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February 2008

SES

YOUR GUIDE TO SES London

**19-22 February, 2008
Business Design Centre**

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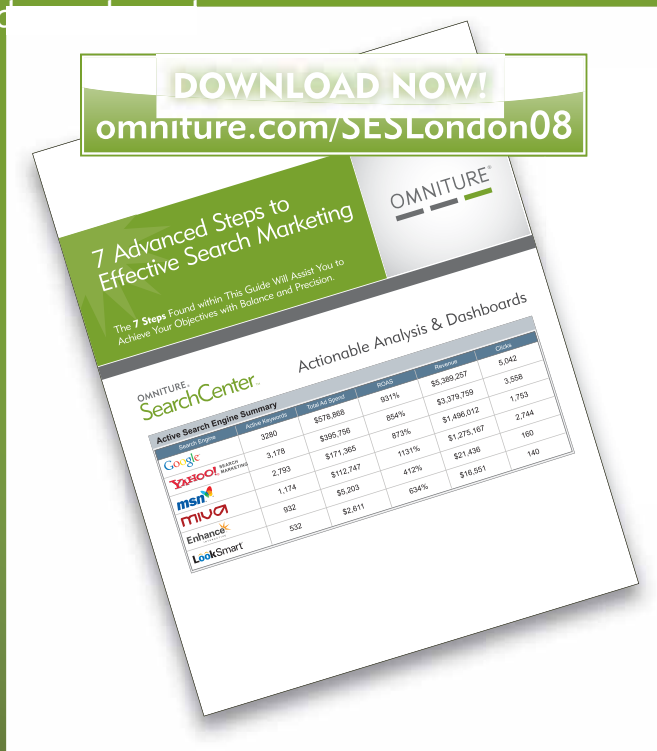


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welcome



Dear Reader,

Welcome to the new Search Engine Strategies and *SES Magazine*. We've been through a lot of exciting changes in the past few months, with 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.

We're also introducing 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.

I'd like to welcome you once again to the new SES, and thanks for attending SES London. 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*

Day 1: Tuesday, 19 February, 2008

Track Location	Fundamentals Auditorium	Search Advertising Room A	Global Gallery Hall	Kelsey Group — Local Room E
8a-6:30p	Registration — Village Green/Ground Level			
8:30-9:30a	Morning Coffee — Village Green/Ground Level			
9:30-10:30a	Introduction to Search Engine Marketing	Organic Listings Forum	Search Around the World Part 1: Asia/Pacific & Australia	Local Search 2.0
10:30-11a	Morning Coffee Break — Expo Hall			
11a-12p	Search Engine Friendly Design	Auditing Paid Listings & Click Fraud Issues	Search Around the World Part 2: Europe and the Americas	Mobile Local Search: A Moving Target
12-1:30p	Networking Lunch — Expo Hall			
1:30-2:30p	Orion Panel: All-Star Analytics Team — Gallery Hall			
2:30-3:30p	Afternoon Refreshment Break — Expo Hall			
3:30-4:30p	Opening Keynote: Fredrick Marckini, Chief Global Search Officer, Isobar — Gallery Hall			
4:30-4:45p	Session Interval			
4:45-5:45p	Orion Panel: Universal, Blended and Vertical Search — Gallery Hall			
5:45-7p	Networking Cocktail Reception — Expo Hall			

For more details on the sessions and their speakers, see the descriptions beginning on **page 18**

For details on Friday's Training sessions, go to **page 24**



Opening Thoughts



Mike Grehan
 Founder and CEO, Searchvisible Ltd.
 Conference Co-Chair, SES London

Having been a regular speaker at the global Search Engine Strategies (SES) conferences for many a long year, I'm particularly pleased to be speaking at this one. As co-chair of the show with my esteemed colleague Kevin Ryan, this time I've also been totally involved in creating the agenda and selecting the speakers. And what a lineup it is.

The agenda features evergreen favorites and brand new sessions, such as the Orion panels, bringing together

industry thought leaders and their big-picture opinions on the state of the industry.

As ever, there will be representatives from the major search engines, such as Google, Yahoo, MSN, and Ask. And they'll be passing on sage advice regarding both paid and organic search.

I'm especially pleased to see my friend and online marketing legend Dr. Ralph Wilson on the roster. Not only is this his first presentation at SES, it also marks his first visit to the shores of the

U.K. If you're coming in new to the industry, be sure to catch his "Introduction to Search Marketing" session.

Also new to Search Engine Strategies is best-selling author and web analytics guru Jim Sterne. As chairman and co-founder of the Web Analytics Association, he'll head up the all-star Orion panel focusing on conversion, ROI, and search analytics. At SES, we're serious about search as a primary marketing channel, and this is a must-attend session about measuring the success of

your search marketing campaigns.

I'll be joining Google's search evangelist Adam Lasnik on stage as he heads up a panel for the second Orion session, addressing the seismic changes universal and blended search bring.

Both Orion panels will be moderated by Kevin Ryan, so you can be sure of lively debate, tons of useful information, and if there's a laugh to be found, be certain he'll find it.

With three tracks over three days, the agenda covers fundamental, advanced, and global search sessions. Whether it's organic, paid, or even affiliate, you'll find a multitude of topics covered during the course of the event.

Some of the biggest names in the industry will be appearing on the various

panels (far too many to mention them all here). And the great thing is, they're all completely approachable and always happy to spend 10 minutes one-on-one after sessions, in the corridors, and generally around the conference.

Here's a little tip: the big sessions are a must-see, but don't skip the site clinics as some people do. The presenters at the site clinics are leading industry consultants, and they're happy to pull your site apart and tell you how to SEO it back to the highest level — for free! Let me tell you a quick story. Two years ago, one attendee had two big-name, high-price industry consultants give his site a thorough going-over. He did exactly as they said after the conference and was stunned by the huge increase in

revenues from search he saw in such a short time.

At SES, you'll also find many instantly-recognizable brands exhibiting and sponsoring. SES is a primary networking event where agencies, vendors, and clients can mix freely and start to generate new business. And let's not forget the huge exchange of knowledge going on between delegates at lunch, dinner, and the many social events surrounding the conference.

The Web is changing. Search is changing. Search marketing is changing. And SES is the place where the industry comes together to help to shape the future of what is, perhaps, the most exciting field of marketing online.

Enjoy, learn, and prosper.

Day 2: Wednesday, 20 February, 2008

Track Location	Fundamentals Auditorium	Search Advertising Room A	Organic & Beyond Room E
8a-5:30p	Registration — Village Green/Ground Level		
8-9a	Morning Coffee — Gallery Hall		
9-10a	Keynote Presentation: Nick Carr, author of <i>The Big Switch</i> — Gallery Hall		
10-10:30a	Morning Break — Expo Hall		
10:30-11:30a	Successful Site Architecture	Landing Page Testing & Tuning	News Search SEO
11:30-11:45a	Break		
11:45a-12:45p	Search Term Research & Targeting	Converting Visitors Into Buyers	Blog & Feed SEO
12:45-2p	Networking Lunch — Expo Hall		
2-3p	Compare & Contrast: Ad Program Strategies	European Search Marketing Case Studies	Video & Podcast SEO
3-4p	Afternoon Break — Expo Hall		
4-5p	Balancing Organic & Paid Listings	Searcher Behavior Research Update	Images & Search Engines
5-5:15p	Session Interval		
5:15-6:15p	Linking Strategies	Competitive Research	Social Search Overview

Day 3: Thursday, 21 February, 2008

Track Location	Organic Auditorium	Issues & Tactics Room A	Improve Me Room E
8a-3:30p	Registration — Village Green/Ground Level		
8:30-9:30a	Morning Coffee — Gallery Level		
9:30-10:30a	Meet the Crawlers	Creating Compelling Ads	Redefining the Customer
10:30-11a	Morning Break — Gallery Level		
11a-12p	Dynamic Websites: Beyond the Basics	Search Advertising Forum	Site Clinic
12-1p	Networking Lunch — Mezzanine/First Level		
1-2p	Beyond Linkbait: Getting Authoritative Online Mentions	Search Marketing in Regulated Industries	Search Advertising Clinic
2-2:15p	Session Interval		
2:15-3:15p	Big Site, Big Search	Local Search Marketing Tactics	My SEM Toolbox
3:15-3:30p	Session Interval		
3:30-4:30p	Web Analytics & Measuring Success Overview	Brand & Reputation Management	Site Clinic

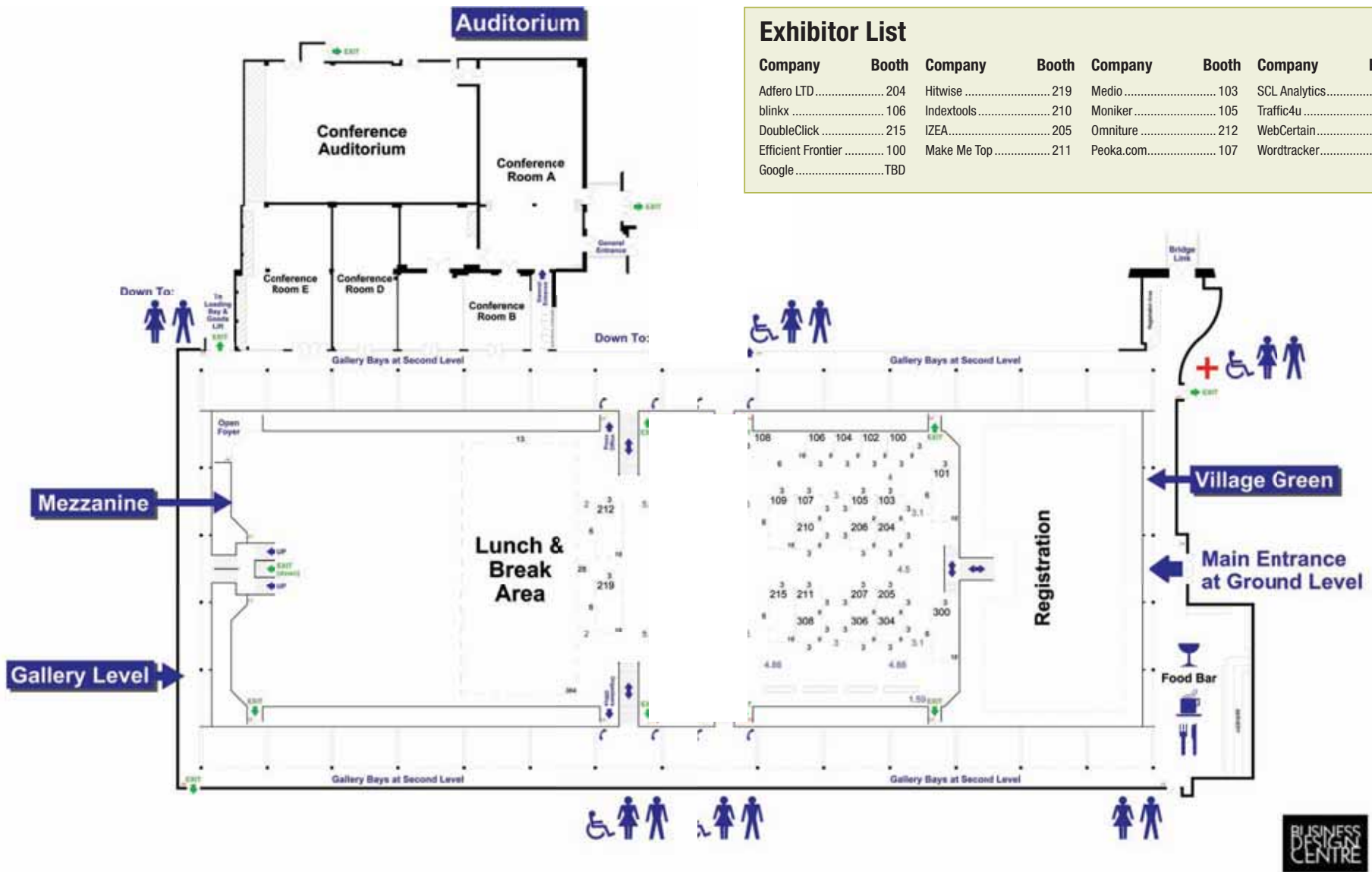
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Floor Plan

Floor Plan

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Google	TBD						



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Sponsors

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Booth 204

www.adfero.co.uk

Adfero DirectNews provides sector-specific breaking news feeds for clients to publish on websites, Intranets, and new media platforms. Our newsroom journalists write unique copy, tailored specifically to your brief. News articles are published on your website without links away, helping to keep your site dynamic and changing, retaining the interest and attention of your target audience and improving organic search engine listings. Go to www.adfero.co.uk/contactnewsfeeds.aspx for a free demonstration.

blinkx

Booth 106

www.blinkx.com

blinkx plc (LSE AIM: BLNX) is the world's most comprehensive video search engine. Today, blinkx has indexed more than 18 million hours of audio, video, viral, and TV content, and made it fully searchable and available on demand. blinkx's founders set out to solve a significant challenge: As TV and user-generated content on the web explode, keyword-based search technologies only scratch the surface. blinkx's patented search technologies listen to — and even see — the web, helping users enjoy a breadth and accuracy of search results not available elsewhere. In addition, blinkx powers the video search for many of the world's most frequented sites. blinkx is based in San Francisco and London.

DoubleClick

Booth 215

www.doubleclick.com

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

Efficient Frontier

Booth 100

www.efrontier.com

Efficient Frontier is the market and technology leader in search marketing solutions for global advertisers. The company provides the most powerful, most effective search engine

marketing algorithms available to ensure that clients with large-scale, complex search marketing campaigns are able to achieve the highest possible return-on-investment. The largest advertisers in the most competitive markets use Efficient Frontier to achieve unprecedented levels of search marketing efficiencies, scalability, and risk reduction. Today, Efficient Frontier is the largest independent search engine marketing solutions provider in the world, managing more than £194 million in annual paid search spend. Current U.K. clients include The Motley Fool, Mothercare, Marks and Spencer, Match.com, Ask.com, and Travelzoo. The company is headquartered in Mountain View, Calif., with offices in New York, the U.K., France, and India.

Google

Booth TBD

www.google.com

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

Hitwise

Booth 219

www.hitwise.co.uk

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

IndexTools

Booth 210

www.indextools.com

IndexTools offers a highly customizable and scalable analytics

platform for companies' online marketing activity in each phase of the customer lifecycle. With IndexTools' web analytics and bid management, businesses gain accurate, insightful, and timely intelligence about the effectiveness of their online marketing. IndexTools' services have boosted the online performance of more than 3,500 clients worldwide, including Tesco, Vodafone, PriceRunner, and John Deere. IndexTools serves its worldwide client base directly and through a network of more than 200 local partners in over 25 countries around the globe. IndexTools was founded in 2000, and operates from three offices: IndexTools Americas (New York, U.S.); IndexTools EMEA, Asia Pacific (Budapest, Hungary); and IndexTools Germany, Austria and Switzerland (Frankfurt, Germany).

IZEA

Booth 205
www.izea.com

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

Make Me Top

Booth 211
www.makemetop.co.uk

MakeMeTop™ — the one-stop SEM resource centre for agencies. Developing SEM tools since 1998, MakeMeTop are now a complete technical resource and support centre for sales and marketing organisations. Our product portfolio currently includes: fully approved, multi-strategy bid management software, incorporating comprehensive ROI and CPA tracking; organic traffic delivery and monitoring systems, allowing agencies to charge for relevant traffic on a CPC or CPA basis; SEM consultancy and training packages, tailored for either the agency or for their clients; affiliate marketing systems for management of affiliate networks; and e-mail marketing solutions.

All of the above are designed to be white-labelled solutions, allowing agencies to brand individual products in their own house style. Each module may be used as a stand-alone feature or may be fully integrated with our other products. MakeMeTop makes every effort to ensure that the products can blend seamlessly with an agency's current portfolio, and, rather than competing with agencies, we are aiming to become the one-stop technical SEM technical resource provider for agencies worldwide.

Medio

Booth 103
www.medio.com

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

Moniker

Booth 105
www.moniker.com

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

Offshoring.com

www.offshoring.com

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Omniture Inc.

Booth 212
www.omniture.com

Omniture Inc. is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline, and multi-channel business initiatives. Omniture's software, which it hosts and delivers to its customers as an on-demand subscription service, enables customers to capture, store, and analyze information generated by their websites and other sources and to gain critical business

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SCL Analytics

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SCL Analytics are the U.K., Eire, Benelux, and Scandinavia distributor for the flexible and comprehensive Unica NetTracker and Unica Affinium NetInsight advanced web analytics tools.

We provide software, consultancy, and training for online business professionals in marketing, sales, and IT who require flexible and extensible web analytics and web monitoring solutions. Whether you are interested in analysing online marketing campaigns, streaming media, Intranet usage or e-mail campaigns, our solutions will scale with your needs. In addition, our web testing services division can help you with ensuring the functionality and scalability of your website or Intranet solution. For more information and demonstration, please visit us on Stand 207. E-mail: info@scl.com

Traffic4u

Booth 104
www.traffic4u.nl

Traffic4u is one of the leading search engine marketing agencies in Europe, with four offices in the Netherlands and Spain. One of our main objectives for the coming years is to continue

expansion abroad and build a strong pan-European brand based on international knowledge. Our broad experience, reliability, and our focus on results places Traffic4u among the most professional players in the field of search engine marketing.

Search engine marketing focuses on attaining a "visible" position in the results of search engines. Traffic4u makes company websites optimally findable — and ensures they stay findable — in the main national and international search engines, such as Google, Live (formerly known as MSN) and Yahoo. To this end, Traffic4u offers organic search, search advertising and web analytics services. Traffic4u has a very diverse client base, including renowned companies such as Philips, Booking.com, Tommy Hilfiger, ING and Coca-Cola.

WebCertain

Booth 109
www.webcertain.com

WebCertain is a multilingual search marketing agency offering the full range of search services in any language. The WebCertain "Search Language Hub" is a team of search specialists, who are also native speakers of all the major world languages, working together under one roof and speaking over 20 languages in-house. Offering a combination of search services from multilingual SEO to paid search management to online PR, WebCertain's approach gives websites a world reach quickly and effectively.

Wordtracker

Booth 206
www.wordtracker.com

Picking the best keywords is at the heart of any online marketing campaign. Get them right and you'll get remarkable increases in search engine traffic. But you don't have to guess what the best keywords are — Wordtracker will tell you. We collect search data — the words real people use when they do real searches online; we analyse and count these search phrases, and give you a variety of tools to use them in creative ways to bring relevant visitors to your website.

