing director for a leading supplier of wireless entertainment, he helped launch the first wireless entertainment channel. Mitch also owned one of the first publications to go online in 1994. Today, his blog appeals to marketing and communications experts worldwide.

When he is not developing brand strategies and multimarketing programs for clients, Mitch shares his expert knowledge of digital marketing, blogs and brand democratization as an instructor for the Canadian Marketing Association's (CMA) e-marketing course and a speaker for The Power Within. Mitch is vice-chair, Quebec, for the Internet Advertising Bureau (IAB Canada) and an executive with the CMA's e-marketing council. He also sits on the National Advertising Benevolent Society (NABS) Quebec board of directors.



Ken Jurina
President & CEO
Epiar Inc.

As president and founder of Top Draw and Epiar, Ken Jurina has more than 15 years of expertise in traditional advertising and Internet marketing. In 1993, he founded Top Draw, which has become a leading advertising, graphic design, and web development firm in Edmonton, Alberta, Canada. In 2002, Ken co-founded Epiar, an innovative Internet marketing and search engine optimization (SEO) company that has pioneered in developing proprietary SEO/SEM applications and techniques that merge web development technology with online marketing strategies to drive qualified traffic and sales. As president of Epiar, Ken oversees the company's growth and helps drive the marketing strategies and creative tactics that are delivering better lead generation and client retention for Epiar clients. In addition to leading the Epiar team, Ken's role at Epiar comprises senior-level client counsel, strategic marketing, and creative direction.



Anne Kennedy
Managing Partner & Founder
Beyond Ink

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

She further serves on the board of directors of Helium.com, a community of writers providing experience-based knowl-

What are you searching for at SES Toronto?

I'm searching for...

unique ways to monetize video online.

— MATT MCGOWAN, VP MARKETING, INCISIVE MEDIA



edge, wisdom and creativity to publishers and readers. Barely 18 months after launch, Helium gained 110,000 writers who have published one million articles on the site. In 2001, she launched SEOnes.net to foster better understanding of the emerging search marketing platform and opportunities to a growing market of potential customers. Anne resides in Maine and Oregon, but can always be found at Beyondink.com



Alan K'necht
President
K'nechtology Inc.

Alan K'necht is an internationally-published columnist and has been addressing conferences since 1997. During this period he has gained worldwide recognition as an authority on the business side of the web, including search engine optimization and web analytics. For the past three years, K'necht has been operating a series of corporate training seminars and workshops across North America on web analytics, WebTrends software, search engine optimization, and search engine marketing. Between guiding his company, operating his SEO workshops and training seminars, K'necht finds the time to maintain his blog K'necht-it, where he combines his knowledge of SEO and web analytics into informative posts. K'necht founded K'nechtology Inc. in 1998 and over the years, K'necht has been interviewed by and featured in a variety of publications, including *The Wall Street Journal*, *The Globe and Mail*, and CNET.



Ambles Kwok
Senior Manager of Engineering
Yahoo! Canada

Ambles Kwok has 10 years of software engineering experience across a variety of platforms and development tools. In his current position as Yahoo Canada senior manager of engineering, he is responsible for recruiting, leading and mentoring a multi-national engineering team in North America, Australia, Brazil and Mexico. In addition, he has day-to-day responsibility for the development and maintenance of six different Yahoo services, including web search, finance, lifestyle, sports, local search, and weather. Further to his management and operational responsibilities, Mr. Kwok acts as regional security auditor and is a member of the international engineering best practices and standards committee.

Prior to joining Yahoo Canada, he spent three years at Yahoo's

headquarters in California, where he developed a secure and embeddable payment management platform for Yahoo premium services. He was also a member of the Yahoo SOX auditing special task force.



Jeff Lancaster
Managing Director
Outrider

As managing director of Outrider, a division of GroupM Canada Inc., Jeff leads a team of seasoned search marketing professionals who provide best-of-breed organic and paid search solutions to a roster of top clients including Dell, Microsoft, Labatt, WestJet, and Ford of Canada. Jeff sits as a member of the IAB Canada's board of directors and is currently the chair of the IAB Canada search marketing committee. Prior to joining Outrider in 2008, Jeff was most recently the VP of sales and business development for 24/7 Real Media Canada. In this role he managed the Canadian operations of 24/7 and its display media sales, e-mail, technology and search marketing divisions.

