

**Conference Day 1 • Monday, August 8, 2005**

<b>Tracks</b>	<b>Fundamentals</b>	<b>Advanced</b>	<b>Vertical</b>	<b>Contextual &amp; Partnering</b>	<b>JupiterResearch</b>
<i>Rooms</i>	<i>- Ballroom A1</i>	<i>- Ballroom A3</i>	<i>- SJ Ballroom-Marriott</i>	<i>- Room C</i>	<i>- Room B</i>
9:00am - 10:30am	Intro. To Search Engine Marketing ★★★★ STAR RATED! FOCUS: Both SKILL: Basic	Search Algorithms: The Patent Files ★ NEW! FOCUS: Organic SKILL: Adv.	Mobile Search ★ NEW! FOCUS: Both SKILL: Advanced	Dealing With Contextual & Other Non-Search Ads ★★★★ STAR RATED! FOCUS: Ads • SKILL: Adv.	Eye of the Storm: Lessons from large search marketers
10:30am-11:00am	Morning Coffee Break - Ballroom Concourse				
11:00am-12:30pm	Search Term Research & Targeting ★★★★ STAR RATED! FOCUS: Both SKILL: Basic	Searcher Behavior Research Update ★★★★ STAR RATED! FOCUS: Both SKILL: Adv.	Video & Podcast Search ★ NEW! FOCUS: Both SKILL: Advanced	Earning From Search & Contextual Ads ★ NEW! FOCUS: Both SKILL: Adv.	Weird Science: The next generation in media planning and buying
12:30pm-1:45pm	Networking Lunch (with Birds Of A Feather Seating available) - Hall 2				
1:45pm-3:15pm	Search Engine Friendly Design ★★★★ STAR RATED! FOCUS: Organic SKILL: Basic	The Search Landscape ★★★★ STAR RATED! FOCUS: Both SKILL: Advanced	Personalized Search & Search History ★ NEW! FOCUS: Both SKILL: Adv.	Search APIs ★ NEW! FOCUS: Both SKILL: Advanced	From Broad to Specific: Capitalizing on vertical search and other niche publishing opportunities
3:15pm-3:45pm	Afternoon Refreshment Break - Ballroom Concourse				
3:45pm-5:15pm	Buying Search Engine Advertising FOCUS: Ads SKILL: Basic	Competitive Research ★★★★ STAR RATED! FOCUS: Both SKILL: Advanced	Vertical Creep Into Regular Search Results ★ NEW! FOCUS: Both SKILL: Advanced	Partnering With Search Engines ★ NEW! FOCUS: Both SKILL: Adv.	Vox Populi: Understanding the role of consumer-generated content

**Registration Hours** • Monday, August 8 • 7:30am - 5:00pm (Conf. Only)

**NOTATIONS GUIDE**

★★★★ **RATED** sessions are those that were evaluated well by attendees at previous conferences.

★/◆ **NEW!** are sessions not previously held at Search Engine Strategies.

**FOCUS:** Search engines have both "organic listings" that are generally free in nature and "paid listings." Sessions with an **ORGANIC** focus are designed for those who wish to do better in "natural" or "organic" listings. Sessions with a **PAID** focus deal especially with paid listings.

Also see the Session Planner page for itineraries for those specific sessions about organic or paid listings.

**SKILL: BASIC** sessions are especially suitable for those new to search engine marketing, though even advanced people might find them helpful. **ADVANCED** sessions are for those who already have some experience with search engine marketing. They are not designed for beginners. Also see the Session Planner page for itineraries for those who are basic versus advanced. ANY sessions are those suitable for any skill level. They generally feature some introductory presentations, with more advanced topics covered during Q&A.