With Wordtracker, you can optimise your websites organically, plan effective pay-per-click campaigns, identify niche markets, generate search engine-friendly content plans, choose memorable domain names, and choose new product and publication names. Wordtracker will help you dramatically increase the number of effective keywords in your online marketing strategy. You'll also find a wealth of information on keyword strategy at the Wordtracker Academy: <http://www.wordtracker.com/articles/>

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BIMA

www.bima.co.uk

BIMA is the industry association representing the interactive media and digital content sector. It supports individuals and organisations that deliver high-quality, creative, and innovative interactive media solutions. It strives to stimulate commercial growth, and acts as an industry liaison with academia and government through the provision of knowledge, encouragement and economy. BIMA is a united voice for its members and strives to develop an internationally competitive new media industry.

Direct Marketing Association UK

www.dma.org.uk

The Direct Marketing Association UK (DMA) is Europe's largest trade association in the marketing and communications sector and is positioned in the top 5% of trade associations by income. Our mission is to represent the best interests of our members by raising the stature of the direct marketing industry and giving the consumer trust and confidence in direct marketing.

Offering a wide range of services to members, including training and development, free legal advice, business services and discounts, government lobbying, representation on DMA councils and internationally, networking opportunities, weekly updates of current DM issues, and research and industry information, the DMA is raising industry standards by promoting business and consumer trust and confidence in the direct marketing medium.

The DMA is achieving excellence in the global marketplace by focusing on these key areas of activity: industry best practice, lobbying and legal advice, postal issues, e-commerce, development, research and public relations and communications. For more information visit www.dma.org.uk, or to become a DMA member, visit www.dmamembership.org.uk.

Internet Advertising Bureau (IAB)

www.iabuk.net

The Internet Advertising Bureau (IAB) is the trade association for online advertising. With almost 390 members, it is run for the leading media owners and agencies in the U.K. internet industry. Online is an exciting and fast-growing medium, and our job at the IAB is to work with members to ensure market-

ers can identify the best role for online, helping them engage their customers and build their brands, through the dissemination of research and the organization of regular events.

IMRG

www.imrg.org

IMRG is the industry body for e-commerce. In this rapidly evolving world, IMRG has 15 years' experience in the sector and helps its members make the most of the ever-expanding market opportunities. IMRG is at the heart of a market growing by 40% year on year. It's the only organisation dedicated exclusively to the needs, concerns, and promotion of the e-retail industry. IMRG is dedicated to raising standards of e-retailing and fostering good practice by facilitating industry self-regulation. Its membership — a united community of hundreds of merchants and facilitator organizations of all types and sizes — cover all types of interactive retail channels, including the Internet, interactive TV, and mobile devices. IMRG provides its community with networking and practical help, including information tools and guidance involved with payments, legal, delivery, interactive marketing, and many more hot topics for the e-retail industry.

Mobile Marketing Association (MMA)

www.mmaglobal.com

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

SEMPO

www.sempos.org

SEMPO (Search Engine Marketing Professional Organization) is a non-profit association with over 630 members, 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 and regional working groups, and more. Contact us at info@SEMPO.org.

What are you searching for at SES London?

I'm searching for...

awesome theatre shows, delicious food, and decadent chocolate. Though after a visit to Germany in December, I probably don't need much more of the latter!

— ADAM LASNIK, SEARCH EVANGELIST, GOOGLE



Media Partners

Chinwag

www.chinwag.com

Chinwag: Connecting new media people. The Chinwag community is a focal point for digital media practitioners. We aggregate expertise, fact and opinion, and act as a connecting rod for ideas and talent across the new media industries. The site provides aggregate RSS feeds for the key interest areas such as mobile, advertising and branding, search and tech, as well as a directory of industry events and many more handy features to come. Chinwag also runs Chinwag Jobs (<http://jobs.chinwag.com>), the leading recruitment website dedicated to the digital industries, featuring over 1,000 roles in creative, technical, account management, business development, marketing, mobile, and search.

E-consultancy

www.e-consultancy.com

E-consultancy is a highly-respected online publisher of best-practice Internet marketing reports, market research, e-commerce buyer's guides and "how-to" white papers. As well as publishing reports and research, E-consultancy also coordinates around 100 events per year for the online marketing industry. Events include roundtables, supplier show-cases, e-commerce seminars, training workshops, and major one-day "masterclasses" for senior Internet marketers. The E-consultancy website now attracts more than 150,000 unique

users per month, who generate around 500,000 page impressions. E-consultancy has more than 44,000 registered users, and its weekly newsletter is distributed to 23,500+ Internet professionals.

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mad.co.uk delivers business insight to professionals in marketing, media, new media, advertising, and design. Our mission is to provide you with insightful, thought-provoking information that helps you make the right business and career decisions. Regularly the first to break industry news, mad.co.uk is regarded by senior marketing professionals as indispensable. Additionally, mad.co.uk offers a free access specialist industry jobs board and delivers excellence through their acclaimed conferences, industry blog site, and vertical search engine.

Marketing

Every week *Marketing* brings its readers the biggest and freshest news in the industry and delves into the issues behind the stories. It has become firmly established as the leading news magazine for the marketing community, delivering insightful analysis and powerful comment pieces.

Dedicated news sections for media, branding and direct, as well as the industry exclusive Adwatch research, place *Marketing* as the magazine that truly gives the big picture of

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What are you searching for at SES London?

I'm searching for...

the perfect pint, a friendly pub, and good conversation (and maybe some antique cufflinks). My wife, who'll be coming along, will be searching for old bookstores, genealogical resources, and museums.

— MATT BAILEY, PRESIDENT, SITELOGIC MARKETING



what's going on in the industry. Reaching more than 42,000 marketers every week, *Marketing* is a fully controlled and requested magazine.

Marketing Direct

With a dedicated readership of senior direct marketing buyers in leading brand companies, *Marketing Direct* has earned its place in the crowded DM publishing marketplace. For more than 10 years, *Marketing Direct* has showcased the best in direct marketing, providing readers with need-to-know intelligence that gives their companies a competitive edge. Packed full of industry-defining insight about how brands use direct marketing to improve their bottom line, *Marketing Direct's* strong editorial voice is backed by comments from industry leaders and award-winning case studies. If it's worth knowing, you read it in *Marketing Direct* first.

MediaWeek

Providing more news coverage, analysis, and informed comment on industry events and job opportunities than any other single source, *MediaWeek* is the essential media read for media agencies and media owners. *MediaWeek* magazine is regarded as a focal point for communication, comment, and social events across the industry. It is widely regarded as the industry bible for media agencies and owners, and is seen by many as one of the most exciting modern business brands, as it moves online with *MediaWeek.tv* and its regular daily e-mail news bulletins. The *MediaWeek* website is part of *BrandRepublic.com*, which has over 249,000 users a month.

Precision Marketing

www.precisionmarketing.co.uk

Precision Marketing is the U.K.'s only business magazine devoted to digital, data and direct marketing. It is read by marketers across the consumer and business-to-business spectrum as well as agency, media and supplier personnel. *Precision Marketing* provides news, analysis and authoritative features in relation to direct marketing, e-marketing, database management, and CRM.

Revolution

Revolution is the U.K.'s leading title for digital marketers. Published monthly, *Revolution* is fully requested by 12,024 (ABC profile 2007) senior decision-makers with a combined annual budget of over £12 billion. *Revolution* provides the largest and most senior circulation available for targeting the

U.K.'s most influential digital marketers. *Revolution* is written and designed for the demands of the ever-changing and time-consuming digital sector. Features in the magazine range from the practical advice of the "masterclasses" to the in-depth features of the special reports.

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.

Internet Radio Station

WebmasterRadio.FM

www.webmasterradio.fm

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

Each show we air reaches out to a different part of the marketplace, ensuring there is a radio show for all potential listeners. All radio shows are broadcast live and are then available in archive, mobilcast, and distributed in podcast format through all of the major podcast portals.

WebmasterRadio.FM is proud to boast that we are the official radio network for many of the world's most prestigious conferences. WebmasterRadio.FM is free to the listening audience, based solely on advertiser support. If you are interested in learning more about how to reach a very targeted and captive audience through a fully integrated and interactive advertising campaign, please contact Brandy@WebmasterRadio.FM



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For information regarding advertising please contact Brandy@WebmasterRadio.FM

*>> The Destination for Education and Entertainment
for the eCommerce Marketplace.*



Day 1: Tuesday, 19 February, 2008

9:30-10:30a

FUNDAMENTALS

Introduction to Search Marketing

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

Introduction by

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speaker

- Dr. Ralph Wilson, Founder and Editor-in-Chief, Web Marketing Today®

SEARCH ADVERTISING

Organic Listings Forum

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

Moderator

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- David Naylor, SEO, Bronco
- Ralph Tegmeier, aka Fantomaster
- Edward Cowell, Technical Director, Neutralize
- Steve Johnston, Google Consultant

GLOBAL

Search Around the World - Part One: Asia/Pacific & Australia

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

Moderator

- Rebecca Lieb, Vice President & Editor-in-Chief, The ClickZ Network

Speakers

- Motoko Hunt, Founder, Japanese Search Marketing Strategist, AJPR LLC
- T.R. Harrington, Director of Strategic Direction & Product Development, Darwin Marketing

KELSEY GROUP — LOCAL

Local Search 2.0

Consumers are turning online to find things locally, and a wave of online pure-plays have answered the call. We'll hear from companies that are combining Web 2.0 with local search and learn about new opportunities for large and small businesses to market themselves to local audiences.

Speakers

- Max Jennings, Co-founder, Welovelocal.com
- Andrew D. Klein, Founder, Chairman & CEO, Spotzer
- Thomas Wicky, VP Online, European Directories
- Stephan Uhrenbacher, Managing Director, Qype

11a-12p

FUNDAMENTALS

Search Engine Friendly Design

How can you build a website from the ground up that pleases both crawler-based search engines and your visitors? Discover how "search engine-friendly" design can tap into free traffic from search engines. This session is especially suited for beginners who need an overview of important design issues to keep in mind. More technical design issues are covered in the "Successful Site Architecture" session on Day 2.

Introduction by

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speaker

- Matthew Bailey, President, SiteLogic

SEARCH ADVERTISING

Auditing Paid Listings & Click Fraud Issues

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

Moderator

- Frank Watson, CEO, Kangamurra Media

Speakers

- Andrew Goodman, Principal, Page Zero Media
- Jon Myers, Head of Search, MediaVest
- Shuman Ghosemajumder, Business Manager for Trust & Safety, Google

GLOBAL

Search Around the World - Part Two: Europe and the Americas

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

Moderator

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- Erica Schmidt, Global Director of Search, Isobar
- Kate Bell, Marketing Manager, EF Education
- Cindy Krum, Senior SEO Analyst, Blue Moon Works, Inc.
- Steven Kaufman, Vice President, Media Director, Digitas

KELSEY GROUP — LOCAL

Mobile Local Search: A Moving Target

Mobile local search is a technology with a "tipping point" that is perpetually 18 months away. But now we're closer than ever, given the iPhone's open SDK and Google's Android mobile operating system. These will enable a level of distributed innovation that we've seen on the web. What are the opportunities for Local?

Speakers

- Claudia Poepperl, Chief Marketing Officer, MobilePeople

1:30-2:30p

Orion Panel: All-Star Analytics Team



A successful search analytics strategy is key to maximizing ROI. Search engine optimization and pay-per-click advertising is pre-click. But what happens after the click? This panel of thought leaders in the field of analytics will discuss everything from bounce rates, improving conversion, spotting trends, and generally elevating your SEO/PPC analysis to a whole new level.

Moderator

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speakers

- Brian Clifton, Head of Web Analytics, EMEA, Google
- Bryan Eisenberg, Co-Founder, Future Now Inc.
- Steve Jackson, Senior Consultant, Web Analytics & Search Marketing, SATAMA, & International Co-Chair, Web Analytics Association
- Jim Sterne, Target Marketing & Chairman, Web Analytics Association
- Ian Thomas, Director, Customer Intelligence, Microsoft Advertiser & Publisher Solutions

3:30-4:30p

Conference Welcome & Opening Keynote



Speaker

- Fredrick Marckini, Chief Global Search Officer, Isobar

4:45-5:45p

Orion Panel: Universal, Blended & Vertical Search



Search result multiplicity is not a new phenomenon, but recent advancements will guarantee the world of search and marketing will be changing forever. Before you attend this week's optimization and best-practices sessions, hear from industry gurus about how search, marketing, and information seeking is changing the industry that follows the search.

Moderator

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speakers

- Andrew Goodman, Principal, Page Zero Media
- Adam Lasnik, Search Evangelist, Search Quality Team, Google
- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.
- Jeff Revoy, VP Yahoo! Search and Social Media, Yahoo! Europe

Day 2: Wednesday, 20 February, 2008

9-10a

Keynote Presentation



Speaker

- Nick Carr, author of *The Big Switch: Rewiring the World, From Edison to Google*

10:30-11:30a

FUNDAMENTALS

Successful Site Architecture

Learn to successfully architect your site for search engines and how specific page elements and design technologies may impact your ability to gain good organic listings. Covers topics such as directory and file structure, server-side includes (SSIs), 404 error trapping, JavaScript, robots.txt use, frames, secure area usage, and much more. Toward the end of the session, volunteers from the audience will have their sites examined to see how changes could be made to their site architecture and design to increase search engine traffic, as time allows. It's highly recommended for those new to search engine marketing to have previously attended the "Search Engine Friendly Design" session on Day 1.

Introduction by

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speaker

- Alan Perkins, Head of Search Marketing, SilverDisc Limited

SEARCH ADVERTISING

Landing Page Testing & Tuning

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

Moderator

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- Jon Myers, Head of Search, MediaVest
- Marco Corsaro, Founding Partner, Managing Director, 77Agency

ORGANIC & BEYOND

News Search SEO

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

Moderator

- Anne Kennedy, Manager, Managing Partner, Beyond Ink

Speakers

- Greg Jarboe, President and Co-Founder, SEO-PR
- Lee Odden, CEO, TopRank Online Marketing
- Tim Gibbon, Director, Elemental Communications

What are you searching for at SES London?

I'm searching for...

all the various cultures represented. Everyone knows we never have enough keywords, and what better place to find new words than a city where more than 300 languages are spoken?

— MAXIME GRANDCHAMP, PRESIDENT, TRELLIAN EUROPE



11:45a-12:45p

FUNDAMENTALS

Search Term Research & Targeting

The bedrock to success with search engines is understanding which search terms to target. Fail in that, and your audience may never find you. This session covers ways to undertake search term research that is crucial to succeeding with your search engine marketing efforts, whether that be via free or paid listings. Toward the end of the session, volunteers from the audience will have their sites reviewed for search term research issues, if time allows.

Moderator

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speakers

- Christine Churchill, President, KeyRelevance
- Maxime Grandchamp, President, Trellian Europe
- Lisa Ditlefsen, Head of Search & Web Analytics, Base One Interactive
- Tor Crockatt, Group Manager Editorial Operations EMEA, Microsoft Digital Advertising Solutions

SEARCH ADVERTISING

Converting Visitors into Buyers

Getting visitors to your website is only half the battle. To be victorious, you need them to convert into customers by making purchases, signing up for services, or fulfilling whatever your goals are. Learn about making this conversion. The latter part of the session takes volunteers from the audience and examines their websites live to provide general feedback about changing them to improve visitor conversion.

Introduction by

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- Brian Clifton, Head of Web Analytics, EMEA, Google
- Bryan Eisenberg, Co-Founder, Future Now Inc.
- Steve Jackson, Senior Consultant, Web Analytics & Search Marketing, SATAMA, & International Co-Chair, Web Analytics Association
- Jim Sterne, Target Marketing & Chairman, Web Analytics Association

ORGANIC & BEYOND

Blog & Feed Search SEO

This session explores how specialized blog and feed (RSS/Atom) search engines gather content and provides tips on tapping into these growing forms of traffic.

Moderator

- Rebecca Lieb, Vice President & Editor-in-Chief, The ClickZ Network

Speakers

- Amanda Watlington, Owner, Searching for Profit
- Lee Odden, CEO, TopRank Online Marketing
- Massimo Burgio, Founder and Chief Strategist, Global Search Interactive

2-3p

FUNDAMENTALS

Compare & Contrast: Ad Program Strategies

The major search ad networks all operate differently, sometimes radically so. This session looks at some of the key differences between them and how to make these as painless as possible or even work to your advantage.

Moderator

- Andrew Goodman, Principal, Page Zero Media

Speakers

- Thomas Bindl, Founder and CEO, Refined Labs GmbH
- Steven Kaufman, Vice President, Media Director, Digitas
- Neil Dawson, Search Director, Latitude Group

SEARCH ADVERTISING

European Search Marketing Case Studies

This session will provide real-life examples of firms that have deployed successful search marketing campaigns throughout Europe and the U.K.

Moderator

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- Andy Atkins-Krüger, Managing Director, WebCertain Europe Ltd
- Andrew Girdwood, Head of Search, bigmouthmedia
- Jaron Schaechter, Managing Director / CEO, XnX GmbH

ORGANIC & BEYOND

Video & Podcast SEO

New products make it easier to locate video content from across the web or to find "podcast" programs, which are on-demand radio-like shows that people can listen to on MP3 players or their computers. This session will provide a look at various services and how to get your content visible and audible within them.

Moderator

- Anne Kennedy, Manager, Managing Partner, Beyond Ink

Speakers

- Amanda Watlington, Owner, Searching for Profit
- Onil Gunawardana, Vice President / General Manager Advertising, blinkx
- Rachel Hawkes, Account Director, Elemental Communications
- Joseph Morin, Partner, Boost Search Marketing

4-5p

FUNDAMENTALS

Balancing Organic & Paid Listings

If you get plenty of "free" listings, there's no need to go the paid route, right? Wrong. What happens if a change in how search engines rank pages leaves you out of the top results? Well, if you buy your way in, there's no need to worry about the free results! Wrong again. Why not gain free traffic if you're relevant? This session explores issues like these and how to get the right balance between free and paid campaigns.

Moderator

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speakers

- Dixon Jones, Managing Director, Receptional LTD
- Jay Bean, Founder, CEO, Orange Soda, Inc.
- Nathan Levi, Head of Search & Campaign Marketing, Avenue A | Razorfish
- Richard Clark, Pureplay Marketing Manager, Dixons.co.uk

SEARCH ADVERTISING

Searcher Behaviour Research Update

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

- Rebecca Lieb, Vice President & Editor-in-Chief, The ClickZ Network

Speakers

- Piers Stobbs, Vice President, ComScore Europe
- Erica Schmidt, Global Director of Search, Isobar
- Dr. Jon Dodd, Co-founder and Managing Director, Bunnyfoot
- John Marshall, CTO, Market Motive

ORGANIC & BEYOND

Images and Search Engines

Regular search engines can't understand text trapped within images, and this session looks at strategies to combat this problem for the image-intensive site. It also examines how to generate traffic using your images via image-specific search engines.