He holds a bachelor of commerce degree in marketing from the University of Guelph and has discussed digital marketing on a variety of TV and radio shows and spoken at events conducted by the Interactive Advertising Bureau of Canada and AdTech.

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.

What are you searching for at SES Toronto?

I'm searching for...

the next shiny object in search.

— AMANDA WATLINGTON, OWNER, SEARCHING FOR PROFIT



June Li
Founder & Managing Director
ClickInsight

June is an online marketing optimization consultant and managing director of ClickInsight. ClickInsight works with organizations to maximize the success of online initiatives by helping customers define website goals and measure key metrics. Creating and sustaining a data-driven culture is often not easy. ClickInsight assists in accelerating this transformation with web analytics process integration and training.

June has over 20 years of e-business, marketing, manufacturing, logistics and sales experience, and specializes in developing continuous improvement strategies that realize measurable results. Her diverse experience affords her a unique capability to interpret data and foster performance improvements across a wide variety of industries. June is an associate instructor for the web analytics program at the University of British Columbia, as well as an instructor for a web analytics course at the University of Toronto Professional Learning Centre, Faculty of Information Studies. June has spoken and moderated at the Emetrics Summit and is a contributing writer to OneDegree.ca and the AIMS blog.



Fredrick Marckini
Chief Global Search Officer
Isobar

Fredrick Marckini is the Chief Global Search Officer for Isobar. Mr. Marckini founded iProspect and is recognized as a leading expert in the field of search engine marketing. He has authored three of the SEM industry's earliest books, including the ground-breaking *Secrets To Achieving Top-10 Positions* (1997), *Achieving Top-10 Rankings in Internet Search Engines* (1998), and *Search Engine Positioning* (2001). Mr. Marckini is considered one of the pioneers of search engine marketing and was named to *BtoB Magazine's* top 100 marketers 2005 and 2006 lists.

Mr. Marckini is a frequent speaker at industry conferences around the world, including Search Engine Strategies, ad:tech, the iMedia Summit, Search Insider Summit, and the eMarketing Association Conference. He has written articles for Search Engine Watch, *CMO Magazine*, *BtoB Magazine*, iMedia Connection, ClickZ, and numerous other publications. Marckini has been interviewed and profiled in a variety of media outlets, including *The Wall Street Journal*, *BusinessWeek*, *The*



New York Times, *The Washington Post*, *Financial Times of London*, *Investor's Business Daily*, *Internet Retailer*, National Public Radio, and others. Mr. Marckini serves on the board for the Ad Club of Boston, and was a founding board member of the Search Engine Marketing Professional Organization (SEMPO). Mr. Marckini earned a bachelor's degree from Franciscan University in Ohio.



Debra Mastaler
President
Alliance-Link

Debra Mastaler is president of Alliance-Link, an interactive link marketing agency that has been in business since 2000 and is based in Williamsburg, Va. Debra offers custom link-building and link training by combining traditional sales and promotional strategies with effective online search engine marketing tactics.

In addition to client projects for Fortune 500 companies as well as a number of top SEO firms, Debra is a featured speaker and link trainer at Search Engine Strategies, is a guest blogger for Search Engine Land and Search Engine Guide, has led numerous High Ranking seminars, and has given link training to the Direct Marketing Association. Ms. Mastaler holds a B.A. in business administration/marketing and worked for over 15 years in sales and promotions for a Fortune 50 company prior to starting her own marketing firm. In addition, she writes about link-building techniques for several publications, including her link-building blog, the Link Spiel.



Ian McAnerin
CEO
McAnerin Networks Inc.

Ian McAnerin is the "SEM Resources and Advice" moderator for the High Rankings Forum, the "Search and Legal Issues" moderator for the Search Engine Watch forum, a DMOZ editor, and has been vetted by the strict standards watchdogs SEOConsultants.com and SEOPros.com directories. He is also the president and founder of the Search Marketing Association of North America (SMA-NA) and has been an election committee member and legal issues advisor to SEMPO (Search Engine Marketing Professionals Association) in the past.

He is a returning speaker and moderator at the Search Engine Strategies conference in Toronto, Canada, and his articles on

SEO-related subjects have been published in many newsletters, magazines, and website news reports. He is a known "white hat" SEO who does not spam or attempt to obtain rankings in an unethical manner.



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.