# Conference Day 2 • Tuesday, August 9, 2005

9:00am - 9:30am	Keynote Conversation: Steve Berkowitz, CEO & Director, Ask Jeeves & Danny Sullivan, Editor, SearchEngineWatch.com - Hall 3			
9:30am - 9:45am	Session Interval			
<b>Tracks</b>	<b>Fundamentals</b>	<b>Advertising</b>	<b>Issues</b>	<b>News, PR &amp; Blog</b>
<i>Rooms</i>	- Ballroom A1	- Ballroom A3	- SJ Ballroom-Marriott	- Room C
9:45am-11:00am	Fun With Dynamic Web Sites ★★★★ STAR RATED! FOCUS: Organic • SKILL: Any	Perfecting Paid Listings ★★★★ STAR RATED! FOCUS: Ads SKILL: Any	Ad Management: Do Humans Matter? ★ NEW! FOCUS: Ads • SKILL: Any	RSS, Blogs & Search Marketing ★★★★ STAR RATED! FOCUS: Both • SKILL: Any
11:00am-11:30am	Morning Coffee Break - Exhibit Hall (Hall 1)			
11:30am-12:45pm	Link Building Basics ★★★★ STAR RATED! FOCUS: Organic SKILL: Any	Creating Compelling Ads FOCUS: Ads SKILL: Any	Should You Chase The Algorithm? ★ NEW! FOCUS: Organic • SKILL: Any	Meet The Blog Search Engines ★ NEW! FOCUS: Both • SKILL: Any
12:45pm-2:00pm	Networking Lunch (with Birds Of A Feather Seating available) - Hall 2			
2:00pm-3:30pm	Successful Site Architecture ★★★★ STAR RATED! FOCUS: Organic SKILL: Any	Landing Page Testing & Tuning ★ NEW! FOCUS: Ads • SKILL: Any	Ad Reps: Friend Or Foe? ★ NEW! FOCUS: Ads SKILL: Advanced	Public Relations & Reputation Management ★★★★ STAR RATED! FOCUS: Both • SKILL: Any
3:30pm-4:00pm	Afternoon Refreshment Break - Exhibit Hall (Hall 1)			
4:00pm-5:30pm	Writing For Search Engines ★★★★ STAR RATED! FOCUS: Organic SKILL: Basic	Search Engine Advertising Forum FOCUS: Ads SKILL: Advanced	Indexing Summit 2: Redirects, Titles & Descriptions ★ NEW! FOCUS: Organic • SKILL: Adv.	Meet The News Search Engines ★ NEW! FOCUS: Organic SKILL: Any
5:30pm-6:30pm	Networking Cocktail Reception - Hall 1			

**Registration Hours** • Tuesday, August 9 • 8:00am - 6:30pm (Conf. & Expo)

**Expo Hall Hours** • Tuesday, August 9 • 10:00am - 6:30pm

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## Conference Day 3 • Wednesday, August 10, 2005