Moderator

- Anne Kennedy, Manager, Managing Partner, Beyond Ink

Speakers

- Liana Evans, Director of Internet Marketing, KeyRelevance
- Scottie Claiborne, Webmaster, Richland County Public Library
- Maile Ohye, Senior Developer Programs Engineer, Google

5:15-6:15p

FUNDAMENTALS

Linking Strategies

Effective linking is crucial, but linking strategies that once worked may not be the way to go today. This session will explore issues such as whether you should buy or sell links, how far is too far in optimizing your internal link structure, and if you operate a network of sites, can natural interlinking be perceived as link spam?

Moderator

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- Dixon Jones, Managing Director, Receptional LTD
- Ken McGaffin, Internet Marketing Consultant, LinkingMatters
- Brian Turner, Director, Britecorp, Ltd.
- Matt Paines, Managing Director, XSEO Ltd.

SEARCH ADVERTISING

Competitive Research

Search engines can tell you a lot about your competition, if you know what to look for. Learn how to use search engines to profile your competition, helping you understand what links to gain, ad prices to pay, content to offer, and customers to seek.

Moderator

- Andrew Goodman, Principal, Page Zero Media

Speakers

- Andy Beal, Consultant, Blogger, & Author, Marketing Pilgrim LLC
- Maxime Grandchamp, President, Trellian Europe
- Robin Goad, Director of Research, Hitwise UK

ORGANIC & BEYOND

Social Search Overview

Humans are hot again, when it comes to search. But this time, it's not the old school method of using a small group of human editors to categorize the web. Instead, search engines are tapping into human knowledge more widely through tagging, click-through tracking, search history features, and other methods. In this session, learn about the social search revolution that's underway.

Moderator

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speakers

- Liana Evans, Director of Internet Marketing, KeyRelevance
- Scottie Claiborne, Webmaster, Richland County Public Library
- Joseph Morin, Partner, Boost Search Marketing

What are you searching for at SES London?

I'm searching for...

innovative ideas and practices in search from across the pond. That, and something I can still buy here with a U.S. dollar. *Anything I can buy with a dollar!*

— REBECCA LIEB, VP AND EDITOR-IN-CHIEF, THE CLICKZ NETWORK



Day 3: Thursday, 21 February, 2008

9:30-10:30a

ORGANIC

Meet the Crawlers

Representatives from major crawler-based search engines discuss their services and take questions from attendees.

Moderator

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- Tom Alby, Director of International Search Products, Ask.com
- Luisella Mazza, Search Quality Analyst, Google
- Paul Stoddart, Senior Search Product Manager for Live Search, Microsoft
- Gina Beahrens, Director of Search, Yahoo! Europe

ISSUES & TACTICS

Creating Compelling Ads

Getting clicks on your paid listings can be a challenge. You need to compel the consumer to click through, yet your ad must also comply with editorial standards controlling what you can say and even the punctuation you can use. You also want the *right* type of click. Choose your words poorly, and the wrong audience will come, costing you money and offering no hope of conversion. This session looks at ways to get the right clicks.

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

Moderator

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speakers

- Patricia Hursh, President and Founder, SmartSearch Marketing
- Erica Schmidt, Global Director of Search, Isobar
- Mona Elesseily, Director of Marketing Strategy, Page Zero Media
- Tor Crockatt, Group Manager Editorial Operations EMEA, Microsoft Digital Advertising Solutions

IMPROVE ME

Redefining the Customer

Universal, personal and local search? Facebook? Twitter? YouTube? Podcasts? Social media? Web 2.0? Businesses are struggling to demystify communications as a new generation of digital possibilities evolve. The customers are clearly in control. The voice of the consumer has never been so easy to find and so hard to decode. Bryan Eisenberg deciphers their messages and explains the evolving new world of marketing, customer loyalty, consumer-generated content, and social media. Let Bryan teach you how to take advantage of this opportunity to join the conversation. He will show you how to persuade these redefined customers as they ignore marketing.

Introduction by

- Rebecca Lieb, Vice President & Editor-In-Chief, The ClickZ Network

Speakers

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

11a-12p

ORGANIC

Dynamic Websites: Beyond the Basics

This session will cover all the SEO tactics possible for your dynamic site, including global site optimization tactics, page titles, metadata, page headings, content, keyword embedded URLs, page rank, sitemaps, and feeds. But will this be enough? Is global site optimization enough to score a top 10 ranking for a competitive term, or is something more specific required? Learn about specific instances where everything was done right, yet more work had to be done.

Moderator

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- Ralph Tegmeier, aka Fantomaster
- Mikkel deMib Svendsen, Creative Director, deMib.com
- Kristjan Mar Hauksson, Director of Internet Marketing, Nordic eMarketing
- Jake Baillie, Managing Director, STN Labs

ISSUES & TACTICS

Search Advertising Forum

What's new in the world of paid listings and other search engine advertising programs? Get an update from ad buyers and sellers, with Q&A time and audience participation in sharing tips. NOTE: This session is designed for those experienced in buying search engine advertising.

Moderator

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

Speakers

- Mel Carson, adCenter Community Manager, Europe, Microsoft adCenter
- Bill MacLachlan, Head of Mobile Advertising Sales, Yahoo! Search Marketing
- David Thacker, Group Product Manager, EMEA, Google

IMPROVE ME

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. It appears twice on the agenda. Attend whichever session is most convenient!

Moderator

- Anne Kennedy, Manager, Managing Partner, Beyond Ink

Speakers

- Warren Cowan, CEO, Greenlight
- David Naylor, SEO, Bronco

1-2p

ORGANIC

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

- Anne Kennedy, Manager, Managing Partner, Beyond Ink

Speakers

- Alan Webb, CEO, Abakus Internet Marketing
- Mikkel deMib Svendsen, Creative Director, deMib.com
- Brian Turner, Director, Britcorp, Ltd.

ISSUES & TACTICS

Search Marketing in Regulated Industries

If you're involved in the financial services, pharmaceutical, gaming, or other industries, chances are you have to deal with regulations from the government, from search engines or from your own company about what you can and cannot say on your site and in your ads. How can you stay within the rules, yet not compromise your search marketing campaign? This session explores the issues.

Moderator

- Frank Watson, CEO, Kangamura Media

Speakers

- Liana Evans, Director of Internet Marketing, KeyRelevance
- Warren Cowan, CEO, Greenlight
- Martin Murray, Chief Executive, Interactive Return

IMPROVE ME

Search Advertising Clinic

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

Moderator

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- Jon Myers, Head of Search, MediaVest
- Christine Churchill, President, KeyRelevance

2:15-3:15p

ORGANIC

Big Site, Big Search

How do you cope with doing search engine optimization for a company with tens of divisions, hundreds of products, thousands of web pages, and seemingly no way to bring order to the chaos? Where do you begin with the SEO process? This panel looks at problems and solutions unique to those running big sites or from big companies and brands.

Moderator

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speakers

- Jaron Schaechter, Managing Director / CEO, XnX GmbH
- Bill Hunt, CEO, Global Strategies International
- Dema Zlotin, Founder & VP of Strategic Search, SEMDirector
- Anton Konikoff, Founder and CEO, Acronym Media

ISSUES & TACTICS

Local Search Marketing Tactics

This session looks at ways search marketers are tapping into an audience using local search engines, online yellow pages, and other local search methods.

Moderator

- Jon Myers, Head of Search, MediaVest

Speakers

- Simon Heseltine, Director of Search, Serengeti Communications Inc.
- Patricia Hursh, President and Founder, SmartSearch Marketing

IMPROVE ME

My SEM Toolbox

Several search marketers share a variety of tools and services they find useful in performing SEO and SEM.

Moderator

- Mike Grehan, Co-chair, SES London; Founder & CEO, Searchvisible Ltd.

Speakers

- Thomas Bindl, Founder and CEO, Refined Labs GmbH
- Maxime Grandchamp, President, Trellian Europe
- Bruce Clay, President, Bruce Clay, Inc.

3:30-4:30p

ORGANIC

Web Analytics & Measuring Success Overview

How do you know if you've been successful with search engines? You can check your "rank" at search engines for particular keywords, analyze log files to see the actual terms people used to reach your website, or make the ultimate jump and "close the loop" by measuring sales conversions and return-on-investment (ROI). This panel explores ways to measure success and what statistics you should really care about.

Moderator

- Rebecca Lieb, Vice President & Editor-In-Chief, The ClickZ Network

Speakers

- Frank Watson, CEO, Kangamura Media
- Stephen Turner, CTO, ClickTracks/Lyris
- Andrew Goodman, Principal, Page Zero Media
- Dema Zlotin, Founder & VP of Strategic Search, SEMDirector

ISSUES & TACTICS

Brand & Reputation Management

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

Moderator

- Lee Odden, CEO, TopRank Online Marketing

Speakers

- Andy Beal, Consultant, Blogger, & Author, Marketing Pilgrim LLC
- Greg Jarboe, President and Co-Founder, SEO-PR
- Nan Dawkins, President and CEO, Serengeti Communications

IMPROVE ME

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. It appears twice on the agenda. Attend whichever session is most convenient!

Moderator

- Kevin Ryan, Vice President, Global Content Director, Search Engine Strategies and Search Engine Watch

Speakers

- Mikkel deMib Svendsen, Creative Director, deMib.com
- Jake Baillie, Managing Director, STN Labs

Training Day: Friday, 22 February, 2008

Search Engine Strategies presents SEM Training Workshops, including optimization and advertising strategies, tactics, and best practices. To keep the training intimate, seats are limited, so please register early. Greg Jarboe, Amanda Watlington, Jennifer Laycock, Christine Churchill and Matt Bailey all present onsite to help you grow your business.

Cost: Full-day registration cost £645. Half-day registration cost £375.

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

	Track 1 Room B	Track 2 Room D
8a-12p	Optimizing for Universal Search	Reaching Your Audience Through Blogs
12-1p	Lunch Break — Room A	
1-5p	Making Pay Per Click Pay: Best Practices in Pay-Per-Click Advertising	Usability & Accessibility

TRACK 1 (8a-12p)

Optimizing for Universal Search

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

Who Should Attend?

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

Instructors

• Greg Jarboe is the president and co-founder of SEO-PR, a search engine optimization firm and public relations agency with offices in San Francisco and Boston. He is also a partner in Newsforce, developer of an integrated suite of press release SEO tools.

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. SEOMOZ.org has put SEO-PR on its recommended list of SEO consultants, experts, firms, and service providers.

Greg is a frequent speaker at Search Engine Strategies, WebmasterWorld's PubCon, and public relations conferences. He is also the news search, blog search, and PR correspondent for the Search Engine Watch Blog.

Greg has more than 25 years of experience in public relations, marketing, and search engine optimization at Lotus Development Corp., Ziff-Davis, and other companies. He graduated from the University of Michigan, attended the University of Edinburgh, and worked on his master's at Lesley College.

• Amanda G. Watlington, Ph.D., A.P.R. Before setting up Searching for Profit, Amanda was director of research for a leading search engine optimization firm. Her consultancy focuses on how businesses can leverage search engines and new media such as blogging, RSS, and podcasting to achieve marketing objectives. She has over 20 years of experience as a commu-

nications, sales, and business strategy consultant, and 10 years as a web marketer.

Amanda has developed award-winning print, web, training, and presentation media. She has developed patent-pending language-based analytic tools and methodologies to support search engine marketing campaigns. She is a renowned expert on blogs, podcasting, and the language and psychology of search. The clients she has worked with include Fortune 500 companies, search engines, publishers, and e-commerce merchants.

Amanda is the author of two books. Her most recent book is *Business Blogs: A Practical Guide*. Amanda is a sought-after presenter and a recognized industry thought leader. She appears regularly as a speaker at Search Engine Strategies and DMA's annual and Multi-Channel Marketing conferences. She serves on DMA's Search Engine Marketing Council, of which she is the past co-chair. She is the chair of the Web Analytics Association's research committee and has served on the search and research committees of IAB.

Her education includes a bachelor's in classical civilization from Douglass College in New Jersey, a Ph.D. in classics from the University of North Carolina at Chapel Hill, and an MBA in marketing from Eastern Michigan University. She is a member of the Direct Marketing Association (DMA), the Web Analytics Association (WAA), the Public Relations Society of America (PRSA), and has an APR accreditation.

TRACK 2 (8a-12p)

Reaching Your Audience Through Blogs

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

Who Should Attend?

This workshop is for marketers and business owners who want to learn more about harnessing the power of blogs to build buzz about their business online. It will cover the use of both internal blogs and third-party blogs as we explore what sparks conversation and passion in readers, and how to leverage that conversation and passion for marketing purposes.

Instructor

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

Jennifer is a requested speaker and has served as both a panelist and a moderator at Incisive Media's popular Search Engine Strategies conferences, the eComXpo virtual trade show, Microsoft's Small Business Summit, and several local search marketing training seminars. In 2005, Jennifer delivered the keynote presentation at the MIVA Small Business Conference. She has also been interviewed and quoted by a variety of publications, including *The Financial Times*, *USA Today*, *The San Francisco Chronicle*, *The Wall Street Journal*, *The Washington Post* and *Entrepreneur* magazine.

TRACK 1 (1-5p)

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

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

This interactive training provides best practices on how to select and evaluate keywords, tips on writing effective ads and optimizing landing pages, and in addition will show you how to establish an overall PPC strategy for bidding and budgeting for campaigns. This training includes guidance on structuring your PPC campaigns for easy maintenance and best returns.

Is your company budget conscious? We'll show you ways to stretch your click dollars and alert you to budget disasters. We include a segment on analytics that show you easy ways to monitor performance and capture the information detail you need to make good marketing decisions.

Who Should Attend?

Anyone involved with marketing and sending traffic and leads to a website will likely benefit from this training workshop, including marketing directors, search professionals, Internet consultants, CEOs, advertising executives, media directors, product managers, creative directors, webmasters, as well as business owners who want to learn more about paid advertising. Search managers will gain new insight and ideas on how to improve campaigns they manage.

Instructor

Christine Churchill the president of KeyRelevance and 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). She holds a master's in business and has over 10 years' online marketing experience.

Christine is a regular speaker at Search Engine Strategies, Webmaster World Publishers Conference, High Rankings Seminars, Internet World, and other Internet conferences. In addition, she has written widely on search engine marketing for publications including SearchDay, Market-Position, Workz, SitePoint, SearchEngineGuide, and NetMechanic, and has taught search marketing classes through the International Association of Webmasters.

TRACK 2 (1-5p)

Usability & Accessibility

Accessibility is not only the law in the U.K., it is good business sense. In the same thought, the slightest usability changes can make a significant impact to your bottom line. The business case for both of these objectives is clear, and taking advantage of the upside can increase the amount of sales, leads, search engine rankings, and attention your website will receive.

Accessibility is gaining a lot of attention internationally as major internet retailers like Target.com have been sued over access problems by the National Federation of the Blind in the U.S. courts. In the U.K., accessibility is the law, despite being a commercial or government website. With the latest concerns of government plans to withdraw ".gov.uk" domains from non-compliant sites, this is becoming a harsh reality.

Usability is a central theme of a website. Now that people are there, how do you get them to do what you want them to do? Incredibly enough, usability improvements to a website can improve search rankings, conversions, and branding. Many times, simple usability improvements can create the biggest impact in conversions. The reason that usability is so critical is that it focuses on the user experience.

Who Should Attend?

This workshop is for anyone who is responsible for the creation, management, or marketing of a website, including site owners, marketers, managers, SEOs, and development firms wishing to understand the legal aspects of conforming to the Government Web Accessibility Plan, Disability Discrimination Act, Disability Equality Duty, and WCAG. The course will also cover the Pas 78 document for commissioning accessible websites.

Instructor

Matt Bailey is president and founder of SiteLogic Marketing and an internationally-recognized authority on search engine marketing, website analytics, usability, and accessibility. As a consulting and training company, SiteLogic focuses on helping organizations take control of their websites and their web marketing plans.

Sought after worldwide as a seminar presenter and teacher, Matt speaks regularly for The Direct Marketing Association, Search Engine Strategies Conferences and Training, the American Advertising Federation, and also at many private training seminars. Matt is known for his conversational, entertaining speaking style and his ability to make technical topics both understandable and practical.

Matt oversees The Direct Marketing Association's SEO training program and is the trainer for the DMA's web marketing seminar. He has consulted with hundreds of companies, including Goodyear, Hilton International, JCrew, Gradall, Moen Faucets, American Greetings, and Samsonite.

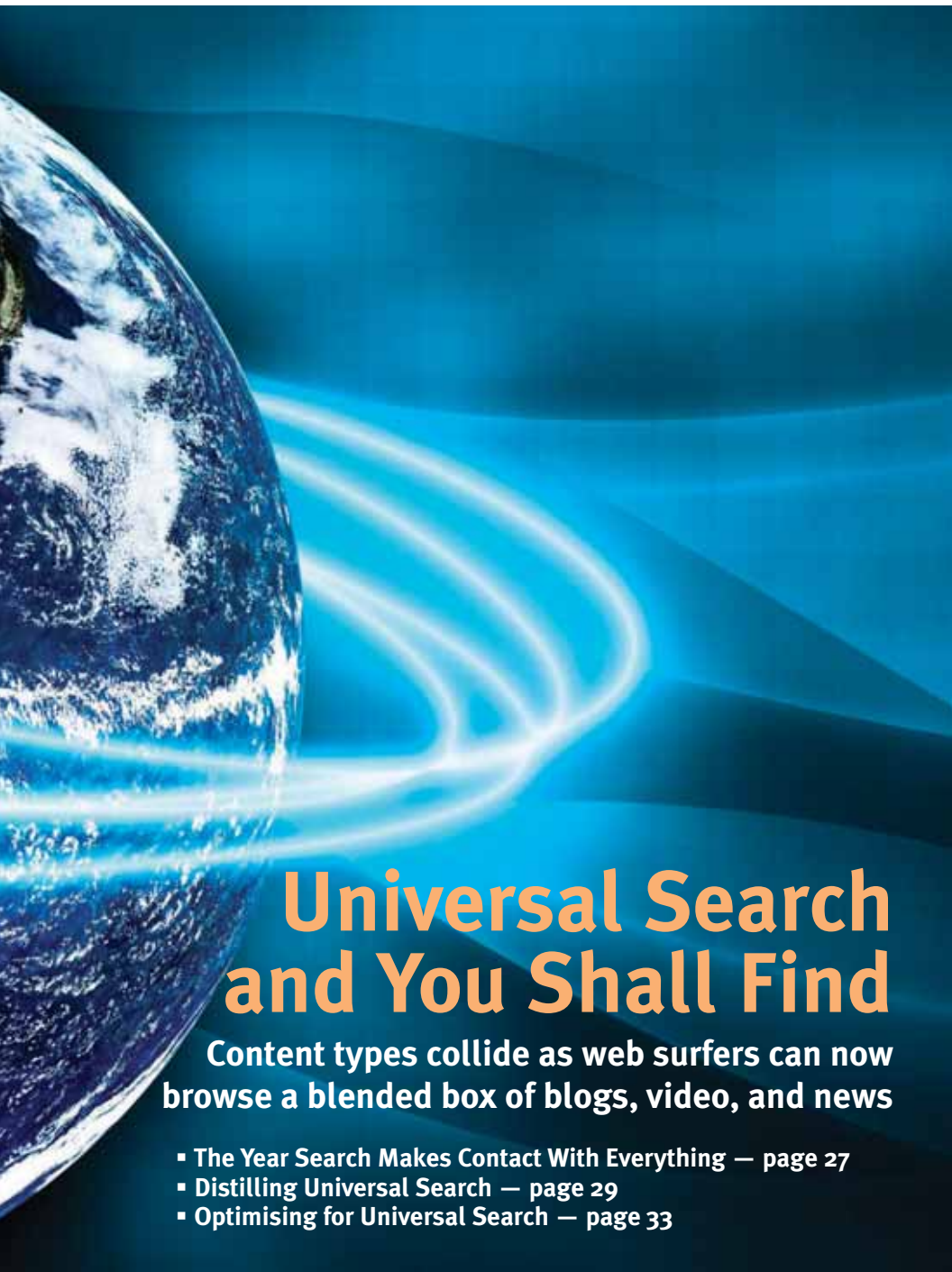
What are you searching for at SES London?