Alicia Morga
CEO
Consorte Media

Alicia Morga is CEO of Consorte Media, the leading provider of online marketing solutions targeting the Hispanic market. Through its network of premium content sites, its extended advertising network of third-party sites, and its targeted lead-generation services, Consorte Media provides brands with multiple ways to connect with the over 20 million U.S. Hispanic consumers online today. The Consorte Network today receives over 1 billion impressions and traffic of 18 million unique visitors per month.

Prior to founding Consorte Media, Alicia was an investment professional focused on venture opportunities in the technology sector for The Carlyle Group's U.S. venture fund and also worked at Hummer Winblad Venture Partners, where she focused on early-stage software investments.

Alicia has served on the boards of technology companies such as Ingenio, Ventaso, Secure Elements, Archetype-Solutions, Applied Semantics, Menerva Technologies, and Discovercast. Alicia holds a J.D. from Stanford Law School and a B.A. from Stanford University.

Eric Morris

Account Executive
Google Canada

Eric Morris is an account executive with Google, based in Toronto. Eric joined Google in 2002 and works with leading Canadian marketers and ad agencies on national and international ad campaigns. Prior to joining Google, Eric held similar positions at DoubleClick and Yahoo. Born in Montreal and raised in Toronto, Eric is a graduate of Queen's University in Kingston, Ontario.



Jane Motz Hayes
Information Designer
WebFeat

Jane Motz Hayes is an information designer and organic search specialist with WebFeat Multimedia Inc., one of Toronto's market leaders in interactive media. WebFeat specializes in usability, personalization, and optimizing interactive media to help drive company performance. Jane heads up WebFeat's organic search practice, and her passion for user experience has meant great results for clients across a number of sectors. Together with a team of creative and technical peers, Jane continually strives for new ways to improve online experiences or a company's findability and relationship with its customers. Last year, Jane sat on the site clinic panel at Search Engine Strategies Toronto and can be seen this year, at SES 2008, discussing accessibility, usability, and SEO.



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.

Nick Patsiopoulos

Product Manager
Yahoo! Search Marketing Canada

Nick is responsible for building and expanding Yahoo's Communities and Mobile portfolios in Canada to help fulfill Yahoo's vision of connecting people to their passions, their communities, and the world's knowledge.

Prior to joining Yahoo, Nick was a senior associate director in Bell Mobility's services development group. In that role, he focused on a number of areas, including launching North America's first mobile phone-based GPS mapping service and Canada's first consumer voice portal, as well as mobile search and personal information management products. When not immersed in the worlds of community and mobile (and where they intersect), Nick enjoys snowboarding, mountain biking, and hiking in places that mobile signals can't reach.

What are you searching for at SES Toronto?

I'm searching for...

people who have a passion for search, social media, and making money for their companies.

— CHRIS WINFIELD, PRESIDENT, 10E20, LLC



Jeff Quipp
President & CEO
Search Engine People

Jeff Quipp 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.



Julien Raby
Director, Search Marketing
Cossette Communication Group

Julien Raby is the director of search marketing at Cossette Communication Group. He supervises paid search campaigns for many Canadian and American clients, both in English and French. He also plays a leading role in supervising search engine optimization efforts with Cossette's website development department. Julien Raby regularly speaks in search engine marketing-related conferences, including Search Engine Strategies and Infopresse day.

Andy Renieris

Head of Search
Yahoo! Canada Search

Andy Renieris joined Yahoo Canada as the product manager for search in 2005 to interact with the Yahoo International Search team, drive product deployments, develop strategy and execute Yahoo search products both globally and locally.

In this role, Renieris provides the Yahoo search teams with top-notch support, strategic product insight, local market knowledge, and competitive analysis. He keeps the team up-to-date on product changes, market needs, and product requirements for globally-developed products.

Prior to joining Yahoo Canada, Renieris was the channel manager for MSN Search, where his responsibilities included managing releases, functionality, and user experience. In addition, Renieris' professional experience includes product management for Sympatico-Lycos Inc., PersonaMedia, and Sprint Canada.



Dustin Rideout
Account Director, Digital Strategist
Wunderman

Dustin Rideout is an account director, digital strategist and search practice lead for Wunderman, the most experienced customer-focused marketing communications company in the world. In his role, Dustin oversees the digital strategy for agency client Rogers Communications, and is responsible for the agency's search marketing practice.

