

Blizzard Internet Marketing Experts Highlight Search Engine Strategies Conference

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Carrie Hill and Mary Bowling, search engine marketing experts at Blizzard Internet Marketing, will be featured speakers at the 2008 SES Conference and Expo in San Jose, California.

Two of Blizzard's top SEO experts will be featured speakers at the 2008 Search Engine Strategies Conference and Expo in San Jose, Calif. Mary Bowling and Carrie Hill will share their substantial knowledge to those interested in current search engine strategies.

The 10th annual SES Conference runs from August 18-22 and will provide the largest learning opportunity of the year with over 70 sessions covering everything search related. This event will also allow participants a tremendous opportunity to network with fellow marketers, webmasters and executive decision makers.

Hill, whose session will concentrate on taking advantage of what happens after the click, writes a bi-weekly column, 'Little Biz,' for Search Engine Watch.

'I'm really excited to be speaking at this SES San Jose conference,' Hill says. 'My session, 'Post-Click Marketing: Converting Search Engine Traffic', addresses a segment of our industry that's in its infancy. If we talk more about conversion optimization and our 'message' is advocated and spread, we can get away from the industry focusing solely about 'traffic' and more about the real indicator of a Web site's impact - **Revenue!**'

Bowling's session will focus on how marketers should utilize the long tail of the Internet and search engine marketing to identify and reach consumers who may otherwise escape their attention.

'I'll present 'The Local Tail of Local Search' on a panel about how bidding on and optimizing for long tail terms can bring more traffic and better converting traffic to your website at a lower cost,' states Bowling. 'This can be a powerful tactic, especially for websites competing with those of big corporations.'

Search Engine Strategies is the leading global conference & expo series that educates delegates on search engine marketing, including optimization and advertising strategies, tactics and best practices. These events provide instruction from the industry's top experts.

Blizzard Internet Marketing, Inc. specializes in website design, hosting, and promotion for hospitality, travel, and tourism industry clients. Named one of the Top 50 Family-Owned Companies in Colorado in 2007, Blizzard's focus is on delivering high return-on-investment online marketing solutions to the hospitality industry.

For more information on Blizzard Internet Marketing, Inc. please visit: <http://www.blizzardinternet.com> or call 888-840-5893.

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