I'm searching for...

my U.K.-based agency friends, readers of Online Marketing Blog, and conference delegates who really want to sink their teeth into innovative online marketing strategies.

— LEE ODDEN, CEO, TOPRANK ONLINE MARKETING





Universal Search and You Shall Find

Content types collide as web surfers can now browse a blended box of blogs, video, and news

- The Year Search Makes Contact With Everything — page 27
- Distilling Universal Search — page 29
- Optimising for Universal Search — page 33

The Year **Search** Makes Contact With Everything

By Kevin Ryan, Editor in Chief, *SES*

Arthur C. Clarke’s foreboding tale of 2010 as the year we make contact was a bit off. 2007 will go down as the year we were bombarded with everything we want and a whole bunch of things nobody wants. The year our pretty, clean little search box took a step back to 2001 and the search industry saw a whole new way to make contact with people and new revenue.

Google calls it universal search. Ask calls it 3D. Microsoft calls it Live Search, and Yahoo calls it, well, new Yahoo search. I wanted to call it SearchMash, but SearchMash.com is already owned by Google.

We personalize, we tempt, we dazzle, and we excite with video, news, and geographically-relevant search results.

We have to optimize with video, images, and every other site asset we have. That sounds like so much fun it makes me want to jump up and dance a jig. Many search engine optimisation (SEO) firms have to change the way they do things, and the often-disparate entities responsible for internal and external

optimisation tasks are stretched even further.

Now that the gang’s all here, its time for some straight talk.

The Killer App

“Killer” might be the operative word. Are we gently killing the simple search box we love so much? One could easily argue that a good optimisation strategy included secondary (other than text) site assets along the timeline that image, news, and video search were introduced.

Optimizing for all kinds of content conditions is the name of the game today, but why would we want to do such a thing?

More refined search? Better results for human beings everywhere? Perhaps, but the pure genius behind much of these initiatives is the cozy little side benefits that we search sites see in ad revenue growth.

Did you think Google wanted to shell out \$1.65 billion for YouTube because “Skateboarding Dog” was wicked funny? Not so much. How about

Yahoo picking up Flickr? I could go on. The harsh reality is that many of these start-ups had no revenue model but big audiences.

While brands have seen questionable results in using sharing sites like YouTube as a way to build awareness, the real money lies in vast expanses of content-related ad inventory. Pimping site assets is one way of looking at the new results format; adding more money-making query or content-driven ads is another.

Regression Progression

The question most often posed to search analysts and anyone considered something of an expert in the space is, “Do you think Yahoo will catch up with Google?” Maybe Yahoo isn’t trying to catch up with Google at all.

When I ask people outside the search engine marketing industry about information and commerce portal activity, many have similar answers. I usually hear something like, “I use Google

[CONTACT CONTINUED ON PAGE 28]

[CONTACT FROM PAGE 27]

for search and Yahoo for everything else.”

The “everything” portion of the answer (for Yahoo) often refers to e-mail, news, and financial information. Why? Because Yahoo was first to bring us many of these treats, and Google added them later. Again, who’s trying to catch whom?

Mashed-up search results defined as multiple types or formats of information returned in a search result page isn’t new. Assigning a cool name to it is.

We know that search sites trade query-induced traffic like swingers swapping wives. Each one offers the same basic operation, but sometimes it’s that little variance in style or positioning that makes all the difference. Searchers go back and forth between search engines for things like local information, video, and images by the millions on a daily basis.

A Little Back-and-Forth

Reducing the search activity flip-flop behaviour might be a strategy behind acquiring sharing site after sharing site, but Yahoo still offers video results from competitors like YouTube. Google includes Flickr photos in search results. I predict vast increases in unique visitor trading, a.k.a. overlap.

Another series of questions arises when you consider the conflicting revenue models. The oldest question is, “Are search engines required to be unbiased givers of information?” We can feel entitled to search ad labels due to

the FTC’s request for “sponsored” labels on the sites.

Should search engines be compelled to include competitive content in their search results?

Should search engines be compelled to include competitive content in their search results?

included directly, or “in line,” with search results — a phenomenon one is not likely to see on Google.

The third search result for “sunflowers photos” on Google says it all about one search site driving revenue for another search site:

Flickr: Photos tagged with sunflower
NEW Explore and refine **sunflower photos** with our brand new clustery goodness! Sponsored Results. Send **Sunflowers** - \$34.99...
www.flickr.com/photos/tags/sunflower/ - 36k - Cached - Similar pages

My personal favourite is the inclusion of “Sponsored Results” text in the listing. It’s kind of like bundled sales of Zunes and iPods.

Then again, bundling two competitive media players might not be a bad analogy for search. When one invariably doesn’t work, you can always use the other one.

Tim Mayer, VP of product management at Yahoo Search, depicted a search results page for the phrase “sunflowers photos” in a recent Yahoo Search Blog entry. The post outlines how Flickr photos are

We’ve Only Begun

I like Yahoo’s opt-in methodology for enhanced search results because it’s smart business on many levels. Someday I (along with the rest of the population) may grow tired of watching people set themselves on fire and train their pets to do crazy things. Other benefits of an opt-in are allowing users to select the type of results they want to see, and opening a door to avoiding or easily addressing nasty letters from the FTC about disclosure.

After setting up my Yahoo home page in the somehow happiness-inducing tangerine color and being sidetracked by clicking the latest Britney Spears news, I did some customization and was off to the search races.

Most-favoured status for blended or mashed-up search results has yet to be seen. Watch for query-category-specific traffic spikes in the coming months. I expect there are a few more issues surrounding conflicts and disclosures that will have to be sorted out before a winner is declared.

Get your bottom dollar we’ll see contact made with new revenue.

This column originally ran on Search Engine Watch.

Kevin Ryan is the global content director for Search Engine Watch and Search Engine Strategies. He’s a seasoned search and advertising 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. Kevin recently founded strategic consulting firm Motivity Marketing and has published over 200 articles on search and interactive marketing. 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 the Hilton Hotels brands. Additionally, Kevin has volunteered his time for the Interactive Advertising Bureau (IAB), Search Engine Marketing Professional Organization (SEMPO), and several regional nonprofit organizations.

Distilling Universal Search



By PHILIP STELTER

Search Engine Watch

By now, we’re accustomed to Google’s frequent paradigm-shifting, earth-shattering, mind-blowing, “OMG, have you seen this!!!” announcements. And we know Google’s new product releases appear at such a rate that pundits are barely able to keep up.

When Google announced universal search in May, was it really that significant? Other search engines have dabbled in blended search for years. Google itself has tested it in one form or another with its “OneBox.” Yet the search giant’s launch of universal search became big news.

Universal search doesn’t mean much on its own (a big future promise and shiny new options for users), but the implications for advertisers are significant.

Google’s Many Products Will Finally See Daylight

New-product adoption has been an issue for Google. Relative to the traffic hitting the main search results, few users dig deeper into the various vertical search products. A peek into Hitwise’s numbers reveals Google has problems bringing the horse to the water. The solution? Bring the water to the horse.

Universal search will help bring volume to products that barely saw the light

of day or were relegated to very limited audiences of savvy users. But what does this mean for companies working with Google? While Google will bring buckets of water to the horse, we still have to fill the individual ponds.

Google is giving advertisers a simple way to load all results into a single place, thereby facilitating easy distribution of its product offerings. But we still must assess these products’ usefulness individually. After all, search is bigger than pay per click (PPC), bidding tools, or the latest Google gizmo.

Expand Your Definition of SEO

Universal search’s impact on search engine optimisation (SEO) is particularly interesting, because it means reconfiguring how we look at SEO. SEO can no longer exist in isolation; we must look beyond organic-result listings and adopt a more holistic perspective. SEO’s focus used to be site-centric; now it must include video optimisation, local listings, product presence in Google Base’s structured feeds, flight fares and times, hotel locations, listings on review sites, good blog coverage, and so on.

In other words, successful SEO campaigns must be much broader. Of course, that’s not considering Google’s recent efforts at increasing personalisation. If you feel the urgent need to be everywhere at once, you’re headed in the right direction.

Get Personal

It’s no secret Google is pushing for increased personalisation. As Google learns more about you, it begins to serve you different results. First, you need to open a Google account and allow Google to collect your search history. Adoption is a big issue with this one, but if broadly adopted we have even more targets and less measurable control in SEO.

Personalisation may drive universal search’s success, so you must prioritize your SEO work to increase broad exposure. In fact, a new dimension of traditional SEO may evolve that optimises broadly for personalised results. It would focus on widget development and adoption for Google’s home page, bookmarking strategies, inclusion in search histories, and more.

Synchronicity Forces an Integrated Media Perspective

Synchronizing your channels has been an industry topic for years, but few marketers do it well, if at all. How do we understand the impact of one channel on another (e.g., display on search) to drive the results we seek in the most efficient, cost-effective manner? It means using a common cookie for those pieces we can track. This gets tricky if Google won’t allow third-party tracking for certain

[DISTILL CONTINUED ON PAGE 30]

What are you searching for at SES London?

I’m searching for...

a mature European community of search marketers — and of course a lot of friends.

— MASSIMO BURGIO, FOUNDER AND CHIEF STRATEGIST, GLOBAL SEARCH INTERACTIVE





[DISTILL FROM PAGE 29]

listings. Do we lean on our frequently deficient site analytics systems to sort this out? That's another article for another time. For now let's focus on the immediate challenge of a universal search results page.

Consider what universal search means for optimising creative. Right now, we tweak our paid listings by swapping out text. If we eventually have display ad units or video ad units, at some point we'll be able to rotate different creative. While display units may move search up the funnel a bit and finally bring new prominence to branding's value in search, search is still a pull application. Searchers are further along in their purchase intent, and though we'll use display units to address those users who aren't as far along in their purchase consideration, we'll still use search very much as a direct response vehicle.

To that end, we'll measure listings'

success with direct-response metrics — actual transactions. And creative is optimised to that end. Prices will race up very quickly, and rotating multiple creatives to get the best response will be crucial to an effective buy. But this will really only reinforce dividing up buckets of keywords into branding and direct-response buckets to be measured against different goals.

It really mucks up the portfolio approach, not to mention making bid tools less effective, while making campaign management tools (particularly creative tracking) crucial to success. It's precisely why the human factor in running a campaign is integral. Moreover, comprehending how our video assets and feed, paid search, and display listings are actually working together is also imperative. While tools can help you get a handle on campaign depth, you still need to test and assess your media mix to ascertain the most efficient combination.

Welcome to Google. Check Your Content at the Door. How Can We Bill You?

Thought consumer packaged goods (CPG) had no home in search? Think again. Branding in search has been widely accepted as a likely side effect but rarely as a primary goal.

Google's Marissa Mayer recently had a change of heart on opening the door to non-textual elements on the search engine results pages (SERPs); we may even have an opportunity coming to throw those brand budgets against the SERPs.

Kevin Lee, executive chair of Didit and a ClickZ columnist, suggests brand advertisers are evolving into content creators. Greg Sterling, of Sterling Marketing Intelligence, similarly observes that larger brand budgets and different return on investment (ROI) goals will impact both the affordability of search to direct response marketers and poten-

tial changes to the very pricing model to which search marketers have become accustomed and on which Google has built an empire.

Big-brand advertisers will be able to take what were once digital novelties requiring major offline investments or clever viral campaigns and push them in front of a massive search audience.

What Happened to My ROI?

Don't panic. It's not evaporating today — at least not any quicker than it is from increased competition and new ranking factors.

But if ad formats do change, big brand budgets operating with very different ROI metrics could press your cost per clicks (CPCs) up and your ROI down.

Further, if another less-noted program called cross-language information retrieval (CLIR) has a significant impact on the results available to the rest of the world, you could see your average conversion rates from organic traffic diminish.

The program is designed to translate queries from native language to English, run it against Google's index, then serve results back in the native language.

Ultimately, that's good news. Sites will still receive the great baseline of well-converting Google traffic while increasing their global exposure.

What Does It All Mean?

It will be interesting to see how Yahoo and Microsoft react to universal search, as Google once again forces them to step up their efforts.

As for marketers, it might be a big pain, or at least a challenge. What once had a handful of sources and some cleanly evolved methods now has dozens of sources with varying methods. We have some interesting challenges ahead of us. We are ceding more control to the almighty algorithm. At the same time, if we do our jobs well, we're simply shifting some priorities.

Despite criticism, providing better,

Top Google Properties			
Monthly Market Share of U.S. Visits — Rankings for September 2007			
Rank	Name	Domain	U.S. Market Share (%)
1	Google	www.google.com	70.55
2	YouTube	www.youtube.com	9.72
3	Google Image Search	images.google.com	6.84
4	Gmail	www.gmail.com	6.47
5	Google Maps	maps.google.com	1.60
6	Google News	news.google.com	1.11
7	Google Video	video.google.com	0.98
8	Blogger	www.blogger.com	0.69
9	Google Book Search	books.google.com	0.35
10	Google Groups	groups.google.com	0.31
11	Orkut	www.orkut.com	0.28
12	Google Pack	pack.google.com	0.20
13	Google Calendar	calendar.google.com	0.15
14	Google Earth	earth.google.com	0.15
15	Google Scholar	scholar.google.com	0.12
16	Google Docs & Spreadsheets	docs.google.com	0.08
17	Google Finance	finance.google.com	0.06
18	Google Directory	directory.google.com	0.06
19	Google Base	base.google.com	0.06
20	Google Answers	answers.google.com	0.04

Source: Hitwise, 2007

Notes

- There were 33 total properties for September 2007.
- The Hitwise data is based on a custom category of 33 of the leading Google property websites ranked by U.S. market share of visits, which is the percentage of online traffic to the domain or category, from the Hitwise sample of 10 million U.S. Internet users. Hitwise measures more than 1 million unique websites on a daily basis, including subdomains of larger websites. Hitwise categorizes websites into industries on the basis of subject matter and content, as well as market orientation and competitive context.

more relevant results for users benefits everyone. We're more satisfied with search, and it becomes easier to use. Of course, more answers doesn't necessarily mean more relevant answers, and Google isn't the only one working on the problem.

This column originally ran on Search Engine Watch.

Philip Stelter is director of business development for Range Online Media. Phil has more than nine years of experience in search marketing and website production for major sites across several industries, including travel, government, nonprofit healthcare, and retail e-commerce. He has guided SEO and PPC campaigns in-house and from the agency side. Today, he evaluates new technologies, directs online marketing campaigns, and develops innovative search solutions for industry-leading online retailers and travel services, such as Travelocity and other Fortune 1000 companies.

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Optimising for Universal Search

Tune up podcasts, blogs, and other content now that search engines are casting a wider net

By MIKE GREHAN
ClickZ

Over the years, I've contended that the term, "search engine optimisation," or "SEO," is more suitable as a description of a search-engine-engineering function than the intermediate page tweaking this industry provides.

Bryan Eisenberg, cofounder of marketing consulting firm Future Now and a ClickZ colleague, suggests the emphasis in SEO should be on the "end searcher," not the search engine. His wish may come true as Google progressively rolls out universal search, which is coming in all manner of additional content. So, yes, the focus is certainly on providing a much richer end-searcher experience.

One of my favourite punk-era bands is back together and on tour. When I searched for The Jam on Google, I was delighted to find not only a Google Music Search result (plus image) at the top of the pile but also two of my favourite videos, which I could play right there on the page.

And Google's not the only show in town. Ask.com has already made a bold move, and Yahoo and MSN are incorporating additional content in their respective search engine results pages (SERPs). This trend holds lots of promise for bloggers, podcasters, and other content developers. Google, for instance, will detect (with its tons of analytics and metrics data) which blogs and podcasts, audio and video, have large subscription bases. It could then integrate those elements into the SERPs along with the regular results, just as it's doing with elements from Google Base and YouTube.

I have a feeling the really rich content sites, such as the 800-CEO-Read bookstore, with its focus on becoming a resource site full of books, blogs, podcasts, and other great editorial content, will become very popular with Google's universal search.

I started a kind of a podcast a while back. I didn't bother with it much as I didn't have

the time, to be honest. But when I managed to throw something together, that's exactly how it happened. I didn't give any form of optimisation a thought. But now that I'm due to relaunch (largely due to Google's acquisition of FeedBurner), I'll go to great lengths to ensure it's optimised.

An RSS 2.0 document used for syndicating blogs and podcasts contains a single statement. This is the place to load with keywords and information relating to the content.

Similar to an HTML page, the podcast has a title tag. The text here explains exactly what's inside the podcast, that is, the subject matter. There's a link entry where you can place a link back to your website. There's also a description entry, which, much like your title, gives you an opportunity to give a short, keyword-rich content overview.

Perhaps the most important entry at the channel level is <pubDate>. This tag indicates the last time the feed was updated (the publication date). Fresh content, particularly in blogs and podcasts, counts for an awful lot. Be sure to change the date so your new content doesn't appear stale. And now that search engines include so many images in the SERPs, leverage that opportunity by including an image tag.

With my first go at podcasting, I didn't bother with any of that. But it will definitely be worth the bother as SEO changes and SERPs become more of a multimedia experience.

Information retrieval on the web is evolving rapidly. And SEO — even with the misnomer — must evolve as well. These are very interesting times indeed.

This column originally ran on ClickZ.