Prior to joining Wunderman in 2008, Dustin managed global online marketing at Research In Motion, a world leader in the mobile communications market. During his tenure at RIM, Dustin played an integral role in various digital marketing initiatives, including the roll-out of a global search engine marketing practice, digital marketing activities for new product launches and brand initiatives, as well as social and conversational marketing campaigns. Additionally, Dustin supported internal business units and strategic partners with overall digital marketing best-practices, media strategy, and success measurement.

Prior to joining RIM, Dustin managed interactive and online marketing for Abebook.com, the world's largest online marketplace for books.



Kevin Ryan
VP, Global Content Director
Search Engine Strategies & Search Engine Watch

Ryan is a seasoned industry veteran. His former roles include VP, interactive media, for the Interpublic Group agency; Wahlstrom Interactive; and CEO of Kinetic Results, a 2006 Advertising Age top 20 search engine marketing firm.

Ryan recently founded a strategic consulting firm, Motivity Marketing, and has written over 200 articles on search and interactive marketing as search editor for iMedia Communications, a trade publisher and event producer serving the interactive media and marketing industries.

His former client roster includes notable brands such as Rolex Watch USA, State Farm Insurance, Farmers Insurance, Minolta Corporation, Samsung Electronics America, Toyota Motor Sales USA, Panasonic Services, and Hilton Hotels. Additionally, Ryan has volunteered his time with the Interactive Advertising Bureau (IAB), Search Engine Marketing Profes-



sional Organization (SEMPO), and several regional nonprofit organizations.



Chris Silver Smith
Lead Strategist
Netconcepts

Chris "Silver" Smith is lead strategist at Netconcepts (www.netconcepts.com), providing thought leadership in the innovative development of GravityStream (www.gravitystream.com), a web proxy solution for optimizing dynamic websites for improvement in natural search traffic.

Smith also provides custom consulting on search engine optimization for clients, and writes on various Internet marketing topics for a number of industry sites and forums.

Smith previously worked for Verizon Superpages.com, where he served as head of the advanced technology & development department, instituted a highly-competitive and company award-winning natural search optimization program, and founded the company's SEO council. Smith has five patents pending for local search and user interface technologies. Smith works from his home in the Dallas/Fort-Worth area, and blogs regularly on technology and Internet marketing topics at Natural Search Blog (www.naturalsearchblog.com).



David Snyder
Search Strategist & Marketer
JRDunn

David Snyder is the search strategist and marketer for JRDunn.com, a leading name brand jewelry e-commerce site. David parlayed his gifts as a published writer and former teacher into his current Internet marketing career. His specialties include search engine optimization, search engine marketing, online press strategies, and social media marketing and optimization. David is a true Florida native, being raised in Miami, and now residing with his wife and son in Delray Beach.



Stephan Spencer
Founder & President
Netconcepts

Stephan M. Spencer, M.Sc., is president of Netconcepts, a full-service interactive agency with specialization in search engine optimization (SEO) and e-commerce, as well as e-mail marketing through its GravityMail division. Stephan founded the company in 1995 as a web development firm. Over time, Netconcepts has become one of the leading voices for search engine ready e-commerce. Clients include Home Shopping Network, AOL, Verizon SuperPages.com, Discovery Channel,