9:00am - 10:30am	Converting Visitors Into Buyers - <i>Ballroom A1</i> ★★★★★ STAR RATED! FOCUS: Both • SKILL: Any		Executive Roundtable - <i>Hall 3</i> ★★★★★ STAR RATED! FOCUS: Both • SKILL: Any		
10:30am - 11:00am	Morning Coffee Break - <i>Exhibit Hall (Hall 1)</i>				
<b>Tracks</b>	<b>Linking</b>	<b>Local Search</b>	<b>Special Topics</b>	<b>In House</b>	<b>Improve Me</b>
<i>Rooms</i>	- <i>Ballroom A1</i>	- <i>Ballroom A3</i>	- <i>SJ Ballroom-Marriott</i>	- <i>Room C</i>	- <i>Room B</i>
11:00am-12:30pm	Linking Strategies * NEW! FOCUS: Organic SKILL: Advanced	Local Search Marketing Tactics ★★★★★ STAR RATED! FOCUS: Both SKILL: Any	Beyond ROI: Getting Creative With Search * NEW! FOCUS: Both SKILL: Any	Big Site/Big Brand SEM ★★★★★ STAR RATED! FOCUS: Both SKILL: Any	Pimp My Site! * NEW! FOCUS: Organic SKILL: Any
12:30pm-1:45pm	Networking Lunch (with new Birds Of A Feather Seating) - <i>Hall 2</i>				
1:45pm-3:15pm	Buying & Selling Links * NEW! FOCUS: Both SKILL: Advanced	Meet The Local Search Engines ★★★★★ STAR RATED! FOCUS: Both SKILL: Any	Copyright & Trademarks * NEW! FOCUS: Both SKILL: Any	Working Together * NEW! FOCUS: Both SKILL: Any	Site ECG * NEW! FOCUS: Organic SKILL: Any
3:15pm-3:45pm	Afternoon Refreshment Break - <i>Exhibit Hall (Hall 1)</i>				
3:45pm-5:15pm	Search Engine Q&A On Links * NEW! FOCUS: Organic SKILL: Any	Local Search Ads * NEW! FOCUS: Ads SKILL: Any	Auditing Paid Listings & Click Fraud Issues ★★★★★ STAR RATED! FOCUS: Both SKILL: Any	In House Forum * NEW! FOCUS: Both SKILL: Any	Usability Clinic * NEW! FOCUS: Organic SKILL: Any
5:30pm-6:30pm	Evening Forum With Danny Sullivan - <i>Ballroom A1</i> • ★★★★★ STAR RATED! • FOCUS: Both SKILL: Any				

**Registration Hours** • Wednesday, August 10 • 8:00am - 5:30pm (Conf. & Expo)  
**Expo Hall Hours** • Wednesday, August 10 • 10:00am - 4:00pm

## Conference Day 4 • Thursday, August 11, 2005

<b>Tracks</b>	<b>Shopping &amp; Merchant</b>	<b>Measuring</b>	<b>Organic</b>	<b>Vertical</b>	<b>Clinics</b>
<i>Rooms</i>	- <i>Ballroom A1</i>	- <i>Ballroom A3</i>	- <i>SJ Ballroom-Marriott</i>	- <i>Room C</i>	- <i>Room B</i>
9:00am-10:15am	'Tis The Season ◆ NEW FOR SAN JOSE! FOCUS: Ads SKILL: Advanced	Measuring Success Overview ★★★★★ STAR RATED! FOCUS: Both SKILL: Any	Organic Listings Forum ★★★★★ STAR RATED! FOCUS: Organic SKILL: Advanced	Business To Business Tactics ★★★★★ STAR RATED! FOCUS: Both SKILL: Any	Ad Copy & Landing Page Clinic FOCUS: Ads SKILL: Any
10:15am-10:45am	Morning Coffee Break - <i>Ballroom Concourse</i>				
10:45am-12:00pm	Shopping Search Tactics ★★★★★ STAR RATED! FOCUS: Both SKILL: Any	Measuring: The Time Warp * NEW! FOCUS: Both SKILL: Any	Meet The Crawlers: Submissions & Feeds Edition ★★★★★ STAR RATED! FOCUS: Organic SKILL: Any	Meet The B2B Search Engines * NEW! FOCUS: Both SKILL: Any	Link Building Clinic ★★★★★ STAR RATED! FOCUS: Organic SKILL: Any
12:00pm-12:45pm	Lunch Break - <i>Hall 2</i>				
12:45pm-2:00pm	Shopping Search & Merchant Reputations * NEW! FOCUS: Organic SKILL: Advanced	Measuring Offline Sales & Conversion ★★★★★ STAR RATED! FOCUS: Both SKILL: Any	My SEM Toolbox * NEW! FOCUS: Both SKILL: Any	Spanish Language Search Marketing Tactics * NEW! FOCUS: Both SKILL: Advanced	Site Clinic ★★★★★ STAR RATED! FOCUS: Organic SKILL: Any

**Registration Hours** • Thursday, August 11 • 8:00am - 2:00pm (Conf. Only)