Mike Grehan is founder and CEO of SearchVisible Ltd., and one of ClickZ's "Search Results" columnists. He has executive experience with the industry's leading SEM firms and is recognized as one of the foremost SEM experts. He has authored multiple books and white papers, including the best-selling second edition of *Search Engine Marketing: The Essential Best Practice Guide*. He played a key role as founding member and promoter of the global Search Marketing Association (SMA) movement and sits on the board of SMA-UK.

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The London Eye is the U.K.'s most popular paid-for visitor attraction, with 3.5 million people visiting it each year. From one of the London Eye's capsules, you can see up to 40 kilometers in all directions. For only £15.00 for adults and £7.50 for children, this is a must-see attraction.

Hours: Winter (October–May), 10:00–20:00 daily
Website: www.londoneye.com

DIRECTIONS

By tube

The London Eye is approximately five minutes' walking distance from Waterloo tube station (follow signs for the South Bank) and Westminster tube station (exit one, follow signs for Westminster Pier).

By rail

The London Eye is five minutes from Waterloo mainline train station. Take exit six for the South Bank and follow the signs. The London Eye is 15 minutes from Charing

Cross mainline train and tube station, which is accessed via Golden Jubilee Bridges.

By bus

Buses to the London Eye include the 211, 77, and 381. The London Eye is on most London sightseeing bus tours and on the RV1 route that connects the London Eye to the Tate Modern and Covent Garden.

Buckingham Palace

Originally a townhouse built by John Sheffield, the Duke of Buckingham and a friend of Queen Anne, Buckingham Palace is one of London's most famous attractions. People come from all over the world to take a glimpse at the official London residence of the British monarch.

Address: London SW1A 1AA
Telephone: +44 (0)20 7766 7300
E-mail: information@royalcollection.org.uk
Website: www.royal.gov.uk

DIRECTIONS

Underground stations: Victoria or Green Park

Fifteen

SHOREDITCH | 0.79 mi from hotel

As hip Fifteen didn't already provide enough raw style for the young, trendy masses, celebrity owner-chef Jamie Oliver saw fit to outfit the basement eatery with



one of the funkier bars around. Where but here could you find a drink-friendly space, hued in pink, that looks like a set from a Kubrick film? Even better, the place doesn't rely just on panache

to keep patrons loyal; outstanding cuisine and potent cocktails more than take care of that. And for early risers, the good news is that Fifteen Trattoria, located upstairs, opens for breakfast at 8:30 a.m. Mon–Fri. Set lunch; two-course lunches are offered Mon–Fri at £22; three courses are £25. Dinner tasting menus are £50–60, or £90–100 with wines.

Tube: Old Street
Address: 15 Westland Pl, London, N1 7LP
Phone: 87-1330-1515
Hours: Daily: noon–16:30, 18:30–23:30
Trattoria: Mon–Sat, 8:30–23:00; Sun, noon–17:00
Payment: Visa, MasterCard, American Express, other
Website: www.urbanpath.com/london/modern-european/fifteen.htm

Drugstores

Superdrug — ISLINGTON PH F
54/55 Chapel Market, Islington, London N1 9EW

Telephone: 020 78372979
Hours: Mon–Sat, 8:30–19:00; Sun, 10:00–16:00
Website: www.superdrug.com

Duke of Cambridge

ISLINGTON | 0.25 mi from hotel

Known for its antique-filled, Victorian ambiance and excellent food, this organic gastropub has what is perhaps London's most extensive menu. In fact, you'll find everything from light salads to club sandwiches to ribeye steaks in balsamic marinade. Fish and chips is the traditional way to go, but inventive dishes are here too, such as the venison or the chocolate and juniper berry stew. Another big draw is the conservatory.

Tube: Angel#10
Address: 30 St. Peter's St., London, N1
Phone: 20-7359-3066
Hours: Mon–Sat, noon–23:00; Sun, noon–22:30
Payment: Visa, MasterCard
Website: www.beerinthevening.com/pubs/21/21027/Duke_of_Cambridge/Islington

Wenlock Arms

ISLINGTON | 0.55 mi from hotel

Located in an industrial part of London that doesn't appear on many tourist maps, Wenlock has stuck around since the first owners poured ale back in 1835. It's the quintessential neighborhood pub, complete with a horseshoe-shaped bar, plenty of dark wood, and walls adorned with old photos. Wenlock brings in a reliable cast of characters each night but is warm and friendly to newcomers. Quiz nights and weekend jazz always make for lively occasions.

Tube: Old Street
Address: 26 Wenlock Road, London, N1 7TA
Phone: 20-7608-3406
Hours: Mon–Sat, noon–midnight; Sun, noon–22:30
Payment: Cash only
Website: www.wenlock-arms.co.uk





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Search Doesn't Matter

Is Google the Microsoft of the new millennium?
Does search matter the way IT did four years ago?

SES Editor in Chief Kevin Ryan reviews Nick Carr's new book, *The Big Switch*

I get a lot of books. I read very few — in part because time is an issue, in part because overzealous publicists send me everything from cookbooks to “teach your pets how to do anything” books.

When I got Nicholas Carr's new book, *The Big Switch*, I opened it and didn't put it down until I finished. Maybe I wanted to see what the *IT Doesn't Matter* guy had to say about search, or maybe it was the cover photo, bearing a striking resemblance to an Xbox 360 “on” button.

Whatever the case may be, search is an integral part of our lives. While we spend a great deal of time discussing optimisation and marketing tactics at Search Engine Watch and Search Engine Strategies, my mission lies in providing broader perspective on the search world. Carr does an excellent job of detailing our connected world.

History

Carr is perhaps best known for the article, “IT Doesn't Matter,” which he wrote for the *Harvard Business Review* in May 2003. His point: IT is necessary for a corporation's success, but IT is not quite as powerful as these groups claim. Naturally, the point he was trying to make was lost on executives in the corporate IT world — they made flaming Carr for his comments a hobby.

Chief executives from Microsoft to Intel and Hewlett Packard called his article “hogwash,” called him “dead wrong,” and otherwise sought to denounce his methodology and message. *Newsweek* even dubbed him “the technology world's Public Enemy No. 1.”

A few short years later, companies that provide tech services in the form of outsourced technology — in the fashion Carr described in his *HBR* article and later, his book — are flourishing. In

short, plugging into information services from the Internet in the same way we plug into electricity has become the norm.

Inside the Pages

Carr has described a future in which computing becomes a cheap, universal commodity. The latest book expands upon his earlier phalanx of transformative thought by detailing how the computing world will continue to change. The same way cheap electricity changed the world, cheap connectivity will continue to transform our universe.

Using historical examples of human behavioural analysis like Nobel Prize winner Thomas Schelling's 1971 experiment and study of racial segregation, Carr outlines how society is becoming “unbundled.” People, as they say, are not necessarily racist, but they do like to be around others with a similar mindset.

Carr writes, “The Internet erases the physical boundaries that separate us, allows the free exchange of information about the thoughts and lives of others, and provides an egalitarian forum in which all views can get an airing.”

I'd argue the short-term outreach of social platforms (heavily tied to searching and finding) has given the connected world's population an inflated sense of self, but I'd agree with the long-term assessment Carr proposes.

Google on the Brain

If you want to sell a book, put “Google” in the title. If you want people to read your search engine marketing column, put “Google” in the teaser. We quickly learn this in the publishing business.

Carr's analysis of long-term search behaviour is particularly enlightening. Pulling people into a community, Carr suggests, is much easier online, while

segregation occurs much more quickly than it does in the real world.

Unbridled from physical constraints, the connected world is quickly exposed to new ideas and new experiences. Yet by selecting search results that appeal to a specific human need, search engines often facilitate the segregated community idea.

Personalisation, driven by Google and others in the search and online space, is fueling the drive for unique experiences. I've often said the study of human search behaviour is an enlightening (and frightening) window into the human mind, but there's a bit more to it in the long term.

In Context

Carr also brings to mind the future deafening silence of human search behaviour with a reminder of Google's latest audio fingerprinting technology that monitors ambient audio, which can be used for personalisation.

Google's public goal of storing all user data (anonymized after 18 to 24 months) provides a window into the future of personalisation. If the ambient noise (conversations, music, dog barking) in my house can be used to provide a custom experience (and custom advertisements), search becomes less and less relevant.

That is, in the short term, search ads and search-driven content will be more relevant. In the long term, we shouldn't need to search at all. Content will be provided to us, based on what a search engine knows about us.

Now there's a scary thought.

At the risk of forming an Oprah-esque must-read list, Nicholas Carr's latest book is certainly worth your time.

This column originally ran on Search Engine Watch.



Top 10 Reasons to Double Your Search Budget

By KEVIN LEE
ClickZ

Many traditional agencies and marketers have already set their 2008 budgets in offline media but have yet to lock in their search budgets. If a skilled team has managed it using good tools and technology, search has likely delivered against the market's heightened expectations. To search's proven success add increasing skepticism about offline media getting through to its defined target audience (or making an impact when it does), and you have a situation ripe for a budget shift.

You may believe search deserves a bigger budget, but you still need ammunition to justify a major budget shift. Maybe you plan and allocate auction-based media budgets on an annual basis even though the predictability of inventory levels, engine allocations, return on investment (ROI), or profit are unreliable at best. Each industry and business are different, but nearly every search marketer should ask for bigger budgets now instead of scrambling for budget next year when that a paltry search budget won't deliver the results you desire, as your competition leaps over you.

As you think about next year's

budgets, you may want to factor in some strategic reasons and rationales covered in this column. Just one of these rationales may provide a basis for a two-fold budget increase. When combining these factors and trends, you may determine that the correct budget increase is significantly more than double.

Here, in no particular order, are my top 10 reasons to double your search budget for 2008. Most of these reasons are U.S.-centric, but many apply to international markets as well.

- Search query volume will increase modestly overall but may have particular spikes in your category due to systemic or marketing-related events. Even if search query growth is 10 percent, those additional clicks add up.

- Other media increasingly drives search personalisation instead of store traffic or personal conversations. Your online and offline media buys, PR, and viral marketing are driving search personalisation; as you spend your other media more effectively and design better viral or social media campaigns, your brand and generic searches will increase.

- Better targeting by the search engines will increase your terms' click-through rates. By improving the selection of your ads (or your competition's)

that belong in a search engine results page, the average number of outbound paid search clicks per impression will go up. When combined with more searches, there's a multiplier effect.

- You and your competition will hopefully perform additional creative testing within the next six months. Better creative garners more clicks per impression, which means your spend will increase. Additionally, you may get a boost in position based on the better quality score on your new search ad creative.

- New entrants into the market may escalate click prices. Believe it or not, some major marketers are just discovering search or that search campaigns are effective beyond the no-brainer keywords. Those deep-pocketed marketers can hit the ground aggressively and not even worry about ROI for the first year.

- Click price escalation may be driven by existing marketers improving their conversion rates based on landing page testing. Just as you regularly test landing pages or other ways of raising conversion rates, so do your competitors. As they succeed in raising the conversion rate, their allowable max bid for cost per click goes up, and even if they manually bid, one can expect bid escalation. An automated campaign system can allow

you to do elasticity tests to determine if position change is sustainable.

- New keyword-targeted contextual inventory opportunities will arise. These include links placed in video players and across social media networks. Google, Yahoo, and Microsoft will be joined by an increasing number of players selling keyword-targeted text link ads placed by context.

- Personalisation targeting opportunities for display inventory, pure text inventory, and creative assembly ads will increase. Yahoo already has Smart Ads, but I expect to see simpler retargeting options become available from other engines, though perhaps not Google, based on its current stance on search retargeting.

- More screen real estate will be dedicated to paid listings. As the relevance of paid ads improves due to engine targeting and marketers further refine campaigns, match types, and creative, the engines, in particular Google, will

be more likely to allocate screen real estate to ads. In addition, there may be new tabs where advertising shows up for the first time, including news, video, and images.

- More research showing the true value of the search impression and click will be released. This will drive marketers to increase budgets, often pulling spend from slush funds or canceling other media with poor or dubious performance.

It's always easier to ask for the pay-per-click search budget money now than to ask for it during a crisis when rivals are collectively kicking your butt, taking market share, or poaching your most valuable customers. A well-tuned campaign can almost always absorb more budget, so ask for double and support that request with these reasons as well as any internal data showing trends that indicate you'll need more for search.

This column originally ran on ClickZ.

Kevin Lee, Didit cofounder and executive chairman, has been an acknowledged search engine marketing expert since 1995. His years of SEM expertise provide the foundation for Didit's proprietary Maestro search campaign technology. The company's unparalleled results, custom strategies, and client growth have earned it recognition not only among marketers but also as part of the 2007 Inc 500 (no. 137) as well as a number 12 position on Deloitte's Fast 500. Kevin's "Paid Search Strategies" column for ClickZ is read by thousands, and his book, *The Eyes Have It: How to Market in an Age of Divergent Consumers, Media Chaos and Advertising Anarchy*, has been widely praised.

Industry leadership includes being a founding board member of SEMPO and its first elected chairman and active participation on DMA and IAB committees. *The Wall Street Journal*, *BusinessWeek*, *The New York Times*, Bloomberg, CNET, *USA Today*, *San Jose Mercury News*, and other press quote Kevin regularly. Kevin lectures at leading industry conferences, plus New York, Columbia, Fordham, and Pace universities. His expertise is also valued by Wall Street, and he has been invited to brief analysts and clients of JPMorgan, RBC, UBS, Piper Jaffray, Bear Sterns, Citicorp, and others. Kevin earned his MBA from the Yale School of Management in 1992 and lives in Manhattan with his wife and daughter.

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What Local Can Learn from Universal Search

By MICHAEL BOLAND
Search Engine Watch

We've been hearing a great deal lately about universal search, or blended search, and how it will transform search engine results pages (SERPs) as we know them. But how does it apply to local search?

To what degree local results will be weighted in the blended SERPs of Google, Yahoo, and others has been a point of speculation in local search circles. Will a search for "coen brothers" return results for local movie theatres and tickets in addition to the obvious IMDB links, video trailers, images, and other blended search fodder?

In other words, is there a long overdue opportunity to apply the principles of blended search to local search? Blended search is all about bringing together different forms of content (video, images, text, etc.). Can local search players start to think in terms of results that blend content sources that have traditionally been siloed in different buckets (news, classifieds, directory listings, etc.)?

LiveDeal has started to think in these terms recently by integrating different forms of content with its aggregated classifieds listings. It started in June 2007 when online yellow pages company YP.com bought the site and rolled it up to create the first U.S. site that blends classified listings and directory listings. This makes sense, given that sometimes these listings satisfy complementary searches (think used cars listings and car dealerships).

Since then, the site has integrated a few other sources of content, such as classifieds discussion boards, video classifieds, and local reviews from Yelp.

Blending Old and New Worlds

As the longstanding sources of many of these local content forms, newspapers, yellow pages, and TV stations have had a tough time building compelling websites and search functionality. Blended search now throws them a curveball (or Gyro-ball for Dice-K fans) they've never seen before.

Blended search has represented an online opportunity for traditional media companies for some time. Unfortunately, established definitions, boundaries, and ways of doing things in the offline world have prevented them from doing it. Yellow pages fall into this category, as the industry hasn't developed a U.S. model to serve both yellow pages and classifieds listings, as LiveDeal has (Yellow Pages Group in Canada and Sensis in Australia have done this).

Why? Offline, blended search doesn't make a lot of sense because sales cycles and organisational differences between yellow pages and newspaper publishers don't line up. And like many other things, offline business models and philosophies found their way to their online products.

Newspapers have struggled with blended search as well. There's opportunity to utilize their brands by creating home pages and personalised news pages that aggregate many sources of online news (even competing publications) as well as unique local news, weather, and sports; classifieds; and personalisation features.

But the Google and Yahoo Newses of the world — without organisational inertia or the inherent need to protect core offline revenue streams — have largely beat newspapers at this game. It's telling

when My Yahoo is a more developed and compelling jumping-off point to online news than *The New York Times'* comparative product My Times.

Blend to Survive?

Leave it to an online pure-play (albeit the much lesser-known LiveDeal) to finally bring us blended classifieds, directory listings, user reviews, and video. It's an early integration, but the unique blend of local content has the potential to bring LiveDeal more recognition and traction in the local search space.

Differentiation will become increasingly more important for smaller online pure-plays, as the local search world continues to fragment. Blended search could be the source of this differentiation, which will be necessary for LiveDeal to continue to reinvent itself amidst falling stock prices and a highly competitive local search market.

Look for others to do interesting things that bring together traditionally separate types of local content. In fact, there could be some interesting opportunities to join news, classifieds, video, and social media in the Facebook environment, where an open development platform allows for lots of new local applications. Some companies have a head start. And now that small businesses can join the party on Facebook, local search will get even more interesting.

This column originally ran on Search Engine Watch.

Michael Boland is a senior analyst with The Kelsey Group's Interactive Local Media program, a Search Engine Watch columnist, and a contributor to the Search Engine Watch Blog, focusing on local and vertical search topics. Prior to joining The Kelsey Group, Boland spent several years as a technology journalist.

Speaker Bios

What are you searching for at SES London?

I'm searching for...

a few pints at the pub, great Indian food, and a play on the West End. Reconnecting with many SEM friends and associates. Ignoring how terribly the dollar fares against the pound!

— PATRICIA HURSH, PRESIDENT & FOUNDER,
SMARTSEARCH MARKETING



Tom Alby

Director, International Search Products
Ask.com

In his current role, Tom is responsible for the international search products of Ask.com in the U.K., France, Spain, Germany, Italy, and Netherlands. Focusing on relevance in both web and image search, Tom looks into all content acquisition, content management, and relevance algorithms from an international perspective. Previous to this role, he was director, product, and project manager at Seekport, where he was involved in the rollout of the Seekport search engine in Europe and responsible for the development of a blog search tool. He was also technical director of search in Europe for Lycos Europe, and responsible for all Lycos search engines, including HotBot and Fireball. Tom graduated from the University of Bielefeld with a master's in English, German, and computer science in 2000, and Certified Project Management Professional (PMP) by the Project Management Institute, 2004.

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 of 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.

As a keen linguist himself, he has been a qualified member of the Institute of Linguists since 1984 and the Chartered Institute of Marketing since 1999. While he doesn't claim fluency in every language, Andy has some knowledge of French, German, Italian, Dutch, Russian, and of course English. He believes this helps in giving the best advice to clients who are planning website localisation, translation, and promotion. He is particularly keen to promote the opportunities of "reaching out to Europe" to clients and believes that the significant opportunities open to website marketers are largely under-exploited. He 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.