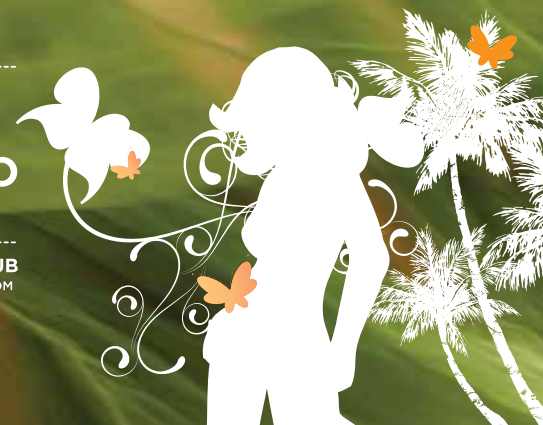


HOSTED BY EPIAR AND YAHOO! CANADA

THE OFFICIAL SEARCH ENGINE STRATEGIES TORONTO AFTER-PARTY

TUESDAY JUNE 17, 2008 | ULTRA SUPPER CLUB
PARTY BEGINS AT 6PM WWW.ULTRASUPPERCLUB.COM

SPACE IS LIMITED
TO RESERVE YOUR SPOT PLEASE RSVP TO
SES.AFTERPARTY_08@YAHOO.CA BY TUESDAY JUNE 10



and REL. Stephan is a frequent speaker at Internet conferences around the globe (including Berlin, London, Toronto, Santiago, Auckland, New York, Chicago, San Francisco, and Los Angeles) for organizations such as the DMA, the AMA, Shop.org, Search Engine Strategies, Internet World, IQPC, and IIR. Stephan is a senior contributor to MarketingProfs.com, a monthly columnist for Practical Ecommerce, and he's been a contributor to numerous business and marketing magazines.

Joseph Thornley

CEO

Thornley Fallis, 76design

Joseph Thornley established Thornley Fallis in 1995. He blogs at www.propr.ca about social media, community building, public relations, and online communications.

In May he convened a roundtable of thought leaders drawn from social media, measurement, web analytics, metrics vendors, and corporate marketers to discuss how to develop better measurement and metrics for social media. A white paper will be published based on this event's discussions.

Mr. Thornley has been a driving force behind the establishment of the Third Tuesday Social Media events, which bring together social media enthusiasts and communicators to explore new developments in social media and their impact on society, organizations, and citizens. Third Tuesday represents an ongoing experiment in the power of social media to build online communities that manifest themselves in real-world relationships. Third Tuesday events have been organized across Canada.

Bill Tighe

Account Manager
Google Canada

Bill Tighe is an Account Manager with Google, based in Toronto. Bill joined Google in 2003 and works with leading Canadian marketers and ad agencies on National and International ad campaigns. Prior to joining Google, Bill held a similar position with Webhelp.com.



Matt Van Wagner

President
Find Me Faster

Matt Van Wagner is a seasoned sales and marketing professional specializing in search engine marketing strategies for small- and medium-sized companies in New Hampshire, Maine, Massachusetts, and Vermont.

An award-winning speaker whose presentations are usually as entertaining as they are informative, Matt is the president and founder of Find Me Faster, a search engine marketing firm based in Nashua, N.H., and an early member of the Search

Engine Marketing Professionals Organization (SEMPO).

He writes on Internet, search engines, and technology topics for the *New Hampshire Business Review*. Matt is a graduate of St. Lawrence University, Canton, N.Y. (B.S. in economics), with an MBA from Rivier College in Nashua, N.H.

Sharad Verma

Sr. Product Manager, Web Search
Yahoo!

Sharad is a senior product manager for content, crawl, and indexing systems of Yahoo web search. Before joining Yahoo in 2007, he worked for multiple Silicon Valley startups, building document classification products and business applications for mortgage lenders. Sharad graduated from IIT Bombay (India) with a degree in chemical engineering in 1999. In his spare time, Sharad loves to travel, ski, and dance salsa.



Lyndsay Walker

Web Analytics & SEO Coordinator
WestJet

Lyndsay joined WestJet, Canada's leading low-fare airline in February 2007. As web analytics & SEO coordinator, she is responsible for all data collection and analysis for WestJet.com and WestJetVacations.com. As part of her commitment to improve on an already successful WestJet web product, she is challenged with the project of optimizing WestJet.com and WestJetVacations.com search engine rankings, an impressive feat of search engine optimization for an e-commerce site with significantly high traffic. Lyndsay brings to WestJet a background rich in web design, which began in 1997.

In 2005, she worked as an SEO for a Canadian Internet pharmacy, that, through her efforts, successfully achieved first-page rankings for the industry's most competitive keyphrases. She started a consulting company, Lyndseo, in 2006, dealing with small- to medium-sized businesses looking to improve organic search engine rankings and general web presence.



Amanda Watlington

Owner
Searching for Profit

Amanda Watlington is owner of Searching for Profit, a search marketing consultancy focusing on the interaction of the consumer with businesses, using search engines, RSS, blogs, podcasting, or other new media to deliver their messages. An industry thought leader and an internationally-recognized speaker, Amanda has led sessions on search marketing, web strategy, and social media at Search Engine Strategies, Webmaster World, AdTech, and DMA. She shares her views of where search marketing is headed on her own blog, Blogs and Feeds, and as a blogger for Search Engine Watch.

What are you searching for at SES Toronto?

I'm searching for...