Matthew Bailey

President
SiteLogic Marketing

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

Jake Baillie

Managing Director
STN Labs

I'm 25 and have been working on the Internet for about 10 years. Sometimes I feel like I've been in search forever, but really it's been only about five years. The best compliment I ever received was from Greg Sterling, who called my company "the local search engine with the best sense of humor." I embrace rebellion, capitalism, and economic activism. I loathe inefficiency and bureaucracy. I work best in small teams and think of myself as a much better charismatic leader and evangelist than a manager. I have an ego, am outspoken, and will offend you at least once as you get to know me.



Andy Beal

Consultant, Blogger, & Author
Marketing Pilgrim LLC

Andy Beal is an Internet marketing consultant for MarketingPilgrim.com, specializing in SEO, business blogging, reputation management, and business coaching for marketing firms. Considered one of the world's most respected interactive and search engine marketing experts, Andy has worked with many Fortune 1000 companies, such as Motorola, Lowes, Glaxo-SmithKline, SAS, and NBC. Highly respected as a source of Internet marketing advice, Andy has had articles published around the world, including BusinessWeek Online, Search Engine Watch, Search Engine Guide, and Web Pro News. He is the co-author of the upcoming Wiley book, *Radically Transparent: Monitoring & Managing Reputations Online*. Andy is constantly keeping up-to-date with search engine news and online marketing developments; he has appeared on CNBC

What are you searching for at SES London?

I'm searching for...

another excellent place for afternoon tea, and others interested in measuring their online success.

— JIM STERNE, TARGET MARKETING
& CHAIRMAN, WEB ANALYTICS ASSOCIATION



and National Public Radio (NPR) and has been featured in *The Wall Street Journal*, *The Washington Post*, *BusinessWeek*, *Entrepreneur* magazine, and many other publications. You can reach Andy at andy.beal@gmail.com or visit his blog at www.MarketingPilgrim.com.



Jay Bean

Founder, CEO
Orange Soda, Inc.

Jay Bean is the founder and president of OrangeSoda, Inc., a marketing-driven technology company that empowers merchants with smaller advertising budgets to maximize their online presence through its search marketing and optimization platform. He is responsible for guiding the company's strategy and growth. OrangeSoda has helped hundreds of merchants implement successful online advertising since bringing its core technology to market in early 2007. Through the company's proprietary analytics-driven campaign management center, local merchants are now realizing the effectiveness of localized search engine marketing and optimization.

Prior to OrangeSoda, Bean founded ah-ha.com, a leading pay-for-performance search engine marketing company in 1999. ah-ha.com connected thousands of merchants with millions of consumers via highly targeted pay-per-click advertising program including paid search listings, contextual advertising, and paid inclusion. In February 2003, ah-ha.com was acquired by Marchex Inc. (MCHX). Bean held several senior executive management positions during his seven years at ah-ha.com (later renamed Enhance Interactive).

Kate Bell

Marketing Manager
EF Education

Kate Bell works for EF Education (www.ef.com) as head of the in-house SEO team. She has helped create and develop the team over the past two years. EF Education is the world's largest private educational organization. Kate lives and works in Osaka, Japan.



Thomas Bindl

Founder & CEO
Refined Labs GmbH

Thomas is SEO consultant and moderator of the "European Search Engines" and "Robots.txt" forums at Webmaster-

World, a speaker at Search Engine Strategies, Webmaster-World PubCon, and other industry-leading events worldwide. He also runs one of Germany's leading online marketing forums, "OMTalk." He works with corporate clients from the U.S., Canada, Asia, and Europe. Thomas also has a wide knowledge of the affiliate marketplace, both in Europe and globally. He was voted one of the top 50 Internet people of 2007 by *Internet World Business* in December 2007.

His focus is primarily on larger sites and big brands, to help them improve their rankings by optimizing their linking structure and on-page SEO. His programming skills in different languages as well as speaking English, German, and French are additional strengths that have helped his success since 2000. Thomas, a Google advertising professional, deals with clients in various industries, such as retail, local, travel, automotive, finance, and online dating.

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



Massimo Burgio

Founder and Chief Strategist
Global Search Interactive

Massimo Burgio is passionately dedicated to search marketing, and is an expert on international online business topics. He is a frequent speaker at the conferences in Europe, the U.S., and worldwide (Search Engine Strategies Conferences, SMX Conferences, Search Insider Summit, Sydney Search Summit, WebGuild, Internet Standard). Burgio is a proud active member of the Search Engine Marketing Professional Organization (SEMPO), where he is part of the board of directors, and co-chairs both the Global Committee and the European Working Group. He received a degree in marketing communications from the University of Rome (I) La Sapienza, with further studies at the University of Hertfordshire (Hatfield, U.K.) and at the Universidad de Oviedo (Spain); he has also taken integrated marketing communications post-graduate courses within the Berkeley Extension Program (California, U.S.).



Nicholas Carr

Author, *The Big Switch: Rewiring the World from Edison to Google*

A former executive editor of the *Harvard Business Review*, Nicholas Carr writes and speaks on technology, business, and culture. His 2004 book *Does IT Matter? Information Technology and the Corrosion of Competitive Advantage*, published by Harvard Business School Press, set off a worldwide debate about the role of computers in business. His new book, *The Big Switch: Rewiring the World, from Edison to Google*, examines the future of computing and its implications for business and society. He also edited and wrote the introduction for *The Digital Enterprise*, a book of HBR writings on the Internet, and contributed to *World View*, *Organizing Business Knowledge*, and *When Good People Behave Badly*.

Carr writes regularly for *The Financial Times*, *Strategy & Business*, and *The Guardian*. His articles have also appeared in *The New York Times*, *MIT Sloan Management Review*, *Wired*, *Business 2.0*, *The Banker*, and *Director*. Since 2005, he has published the popular blog "Rough Type." In 2005, *Optimize* magazine named him one of the leading thinkers on information technology, and in 2007 eWeek named him one of the 100 most influential people in IT. Earlier in his career, he was a principal at Mercer Management Consulting.

Carr has been a speaker at MIT, Harvard, Wharton, the Kennedy School of Government, Moscow State University, NASA, and the Federal Reserve Bank of Dallas, as well as at many industry, corporate, and professional events throughout the Americas, Europe, and Asia. He holds a B.A. from Dartmouth College and an M.A. in English literature from Harvard University.



Mel Carson

adCenter Community Manager, Europe
Microsoft adCenter

Mel joined Microsoft the day the French adCenter pilot started in the summer of 2005. As part of Microsoft's client service operations team, Mel's role is to build relationships within the adCenter advertising community to support, educate, and evangelize through the adCenter Blog (<http://adcenterblog.spaces.live.com>), industry forums, and to speak about adCenter at trade shows and other events.

Mel began his online advertising career as the shopping and travel editor at LookSmart U.K. nearly seven years ago, before progressing to sales operations manager for their performance listings product on MSN.co.uk. After LookSmart withdrew from international markets, Mel joined 24/7 Search as an account director, managing search activity across all search engines for a number of blue-chip clients. He then took his initial role at MSN as Pan-European search media strate-

gist, where he was part of the team that planned and executed the U.K. roll-out of Microsoft adCenter in August 2006.



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. In addition, she has written widely on search engine marketing for publications including SearchDay, MarketPosition, Workz, SitePoint, SearchEngineGuide, and NetMechanic, and has taught SEO classes through the International Association of Webmasters.

Prior to founding KeyRelevance, Christine was the director of web development at NetMechanic. In this role she was the subject matter expert for NetMechanic's Search Engine Power Pack and HTML Toolbox, the best-selling toolkit used by many search engine optimizers. As the search engine optimizer for the NetMechanic site, Christine consistently doubled search engine traffic to the site every six to nine months. As editor of the NetMechanic Webmaster Tips Newsletter, Christine increased the subscriber base from 20,000 to 100,000 subscribers. 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.

Scottie Claiborne

Webmaster
Richland County Public Library

Scottie Claiborne is currently the webmaster for the Richland County Public Library. She has been doing web work since 1998, working on developing corporate Intranets and then moving on to developing and managing an online content management system for Levity Technologies, Inc. as VP of product development. She started Right Click Web Consulting in 2001 with the vision of helping businesses to understand and maximize the potential of the web. She specializes in usability, copywriting, SEO, and training.

As owner of Right Click Web Consulting, Scottie has helped numerous Internet-only and bricks-and-mortar businesses

to succeed online, as well as helping larger businesses to effectively use the web to reduce costs and save both time and money. Scottie is a frequent contributor to Jill Whalen's "High Rankings Advisor" newsletter and writes articles for several other specialty-industry publications such as Search Engine Guide and ISEDB.com. She is also the administrator of the High Rankings SEO forum.

Richard Clark

Pureplay Marketing Manager
Dixons.co.uk

Richard is currently heading the marketing function for Dixons.co.uk and The Link. Richard is currently leading the strategic realignment of Dixons' marketing strategy after its move from the high street to an Internet-only retailer. His primary responsibility is to increase revenue to the business while making advertising more effective on an ROI basis. In 2008, Richard will also be aiming to increase brand awareness of Dixons as a pureplay electronics retailer.

Richard joined Dixons from Nationwide, where he was responsible for all digital marketing and advertising. He has been credited with completely revamping the building societies approach to digital marketing. Through his leadership they moved into creating real acquisition-focused online marketing, making search, affiliates, price comparison and targeted display campaigns paramount. He is also responsible for moving Nationwide's sponsorship properties online, using tools such as UGC, video content, viral, and social media as vehicles. He also provided thought leadership to the business as it increasingly moved Internet to the heart of the business. Richard has previously worked at IBM and Reuters, where he enjoyed success in brand and marketing roles.



Bruce Clay

President
Bruce Clay, Inc.

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

Brian Clifton

Head of Web Analytics, EMEA
Google

Brian Clifton (Ph.D.) is an established search engine marketing and web analytics expert who has worked in these fields since 1997. Specializing in web analytics and search marketing, his business was the first U.K. partner for Urchin Software Inc., the company that later became Google Analytics. Brian joined Google in 2005 to define, develop and lead the web analytics team for Europe, the Middle East, and Africa. The author of a number of industry whitepapers, Brian is currently authoring his first book, entitled *Advanced Web Metrics with Google Analytics* (www.advanced-web-metrics.com).

Marco Corsaro

Founding Partner, Managing Director
www.77Lab.com

Marco Corsaro is founding partner and managing director of 77Agency. He graduated in 1999 in economics, from the University of Turin, and started his career working for Fiat Auto Financial Services. Between 2000 and 2003, Marco worked for a leading investment bank on the setup of an online bank and broker service. He created 77Agency in 2003. Today it employs over 60 people in five offices in four countries. 77Agency runs campaigns for clients in almost 20 countries, in a dozen languages. Marco is passionate about technology and enjoys exploring the opportunities that new media offer in the advertising space. He sometimes contributes to the 77Agency news site and opinion forum, www.77Lab.com, with his vision of the future of new media marketing. Marco is an avid speaker and has presented at Search Engine Strategies Milan 2007 twice in the same edition.



Warren Cowan

Managing Director
Greenlight

Greenlight is a search marketing agency that assists its clients in generating ROI through targeted search engine placement. Offering a range of consultancy-based and pay-for-performance services, as well as detailed web analytics and ROI tracking tools, Greenlight helps marketers tap the search qualified audience worldwide, and deliver and track them to conversion, proactively optimising the process to maximize profits. Founded by in 2001 by Warren Cowan, in response to his disappointment with low standards and narrow thought within the industry, Greenlight was set up to accommodate the need for a more adaptive, flexible, and integrated approach to search marketing. Since 2001 Greenlight has accommodated the needs of many blue-chip companies in the U.K. and Europe-wide, including financial advisor John Charcol, and web portal, Lycos. The company also has consulted on the behalf of several major interactive agencies.

What are you searching for at SES London?

I'm searching for...

buzz. What people are talking about. Popular themes in audience questions for experts on the SES panels. Experts who'd like to swap predictions for 2008.

— ANDREW GIRDWOOD, HEAD OF SEARCH, BIGMOUTHMEDIA



Edward Cowell

Technical Director
Neutralize

Edward "Teddie" Cowell heads up the Neutralize team of enterprise search engine marketers. Introduced to the Internet in 1996 while working for MSN during the launch of Internet Explorer 3 in the U.K., he then moved on to work for BNP-Paribas (the fourth largest investment bank in Europe), and up until September 1999, he specialised in Internet-based technology and the research of growth Internet businesses and business models. Teddie co-founded Neutralize in 1999 and has since established an industry reputation for thought leadership, best-practice techniques and highly effective SEO approach with large, dynamic websites for clients like Nestle, SkyBet, Black and Decker, London Stock Exchange, and CNET.

Tor Crockatt

Group Manager Editorial Operations EMEA
Microsoft Digital Advertising Solutions

As group manager, editorial operations EMEA at Microsoft, Tor Crockatt is responsible for the editorial verification process for adCenter in the EMEA region. Tor is focused on driving user experience, maintaining ad quality, and driving the best results through the editorial processes and policy. Tor has over five years' experience in paid search and has worked on developing theories on keyword research, user intent, and ad relevancy. A regular speaker at SES, she has had some of her theories published in Search Engine Marketing Inc. Prior to working at Microsoft, Tor was global editorial director for MIVA, where she was responsible for setting editorial policy, strategy, and best practice. Tor has also worked for wcities.com, where she gained much of her editorial experience through her role as senior editor. Tor graduated from King's College, London, with degrees in French and German.



Nan Dawkins

President & CEO
Serengeti Communications

Nan Dawkins is an online communications strategist with over 20 years' experience in marketing and PR. Nan began her career at J. Walter Thompson/Washington, working on the national advertising campaigns of retail and consumer products accounts such as Burger King and Ford Motor Company. She launched her own ad agency in the 1980's, where she developed many of the original TV campaigns for Acura. In

2001, Nan founded RedBoots, a search and social media consultancy. In January 2008, she rebranded as Serengeti Communications (www.serengeticom.com), a full-service digital marketing company serving clients in both the nonprofit and commercial sectors. Nan is an ironman triathlete; along with her staff, she enjoys raising money for Serengeti's nonprofit clients by competing in extreme endurance sports events.

Mikkel deMib Svendsen

Creative Director
deMib.com

Mikkel deMib Svendsen is a long-term moderator at Search Engine Forums, where he established and managed the two forums: "Dynamic pages, frames and stuff" and "Non-English Search Engines." He is known as the resident authority concerning advanced problems with frames, dynamic pages, Flash, cloaking, and other issues.

Mikkel deMib Svendsen has years of professional experience with search engines and SEO, having served as manager of the largest Scandinavian search engines and as VP of product development at Ankiro, Denmark's leading search product company. He also regularly services a number of Europe's major portals and search engines as consultant in search-related projects. Mikkel deMib Svendsen served as co-chair of Search Engine Strategies Copenhagen 2001. Working with Detlev Johnson, he is responsible for organizing the speakers and sessions for the conference.



Lisa Ditlefsen

Head of Search & Web Analytics
Base One Interactive

Lisa Ditlefsen has seven years' experience in marketing, including three in SEO/SEM. She currently works for Base One Interactive as head of search and web analytics. Lisa won the "B2B Newcomer of the Year" award at the B2B Marketing Awards 2007. She has also authored a chapter on search techniques in the book *B2B Marketing Experts* (published in 2007), and contributes regularly to publications off- and on-line. Ditlefsen is heavily involved with the global SEO community and founded the SEO-Chicks blog (www.seo-chicks.com) in June 2007.



Dr. Jon Dodd

Co-founder & Managing Director
Bunnyfoot

Jon received a DPhil in Visual and Computational Neuroscience from Oxford University and later worked there as a post doctoral researcher - his research looked at the ways the brain processes visual information and how people make decisions based on that information.

In 1999 he left academia to co-found Bunnyfoot - initially as a web usability consultancy, but with a view to developing it into what it has now become - a behavioral research consultancy that uses the principles of psychological knowledge and research to empower commercial organizations to communicate more effectively with their customers (regardless of the communication channel). A key factor in this development has been the adoption and innovation in the use of remote eyetracking technology, which unlike in his academic days, frees the test participant to behave naturally without feeling that they are a lab rat. Jon has recently headed up projects for Microsoft, Dyson, Virgin Holidays, The Times, MSN, BOC and O2.



Bryan Eisenberg

Co-Founder
Future Now, Inc.

Bryan is recognized worldwide as a leading expert on online marketing and marketing analytics. One of the co-founders and CPO (Chief Persuasion Officer) of Future Now, Inc., Bryan has been helping companies realize that to maximize results, it is essential to incorporate expert persuasion techniques and a deep understanding of customer behavior into all marketing efforts. Bryan also is an inventor of Persuasion Architecture™, for which a patent is pending. Persuasion Architecture is a process for persuading customers when they ignore marketing.

Bryan is a co-author of the No. 1 best-selling *Wall Street Journal*, *New York Times*, *USA Today*, and *BusinessWeek* best-sellers, *Waiting For Your Cat to Bark?* and *Call to Action*. He is the publisher of Future Now's award-winning newsletter GrokDotCom, is the author of ClickZ's column "ROI Marketing," and has been a featured speaker at AdTech, DMDAYS, Search Engine Strategies, Shop.org, Internet World, Net. Marketing, DMA Annual, eMetrics Summit, Electronic Retail Association, and ClickZ E-mail Strategies, and also teaches at Roy H. William's Wizard Academy. Bryan has been featured by *The Wall Street Journal*, *The New York Times*, *Business 2.0*, CXO Europe, Forrester Research, Jupiter Research, *The Miami Herald*, *BrandWeek*, Publish, Internet Advertising Report (IAR), *Chicago Business Tribune*, *Inc Magazine*, *Entrepreneur*, *Target Marketing*, *DM News*, Microsoft's bCentral, MarketingSherpa, *The Toronto Star*, *Smart Money*,

and *Internet Retailer* for his thought leadership in the critical areas of Internet marketing, website design, web analytics, and improving online conversion rates.

Bryan is also one of the founders and chairman of the Web Analytics Association. A successful entrepreneur in his own right, he also has consulted to and run seminars for companies such as Universal Orlando, GE, PriceWaterhouseCoopers, AeroTek/Allegis Group, Dell, Volvo, Computer Associates, Overstock.com, LowerMyBills, Agora Publishing, CafePress.com, and SAS.

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 the authority on the Yahoo search marketing platform. She's the author of the world's only guide to Yahoo search marketing (a.k.a. Overture) called "The Yahoo! Search Marketing Handbook." She's currently writing the Panama edition of the Yahoo handbook (forthcoming May 2007). Mona is a regular speaker at Search Engine Strategies conferences. She writes on search marketing issues for publications including SearchEngineLand.com and Traffick.com. Mona earned a B.A. from Simon Fraser University. She is 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.



Shuman Ghosemajumder
Business Product Manager, Trust & Safety
Google Inc.