Marty Weintraub

President
aimClear

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



Jill Whalen

CEO
HighRankings.com

Jill Whalen is a pioneer in search engine optimization, beginning in the field in the early 1990s and founding High Rankings in 1995. Since that time, High Rankings has grown to be one of the preeminent SEO companies in the United States, working with hundreds of clients in more than 40 industries to enhance their presence through proven and dynamic search engine strategies that lead to increased traffic, more conversions, and enhanced sales. The company is committed to helping small- to mid-sized businesses understand and implement techniques that maximize the potential of their websites, so that these organizations can fulfill their missions, meet the needs of their stakeholders, and contribute as worthwhile members of the Internet community. Expert SEO consulting, website audit reports, SEO campaigns, and in-house SEO training classes are just a sampling of the services offered through High Rankings.



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

authentic maple syrup candy. Anyone who will put the word "Aye" at the end of their sentences. To break with conventional wisdom and find new and exciting ways to connect with connected customers.

— LARRY BAILIN, CEO, SINGLE THROW
INTERNET MARKETING



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 at and held various roles in business development and marketing. He also served as adjunct professor of design and management at Parsons School of Design in New York. White received a B.A. from McGill University in Montreal, an MBA from Babson College, and completed postgraduate studies in France.



Chris Winfield

President
10e20, LLC

Chris Winfield is president and co-founder of 10e20, an Internet marketing company that specializes in social media and search marketing services and is based in New York and Florida. He is considered to be 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.



Richard Zwicky

Founder & CEO
Enquisite

Richard Zwicky has been involved in search marketing for 10 years, starting in the late 1990s. He started in the industry by managing the online campaigns for his own successful e-tail operation, which quickly led to developing Metamend, a leading SEO 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 spun Enquisite off from Metamend in 2006, as Enquisite's services are designed for use by any SEO or SEM professional. Today, he is leading Enquisite, which recently released its first products. Richard's work is focused on helping search marketers manage campaigns more easily and with greater success. Richard believes in long-term successful campaigns that are built from the ground up, and are never caught flat-footed by shifts in search engine algorithms or by regional variances in search user behavior.

SES advisory board

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



Sandeep Aggarwal
Senior Equity Research Analyst
Oppenheimer & Co. Inc.



Ron Belanger
Vice President of Agency Development
Yahoo! Search Marketing



Jeff Ferguson
Director of Online Marketing
Napster



Jocelyn Griffing
Senior Vice President, Media
Icon International



Chris Henger
Vice President Affiliate Marketing
Performics



Steven Kaufman
Senior Vice President, Media Director
Digitas



Anne Kennedy
Managing Partner
Beyond Ink



Carol Kruse
Vice President, Global Interactive Marketing
The Coca-Cola Company



James M. Lamberti
Senior Vice President, Search and Media
comScore Networks



Jeff Levick
Director, Global Industry Development and
Marketing
Google, Inc.



Jeannie Moran
eCommerce Marketing Director
AutoNation



Pauline Ores
Sr. Marketing Manager, Community &
Collaboration Strategy, Global Small &
Midmarket Business — IBM Corporation



Erynn Petersen
Sr. Manager, Advertising Platform Evangelism
Microsoft



Randy Peterson
Search Marketing Innovation Manager
Procter and Gamble



Gregg Stewart
Senior Vice President, Interactive
TMP Directional Marketing

How can you get top results with all 3 major search engines?



Simple... you let a group of search engine and internet marketing experts do the work for you.

- Q **SEP (Search Engine Placement)**
- Q **Campaign Management**
- Q **SEO (Search Engine Optimization)**
- Q **Web Banner Advertising**
- Q **Web Design & Development**
- Q **Interactive Marketing Solutions**

searchlinQs.com
standing above the rest



CONTACT US TODAY

Local: 416.848.4380
Toll Free: 1.866.91 LINQS (54677)
www.searchlinqs.com

SearchEngineStrategies.com • SES

We measure success by the number of buys, not the number of clicks.

If your client is looking for buyers, not just surfers, send them to YellowPages.ca™. Each month 7.5 million Canadians visit our site. And each month, they make 12.9 million purchase decisions. Here's another number: 71% of users make a purchase after they visit our site. If your client wants to make a lot of green, just add Yellow to their portfolio. Visit booth #507 to see the results for yourself.



YellowPages.ca™
The Find Engine™