Shuman Ghosemajumder is business product manager for Trust & Safety at Google, where he manages product strategies to help protect their advertisers, partners, and users. He joined Google in 2003 as one of the early product managers for AdSense and helped grow that business to over \$2B in annual revenue. He is the recipient of two Google Founders' Awards for extraordinary entrepreneurial achievement. He was previously a strategy consultant with IBM and McKinsey & Co. He holds a BSc in Computer Science from the University of Western Ontario and an MBA from the MIT Sloan School of Management.



Tim Gibbon
Director
Elemental Communications

Tim Gibbon has been working with digital marketing and PR since 1997. Tim graduated from the school of journalism, UC-LAN, Preston, Lancashire, in 1994, possessing a B.A. (Hons) journalism degree, with BJTC, NCTJ accreditations and qualifications. He is director of media consultancy Elemental. He has been active within the digital arena, working with a variety of organisations, including dot-coms, e-commerce, SMEs and corporate organisations. With public relations and media roles at digital marketing agencies, he has worked with many brands from a range of industry sectors, including adidas, Intel, MGM Mirage Online, and NESTA. He integrates communications to create, build, and maintain awareness, blending emerging mediums to effectively communicate the correct messages into the right channels. Tim founded Elemental PR in April 2001, rebranding the successful consultancy as Elemental Communications in October 2005. He is also co-founder and editor of the Social Media Portal (SMP).



Andrew Girdwood
Head of Search
bigmouthmedia

Andrew cut his teeth within digital marketing as the SEO and affiliates wizard for a gaming site before joining bigmouthmedia as SEO consultant. Now head of search at market-leaders, bigmouthmedia, Andrew is responsible for the continued development of the agency's ground-breaking search marketing service for major clients. A true digital marketing devotee, and with several industry awards to his name, Andrew is often found on the event circuit presenting on a wide range of industry topics, from future of SEO to how Web 2.0 effects online brand presence and search. What Andrew doesn't know about search isn't worth knowing.

Robin Goad
Director of Research
Hitwise UK

In this role, Robin analyses the trends affecting businesses online and works with Hitwise clients to identify opportunities and threats to online business growth. Robin writes regular Insight Reports on a range of industries, covering affiliate marketing, search, and audience profiling. Robin is a regular speaker at industry events in Europe, North America and Asia, and has been widely quoted in the media, including the Financial Times, the BBC, DM Review and Information Age. Prior to joining Hitwise, Robin worked at the Corporate Executive Board and as a Lead Technology Analyst with Datamonitor, where he authored research reports on a wide variety of topics including eCommerce, direct marketing and customer relationship management.



Andrew Goodman
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 wife Carolyn.



Maxime Grandchamp
President
Trellian Europe

Maxime Grandchamp started in communication more than 15 years ago when he launched a community service that was based on the French Minitel system. He then opened some BBS services and finally joined the Internet more than 10 years ago. In 2000 he created the French company Marketing Internet, building from scratch a newsletter dedicated to SEO and SEM to more than 100,000 subscribers. Today, Maxime Grandchamp is president of Trellian Europe. Trellian is a leading developer of Internet software and one of the most innovating companies for Internet promotion and online services. Trellian SEO software includes Submit Wolf and SEO Toolkit. Trellian is the developer of search service Keyword Discovery and of Competitive Intelligence. Maxime

is also involved with the Opquast project, which provides a list of more than 150 best practices for the quality of online services.



Mike Grehan
Co-chair, SES London
Founder & CEO, Searchvisible Ltd.

Mike Grehan is founder and CEO of Searchvisible Ltd. He has executive experience with the industry's leading SEM firms and is recognized as one of the foremost SEM experts. He is the author of multiple books and white papers on the topic, and his best-selling second edition of *Search Engine Marketing: The Essential Best Practice Guide* received more plaudits from the industry's leading players than any other book on the subject.

In 2004, Mike was voted one of the U.K.'s top 100 influential people in Internet marketing for the previous decade in a poll of online marketer E-consultancy's 22,000 U.K. members. Mike is a sought-after SEM speaker, and his newsletter has attracted over 17,000 subscribers. Mike played a key role as founding member and promoter of the global Search Marketing Association (SMA) movement and sits on the board of SMA-UK. Searchvisible is committed to best-practice search engine marketing.



Onil Gunawardana
VP / General Manager Advertising
blinkx

Onil leads blinkx's initiatives in advertising. Most recently he was COO/VP Products at Searchforce, which provides a search engine marketing platform for centralizing and optimizing pay-per-click advertising campaigns. Previously he managed the marketing and analytics products at Siebel in the communications vertical, where he developed an advertising server to match relevant offers to consumers using real-time data. Earlier in his career, he was a strategy consultant at the Monitor Group, where he was a senior case team leader, advising technology companies. Onil has a BSc in electrical engineering from Yale and an MSc in electrical engineering from Stanford, where his research focused on transmitting video through public networks. He also holds an MBA from the Harvard Business School.



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

T.R. is responsible for overall strategic direction and product development at Darwin Marketing and has been an Internet marketing pioneer since 1996. In addition to developing one of the first fully-integrated online marketing platforms while

at USWeb/CKS in 1998, his team pioneered some of the first online sweepstakes, e-coupons, and other promotional products within integrated and ROI measurable campaigns. T.R. previously held management positions at Bank of America, Pacific Gas & Electric, USWeb/CKS, and RedGorilla.com. Select client credits include work for AOL/TimeWarner, AmericanAirlines, AskJeeves, HewlettPackard, Levis, GM, Microsoft, VirginRecords, and leading Chinese brands BrightDairy, HyMall, and UFIDA to name a few. T.R. holds an MBA from University of Virginia (Darden), the exchange program at CEIBS. His expertise has been featured in *The Harvard Business Review*, SCMP, and AdTech.



Rachel Hawkes
Account Director
Elemental Communications

Rachel is the co-founder and editor of the Social Media Portal (SMP), a service that maps social networks and their owners from around the globe. Rachel was instrumental in the design and development of SMP, and continues to manage its growth. She is also an account director at Elemental Communications. She delivers first-rate consultancy, production work, strategy, and account management for a variety of Elemental's clients. Rachel has a strong background in communications, and her area of expertise includes integrating media and digital communications — particularly online PR, social media marketing and news engine SEO. During her time with Elemental, Rachel has worked on accounts for adidas, Carat International, Nokia, Samsung, NESTA, InfoSpace and dmg world media's ad:tech London. Outside of Elemental and SMP, Rachel is the chair of a U.K. charity, where she manages the PR, website, forum, and overall business development.



Simon Heseltine
Director of Search
Serengeti Communications

Simon is the director of search at Serengeti Communications (www.serengeticomunications.com), a digital marketing consultancy with a broad range of commercial and non-profit clients, providing a full suite of digital marketing services, including design and development, conversion consulting, search, e-mail, social media, banners, video, word of mouth, reputation management, and analytics. Prior to Serengeti Communications, Simon worked for Innovectra, a local search company, for more than seven years, where he worked on a dozen small- to medium-size IYP sites, as well as over 700 small business sites. Simon writes on a variety of search marketing topics for the "In House" column of SearchEngineLand, as well as for SearchEngineGuide, EndlessPlain.com, and his own blog, SearchEngineTigers. In his spare time, he is VP of public relations for the Manassas Community Toastmasters.



Bill Hunt
CEO
Global Strategies International

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

Bill was formerly a senior partner and strategist for Outrider North America. In this role, Bill oversaw Outrider's search marketing group, which serviced the world's leading companies via offices in 13 countries. While at Outrider, Bill developed and oversaw global SEM campaigns for Accenture, IBM, Intel, The Hartford Insurance, Zurich Insurance and many other top companies.

Bill was a pioneer in using the Internet to market to overseas markets. He is an internationally-recognized Internet marketing expert, speaker, and contributor to numerous Internet marketing books. He is best known for his direct, no-nonsense approach to how companies can use the Internet effectively and maximize the lifetime value of their customers.

Bill earned a B.A. in Asian Studies/Japanese from the University of Maryland, Tokyo Campus, and a B.S. and MBA in international business from California State University, Los Angeles. William is also a veteran of the Marine Corps.



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 SEO/SEM 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 Japanese online market at her blog at AJPR.com and Multilingual-Search.com. She is a chair of SEMPO (Search Engine Marketing Professional Organization) Asia Working Group, and a co-chair of SEMPO Japan.



Patricia Hursh
President
SmartSearch Marketing

Patricia Hursh, president and founder of Boulder, Colorado-based SmartSearch Marketing, is a true pioneer of electronic

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



Steve Jackson
Sr. Consultant, Web Analytics & Search Marketing, SATAMA
& International Co-Chair, Web Analytics Association

Steve Jackson is a recognized thought leader specializing with web analytics working for Satama, the largest web analytics consultancy in Europe. A pioneer since 2002, he established one of the first European web analytics consultancies (Aboavista), later acquired by Satama in 2006. His clients include Nokia, Nokia Seimens Networks, Vaisala, KONE, MTV3, Vodafone, Sanoma, Vattenfall, and a host of others. He is also the editor and contributing writer for the Conversion Chronicles website and serves as international co-chair for the Web Analytics Association. Steve has presented and keynoted web analytics topics across Europe. These include the Internet Marketing Conference (Stockholm), Search Engine Strategies (Stockholm), IAB Finland (Helsinki), Media Plaza (Amsterdam), the eMetrics Summit (London, Munich, Stockholm), Divia (Helsinki); he also has sat on dozens of panels.



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, 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." SEOmoz.org has put SEO-PR on its "Recommended List of SEO Consultants, Experts, Firms and Service Providers."

Greg is a frequent speaker at Search Engine Strategies, WebmasterWorld's PubCon, and public relations conferences. He is also the news search, blog search, and PR correspondent for the Search Engine Watch Blog. Gord Hotchkiss, who

What are you searching for at SES London?

I'm searching for...

an affordable Ken Howard painting.

— NAI DAWKINS, PRESIDENT & CEO,
SERENGETI COMMUNICATIONS



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." And Matt McGowan, VP of marketing for Incisive Media, has called Greg "the industry's top expert in press release SEO and social media relations." Greg has more than 25 years of experience in public relations, marketing, and search engine optimization at Lotus Development Corp., Ziff-Davis, and other companies. He graduated from the University of Michigan, attended the University of Edinburgh, and worked on his master's at Lesley College.

Max Jennings Co-founder Welovelocal.com

Max Jennings is co-founder of welovelocal.com, a social local search website that helps people find the best local businesses in their areas by reading reviews and recommendations from people they can trust. Other interests include eMomentum, a privately-funded Internet company dedicated to investing in and creating remarkable websites, and eConversions, a paid-on-performance search marketing agency.



Steve Johnston
Google Consultant

Steve is a 40-something web professional who lives near the Roman city of Bath, southwest of the U.K. He has an undergraduate degree in psychology (1985) and a post-graduate MBA from the school of entrepreneurial hard-knocks (1987-1994). From 1994-2001, he worked within the web industry, focusing on helping traditional businesses find a new commercial life on that World Wide Web thing.

In 2001 Google's growing influence drew Steve's attention toward SEO, as search became significant for customer acquisition online. Steve has been working independently as a "Google consultant" since 2003 — the year he coined the term — and is working hard to demystify SEO by self-publishing an e-book entitled *50 Ways to Make Google Love Your Website*. Random House will be publishing a paperback edition later this year. Steve's clients include Channel4, Savills, Expedia, Dyson, and Future Publishing. Steve's been on Dragons' Den so, apparently, you lot don't scare him.

Dixon Jones Managing Director Receptional LTD

Dixon Jones has been a speaker at SES conferences since 2002 and is the managing director of Receptional LTD, which provides a tailored Internet marketing consultancy for many organizations in the U.K., having carried out tasks for groups such as Nokia, Daily Mail Group, and MoneyCorp. Receptional also works closely as a partner and advisors to Leisure Direction in the travel industry. Dixon Jones has talked internationally about the importance of online link development for six years. Receptional formed in 1999 when a large London property asked Dixon to look at why no serious prospects were looking at their website. Since then, one in three occupants in the large property in Mayfair found their temporary home via the Internet — clearly a dramatic turnaround. Dixon Jones is also a moderator on Webmasterworld, covering the Microsoft and the "Tracking & Logging" forums.



Steven Kaufman
VP, Media Director
Digitas

As SVP, media director at Digitas, Steven is responsible for overseeing media planning and buying for Digitas NY. In addition, Steven developed and now manages the Digitas Search Engine Marketing Knowledge Center. This consolidated SEM practice ensures that industry trends, new strategies and tactics, and best practices are shared on an ongoing basis, enabling Digitas to stay on the forefront of this ever-evolving industry. Currently he is working with a range of blue-chip clients including American Express, Delta, Kraft, AT&T, Mars and others. Steven is a member of SEMPO (Search Engine Marketing Professionals Organization), as well as the MSN, Google, and Yahoo search advisory councils. He has spoken at numerous industry events, including Search Engine Strategies, OMMA and the IAB Leadership Forum. He is also on the board of directors and serves as the VP of the 212 Interactive Ad Club. Steven holds a BBA degree in marketing from Hofstra University.



Anne Kennedy
Managing Partner
Beyond Ink

With more than 35 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. She is a thought leader and sought-after speaker throughout the search marketing industry, and has been developing and implementing search marketing strategies for 10 years. One of the first companies to focus on search engine optimization and online marketing, Beyond Ink's network of professional relationships has flourished over the years, and its reputation for providing high-level, quality consulting to businesses, both small and large, has remained steadfast.



Andrew Klein
Founder, Chairman & CEO
Spotzer

Andy has started four businesses, including the first Internet investment bank (Wit Capital) and the largest distributor of U.S. independent equity research (Soleil Securities). Most recently he was a co-founder of SkyBridge Capital, a hedge fund incubation fund that has a strategic relationship with the private investment company of Michael S. Dell. He is a graduate of Harvard Law School and Brandeis University.

Anton E. Konikoff
Founder & CEO
Acronym Media

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

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



Cindy Krum
Senior SEO Analyst
Blue Moon Works, Inc.

Cindy Krum is the senior SEO analyst for Blue Moon Works, Inc., a provider of marketing and strategy services for companies that want to leverage online services to significantly expand their business and take their customer relationships

to the next level. Cindy brings fresh and creative ideas to the Blue Moon Works team, speaking at industry trade shows and writing for the company blog whenever time permits. She is passionate about bringing creative online marketing solutions to clients, and working with clients to develop mobile marketing strategies. Blue Moon Works serves clients in the U.S., U.K., France, Germany, Australia, and New Zealand.



Adam Lasnik
Search Evangelist
Google, Inc.

As Google's first search evangelist, Adam is dedicated to building stronger relationships between Google and webmasters. Prior to joining Google in 2006, Adam held online communications and advertising positions at a mix of small and large companies. He was also an interactive strategist at the high tech PR firm Niehaus Ryan Wong, helping clients understand and leverage the power of online communities. Throughout his career, Adam has written comprehensive search engine optimization reports, managed sponsored ad campaigns for Fortune 500 companies, and provided broad communications consulting to successful startup companies. Adam earned a B.S. in communications and political science from Northwestern University, and an MBA and J.D. from Indiana University.



Nathan Levi
Head of Search and Campaign Marketing
Avenue A | Razorfish

Nathan is passionate about search marketing, to which he brings a deep understanding of the web and language syntax, combined with analytics. Nathan's strong views and ideas on search marketing have been widely published in white papers and articles, and shared at conferences and exhibitions, including the Online Marketing Show and Search Engine Strategies. At Avenue A | Razorfish UK, the No. 3 digital marketing agency in the U.K. (NMA Top 100, 2007), Nathan oversees media and search campaigns for all clients. He is particularly focused on defining campaign strategy that will ultimately help clients, including WeightWatchers, Starwood Hotels, MFI, Oxfam, and Standard Life, to deliver on their goals. Prior to joining Avenue A | Razorfish, Nathan worked for 247 Real Media. Nathan holds an M.A. in English language and English literature from Oxford University.



Rebecca Lieb
VP & Editor-In-Chief
The ClickZ Network

Rebecca Lieb is vice president and editor-in-chief of the ClickZ Network. She has held executive marketing and communications positions at strategic e-services consultancies,

What are you searching for at SES London?

I'm searching for...

news, views, tips, tricks, and best practices. Oh, and a lot of laughs and maybe a few beers with all the delegates coming from all over the planet!

— MEL CARSON, AD CENTER COMMUNITY MANAGER, EUROPE, MICROSOFT AD CENTER



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



Bill MacLachlan
Head of Mobile Advertising Sales
Yahoo! Search Marketing

A four-year veteran of Yahoo, Bill MacLachlan is head of mobile advertising sales for Yahoo Search Marketing. In his current role, Bill focuses on Yahoo's mobile offerings, working with a number of specialist mobile agencies and clients. He also raises awareness of mobile Internet to Yahoo's leading media agency partners. Bill moved into the Internet industry in 2002, when he worked in media sales at Marketing Week, while training at the CIM in management and marketing. In 2003, he transitioned to the search marketing industry by joining a small SEM company. He then subsequently moved to Yahoo Search Marketing. Bill has spoken at events such as Business Link, Internet World, and IAB over the past three years, and this is his second time speaking at SES London. Born and raised in London, Bill has a degree in English literature.

Kristjan Mar Hauksson
Director of Internet Marketing
Nordic eMarketing

Kristjan is an owner and the director of Internet marketing for Nordic eMarketing. Nordic eMarketing specializes in search engine optimization and marketing for tourism, the fisheries, and other export industry segments, and in assisting companies to gain international visibility through the Internet. NeM also provides consultation in web content management systems and analytics solutions. In 2006, Nordic eMarketing consulted and worked with many companies and organizations in their online marketing efforts in nearly 20 countries, including British Airways, Fujitsu, Hitachi, Icelandair, Ossur, AVIS, Active Hotels, Trade Council of Iceland, eMarketing Services, Vodafone, The Blue Lagoon, Greyline, and SAS Hotels. Kristjan is the founder of the Iceland SEO/SEM forum, a con-

tributing editor at Multi Lingual Search.com, and a popular lecturer around Iceland and abroad. Kristjan studied electrical technology with an emphasis on electronics at Reykjavik Technical College in Iceland, has a degree in systems analyzing from the Private School of Iceland Computer and Engineering, and has an Internet marketing degree from University of British Columbia. He has been involved in developing Internet solutions since 1996, and involved in search engine optimization and marketing since 1999.



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 country, including Search Engine Strategies, adTech, 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, Inc., *Investors and 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.

John Marshall
CTO
Market Motive

John Marshall is Market Motive's CTO and visionary for curriculum, teaching and technical strategy. Prior to Market Motive, John was the founder and CEO of ClickTracks,

What are you searching for at SES London?

I'm searching for...

parmesan ice cream I had at a small Italian restaurant with Mike Grehan and 20 friends at SES London 2006. Banoffee pie, same trip. Who said English food isn't inventive and delicious?

—AMANDA WATLINGTON, OWNER, SEARCHING FOR PROFIT



Jon Myers
Head of Search
MediaVest

Jon has worked in search marketing and online media for more than nine years. Involved in SEO for years and paid search (PPC) since its inception in the U.K., he is recognised for his unparalleled experience and knowledge within search engine marketing in the U.K. He was one of 10 experts selected by Overture (Yahoo) to help create their SEM accreditation scheme. More recently, he is a regular member of search product improvement panels with all of the major search engines within paid search. Jon has actively been involved over the years with industry bodies such as SEMPO and the IAB. A regular presenter at industry events, Jon has spoken at Search Engine Strategies (SES) conferences in the U.K., Europe, and the U.S., as well as at Internet World, AdTech, Marketing Weekly Conferences, Annual Marketing Summit, Revolution Conferences, Online Marketing Show, NMA Training Days and conferences, NMK Digital Marketing events, and the U.K. Mobile Marketing Conference.

David Naylor
SEO
Bronco

David Naylor, more commonly known as DaveN, started working in the SEO industry over eight years ago, working mainly with three large corporations, releasing their database-driven data, creating internal link structures, and improving usability. David went on to consult for a wide variety of on-line businesses, from corporations to off-shore pharmaceutical companies, retail outlets to large portals. His techniques range from clean white-hat SEO to black-hat SEO, depending on the techniques needed for success. A few years ago, David entered into the affiliate wars. Today, David is a major contributor in the affiliate arena. David's main motivation is that he believes that there is no point having a site if it doesn't rank No 1.

David also runs a successful ISP and web design company that specialises in e-commerce solutions and bespoke state-of-the-art programming, which provides clients with not just SEO services but a complete website design, programming, and hosting package. Along with these commitments, he still finds time to moderate at WebMasterWorld and SearchEngine-Watch, as well as post on his own blog. One of David's main attributes that continually gives his clients great ROI is his constant development of new techniques and the ability to see

inventor of the patented 'overlay report' and was instrumental in introducing ad hoc segmentation technology into the web analytics market. John is a Netscape alumnus and a seasoned technologist with roots in programming high speed algorithms and statistical analysis. As an entrepreneur, John led ClickTracks through 5 years of consecutive growth until acquisition by Lyris Inc. John brings an excellent track record of teaching to Market Motive and regularly speaks on the topic of web analytics, conversion techniques and marketing.

Luisella Mazza
Search Quality Analyst
Google

Luisella Mazza joined Google in 2005 to work on search quality. Since then, she has focused on international search quality, particularly on European languages. She graduated from the University of Bologna, with a degree of foreign languages: French, Spanish and Catalan; and from the Dublin Institute of Technology, with a degree in technology of computing.

Ken McGaffin
Internet Marketing Consultant
LinkingMatters

Ken McGaffin is an experienced Internet marketing consultant. He has worked for major pharmaceutical companies, advertising agencies, government bodies, and non-profit organizations. Ken created "The Linking Matters Report," published in 2003. He consults, writes, and presents widely on linking strategy, website evaluations, and e-marketing strategy.



Martin Murray
Chief Executive
Interactive Return

Martin Murray is founder and chief executive of Interactive Return, a search engine marketing agency founded in 1999. The company works with clients in the U.S. and Europe, including Vodafone, Diageo, and Cablevision, and has developed its own search marketing technology to deliver highly effective search marketing campaigns. The company's expertise spans organic and sponsored listings search, and has delivered campaigns across all markets in Europe and North America. Martin is an electronic engineer and comes from a background in telecommunications working in the U.S., Japan, and Europe. He is a regular speaker at search marketing events. His areas of interest include the project management of search marketing campaigns and effective reporting procedures for search campaigns.

algorithmic changes before most other SEOs. He has a proven track record of successes in the most competitive markets.



Lee Odden
CEO
TopRank Online Marketing

An Internet marketing veteran of 10-plus years, 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.



Maile Ohye
Senior Developer Programs Engineer
Google

Maile coordinates Google Webmaster Central outreach efforts as a senior developer programs engineer. Prior to Google, Maile was a systems integration consultant for pharmaceutical and technology companies, as well as the Department of Defense. Maile earned a B.A. in cognitive science with a computer science emphasis from the University of California at Berkeley.



Matt Paines
Managing Director
XSEO Ltd

Matt Paines is the managing director of XSEO Ltd, an Internet marketing/Search Engine Optimisation (SEO) company. Trained as an electronics engineer, Matt stayed within the electronics industry for 15 years. In the mid-90's having moved to a more commercial role and having commissioned his first website, he realised the importance of marketing it once built. That is where the search engine optimisation expertise came from. In 2004, when Microsoft introduced its own search engine to rival Google and Yahoo, they decided to put a team together of SEOs, academics and power users. Matt's was one of only eight SEOs globally and the only U.K. SEO that was invited to join the "Search Champs" team.

Alan Perkins
Head of Search Marketing
SilverDisc Limited

Alan Perkins heads the search marketing division at Silver-

Disc Limited, a company he co-founded in 1993, where he manages both organic SEO and paid-placement PPC strategies. Alan has been working in the electronic marketing industry since 1990 and in search marketing since 1995. Alan specializes in dynamic sites. He has written numerous articles in this area and has provided consultancy over many years to clients who need to overcome problems caused directly or indirectly by their dynamic sites. In addition, Alan has developed a number of worldwide patents in search engine technology. He has also been a regular speaker at Search Engine Strategies since 2001, consistently achieving four-star-rated sessions. He is also an administrator at the High Rankings Forum, a popular search marketing forum. Alan is an industry-leading advocate of best practices in search marketing and believes both customers and suppliers need to assert their right to be treated fairly within the search marketing environment. He works directly with search engines to achieve this.



Claudia Poepperl
Chief Marketing Officer
MobilePeople

Claudia has 12 years experience in the mobile, media and online industries with various senior management and operational roles. At the start-up UCP she held the position of managing director and launched Germany's largest mobile youth community and subsequently MVNO. She also headed sales and business development at mobile content delivery firm Ucp Morgen and the marketing department at digital commerce software firm Qpass. Prior to this, Claudia joined T-Mobile's international division to prepare the launch of its mobile Internet services arm T-Motion and designed T-Mobile Austria's first mobile content services. Claudia has been appointed Special Advisor to the Mobile Entertainment Forum (MEF) after having served 3 years as Vice Chairman and board member. She holds masters degrees from Bowling Green State University (USA) and Paris-Lodron University (Austria) in mass communication and media studies.



Jeffrey Revoy
VP Yahoo! Search and Social Media
Yahoo! Europe

Jeffrey Revoy is the VP of search and social media for Yahoo Europe. In this role, he leads the European product strategy and development and is responsible for managing and driving the overall P&L. During his tenure, Mr. Revoy has successfully developed and launched Yahoo Local Search and Yahoo Answers in Europe, with Answers being one of the fastest growing social communities in Europe. Previously, Mr. Revoy served as the director of international communications Products at Yahoo headquarters in California. In this role, Mr. Revoy was responsible for the international business and product efforts for Yahoo's communications services, includ-

ing Mail and Messenger. Mr. Revoy holds an MBA from University of Virginia-Darden Graduate School of Business and a BBA from the University of Wisconsin, Madison.



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

Ryan is a seasoned industry veteran. His former roles include vice president, 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 the Hilton Hotels brands. Additionally, Ryan has volunteered his time with the Interactive Advertising Bureau (IAB), Search Engine Marketing Professional Organization (SEMPO), and several regional non-profit organizations.

Jaron Schaechter
Managing Director / CEO
XnX GmbH

Jaron Schaechter has been on and off in the online world for over 10 years. His first venture XNX was founded in 1997 and started off as a virtual travel agency. Together with his partner he took it to become a network of leading sport portals. In 2003 he opted for a change and pursued a career in Management Consulting. As an executive with Accenture he specialised in Project Management in the Media and Telecommunications industry. He has done work for clients almost anywhere in Europe. Among others he was responsible for rolling out a major SEO initiative to a European Yellow Pages company with operations in 8 countries. Since January 2008 Jaron is back to his roots, as Managing Director of XNX he is set to drive the sport portals into a European expansion by using partner networks, cobrands and affiliate techniques. The homepage of XNX can be found at www.xnx.de Jaron's blog can be found at www.jaron-schaechter.de



Erica Schmidt
Global Director of Search
Isobar

As global search director, Schmidt is primarily responsible for helping Isobar search agencies across the globe increase their revenues from search engine marketing, and she assists Isobar agencies in launching iProspect-branded search engine

marketing practices. Schmidt also ensures that each agency is delivering their services according to the best practices developed at iProspect in the U.S. Prior to joining Isobar, Schmidt was client services director at iProspect, responsible for overseeing a number of client-facing search teams, and focused her attention on delivering superior strategies and proactive account management to iProspect's clients. A polished speaker, Schmidt has presented at various conferences around the globe, including Search Engine Strategies. She has also authored articles for industry publications, including *Pharmaceutical Executive Magazine* and *Direct Magazine*.



Jim Sterne
Target Marketing & Chairman
Web Analytics Association

Jim Sterne is an international speaker on electronic marketing and customer interaction. A consultant to Fortune 500 companies and entrepreneurs, Sterne focuses his 25 years in sales and marketing on measuring the value of the Internet as a medium for creating and strengthening customer relationships.

Sterne has written six books on Internet advertising, marketing, and customer service, including *Web Metrics: Proven Methods for Measuring Web Site Success*. Sterne is the producer of the annual eMetrics Marketing Optimization Summit (www.emetrics.org) and is the founding president and current chairman of the Web Analytics Association (www.webanalyticsassociation.org). He was named one of the 50 most influential people in digital marketing by *Revolution*, the U.K.'s premier interactive marketing magazine.



Piers Stobbs
VP
ComScore Europe

Mr. Stobbs, heads up comScore Europe's Marketing Solutions Group focused on helping comScore's European clients improve their online and offline marketing efforts through the quantitative analysis and interpretation of comScore's robust online behavioural databases. Mr. Stobbs has extensive experience in this field, having spent three years consulting with comScore clients in the United States across a wide variety of consumer-facing sectors, including retail, travel, financial services and media. Mr. Stobbs received a M.A. Degree in Physics from Oxford University in the U.K. and an MBA from Northwestern University in the U.S.



Paul Stoddart
Senior Search Product Manager for Live Search
Microsoft

Joining Microsoft in 2005, Paul is the senior search product manager for Live Search in the U.K. Prior to this, Paul was



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the marketing manager for the Windows client team and was responsible for launching Microsoft's largest ever investment in a product, being Windows Vista. Paul has an undergraduate degree from Cambridge University and prior to joining Microsoft worked for IBM and McKinsey & Co.



Ralph Tegtmeier
aka Fantomaster

Ralph Tegtmeier graduated as master of arts from the University of Bonn, Germany, in 1981. He has gained website development and web marketing experience since the fall of 1994. He is the co-founder and principal of fantomaster.com GmbH (Belgium), a company specializing in webmaster software development, industrial-strength cloaking, and search engine positioning services.



Ian Thomas
Director, Customer Intelligence
Microsoft Advertiser & Publisher Solutions

Ian Thomas is a web analytics industry veteran, having helped to found U.K.-based web analytics firm WebAbacus in 2000, leading product development and marketing until his departure in June 2006. While at WebAbacus, Ian helped to establish the company as a leading enterprise player in the U.K. web analytics market, signing up customers such as Ocado, Confetti.com, and John Lewis.

Ian is now based at Microsoft's headquarters in Redmond, Wash., where he works for Microsoft's Advertiser & Publisher Solutions (APS) Group, guiding the development of Microsoft's portfolio of tools and services to help advertisers and publishers buy and sell online media more effectively. Ian is responsible for the launch of Microsoft's forthcoming web analytics product, codenamed "Gatineau." He also maintains a widely-read blog at www.liesdamnedlies.com, where you can find information about the forthcoming product launch, as well as Ian's views on the industry and its challenges.



Brian Turner
Director
Britecorp, Ltd.

Brian Turner has been a specialist link developer since 2003, providing link-building solutions as the director of his company, Britecorp Ltd. Brian is part of a link-building underground that rarely post practical details online, but he has kept an online presence, thanks to his guest writing for SEOmoz and syndication by WebProNews. Brian has also been interviewed by the BBC and his work featured in *Newsweek*. Britecorp is based near Inverness in Scotland, working with a global list of clients.

Stephen Turner

CTO
ClickTracks/Lyris

Dr Stephen Turner works for Lyris, Inc. as chief technology officer of ClickTracks. He leads development on the ClickTracks web analytics and BidHero campaign optimization solutions. Dr Turner has been a pioneer of web analytics since 1995 when he created Analog, one of the first web analytics programs, while still a student at the University of Cambridge. He graduated with a Ph.D. in statistics in 1996, and has been CTO of ClickTracks since the company was founded in 2002. Dr Turner's other claim to fame is as author of the first-ever backgammon page on the web.



Amanda Watlington
Owner
Searching for Profit

Amanda G. 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 at her own blog, Blogs and Feeds, and as a blogger for Search Engine Watch.

Frank Watson

CEO
Kangamurra Media

Frank Watson has been involved with the web since it started. For the past five years, he headed SEM for FXCM — at one time, one of the top 25 spenders with AdWords. He has worked with most of the major analytics companies and pioneered the ability to tie online marketing with offline conversion. He has now started his own marketing agency, Kangamurra Media. This new venture will keep him busy when he is not editing the Search Engine Watch forums, blogging at a number of authoritative sites, and developing some interesting online community sites. Frank was one of the first 100 AdWords professionals, a Yahoo and Overture ambassador, and a member or mod of many of the industry forums. He is also on the Click Quality Council and has worked hard to diminish click fraud.



Alan Webb
CEO
Abakus Internet Marketing

Alan Webb is CEO of Abakus Internet Marketing, a professional search engine marketing company based in Hanover, Germany. Alan has more than six years' experience in search

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I'm searching for...

the perfect pint of Speckled Hen.

— MATT MCGOWAN, VP BUSINESS DEVELOPMENT
& MARKETING, INCISIVE MEDIA



engine optimization, and his company has many high-profile international companies on its books. Alan speaks regularly for the German Chamber of Commerce (IHK) as well as at other major SEO/SEM events. Abakus Internet Marketing was founded in 2002 without venture capitalist money and is solely owned by Alan Webb. Alan is also a respected writer of search engine marketing articles, many of which have been published in major German- and English-speaking publications, such as Darwinmag.com (English), Computerworld.com (English), Computerweekly.com (English), Marke-X (German). Alan moderates at major search engine marketing forums, such as SEOChat.com and Searchguild.com, and he administers one of Germany's largest and most active SEO/SEM forums on the Abakus website.



Thomas Wicky
VP Online
European Directories

Mr. Wicky is VP Online at European Directories S.A. (EDSA), a leading yellow pages publisher and local search provider in Europe. He is responsible for managing group initiatives with the company's yellow pages holdings across the EDSA footprint.

Mr. Wicky joined EDSA from Herold Business Data in Austria (an EDSA company), where he was Director of Internet Strategy. At Herold, he defined the Company's online strategy and led the team that repositioned the company's online advertising presence with new search, mapping and advertising propositions.

Prior to Herold, Mr. Wicky led strategy for T-Online Austria, Deutsche Telekom's online unit, where he led international business development and repositioned its portal gaining market traction and credibility for a foreign brand in a local market. A Swiss/American, Mr. Wicky has over 10 years of Internet management experience including founding and funding a dot-com company in the recruiting space in 1997.

Previously, Mr. Wicky co-founded a public relations agency, where he managed media and investor relations campaigns for both public and private companies. He was credited for placing the first CBS News feature story coming from a PR lead over the Internet. Mr. Wicky holds a BA from Syracuse University in New York.



Dr. Ralph Wilson
Founder and Editor-in-Chief
Web Marketing Today

Dr. Ralph F. Wilson is widely recognized as one of the top international authorities in the area of Internet marketing. *Business Week* called his popular WilsonWeb.com website "bar none the best e-commerce resource out there." *Business 2.0* profiled him as one of the savvy dot-com survivors. *The New York Times* named Dr. Wilson "among the best-known Internet marketing publishers and consultants who preach the responsible use of e-mail for marketing."

He is the founder and editor-in-chief of Web Marketing Today®, the grandfather of the Internet marketing e-zines, published continuously since 1995. Currently it is sent to 107,000+ confirmed opt-in subscribers. His Web Marketing Today® Premium Edition is considered one of the top sources in the industry for in-depth content. He is a winner of the Tenagra Award for Internet Marketing Excellence and the author of hundreds of articles and numerous books, including *Planning Your Internet Marketing Strategy* (John Wiley & Sons, 2002), *The E-Mail Marketing Handbook* (Second Edition, 2005), and *The Shopping Cart Report* (Second Edition, 2004).



Dema Zlotin
Founder & VP of Strategic Search
SEMDirector

Dema Zlotin has played an integral role in the creation and development of SEMDirector's innovative search marketing automation software platform. As founder and VP of strategic services, Dema is responsible for strategic alliances, partnerships, and the development of new SEMDirector markets. Prior to SEMDirector, Dema was president of Silicon Space Inc., an enterprise software consultancy firm, which he also co-founded. While at Silicon Space, Dema created customized web-based enterprise software solutions for commercial and federal organizations, including Disney, Harcourt, Hewlett-Packard, Overland Storage, and the U.S. Navy. A member of the CMO Council and frequent speaker at industry conferences, Dema has been the recipient of several prestigious awards and nominations, including E&Y's Entrepreneur of the Year and the Starcom award. Dema has also consulted with top technology firms such as Anderson Consulting and Price Waterhouse.

SES advisory board

Search Engine Strategies recently announced the formation of its domestic advisory board. Led by SES VP of Global Content Kevin Ryan, the committee 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.



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



Ron Belanger
Vice President of Agency Development
Yahoo! Search Marketing



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



Jeff Ferguson
Director of Online Marketing
Napster



Jeannie Moran
eCommerce Marketing Director
AutoNation



Jocelyn Griffing
Senior Vice President, Media
Icon International



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



Chris Henger
Vice President Affiliate Marketing
Performics



Erynn Petersen
Sr. Manager, Advertising Platform Evangelism
Microsoft



Steven Kaufman
Senior Vice President, Media Director
Digitas



Randy Peterson
Search Marketing Innovation Manager
Procter and Gamble



Anne Kennedy
Managing Partner
Beyond Ink



Gregg Stewart
Senior Vice President, Interactive
TMP Directional Marketing



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

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October • Venue TBD

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Boston 2008

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