

Pre-conference Search Engine Marketing (SEM/SEO) Training workshops

7.00 am – 8.00 am Registration

8:00 am – 12.00 pm 2 training workshops:

1) Link Building 2009 – Hands on Trainings Workshop

Effective link building strategies are highly critical for your online success. Outdated strategies could nowadays even have a negative effect. The company CEMPER.COM constructs link building for more than 400 customers professionally and shows in this training, how they work, what tools they use daily, and how to build effective links that operate. The focus will be on legitimate strategies, White Hat Link Building, techniques from BlackHat scene, will not be discussed, however their risk profile will be briefly presented.

Link building strategies will be explained for various disciplines: Link building, Link buying, Link begging, Link Baiting. We will discuss the main evaluation criteria and success factors for an effective search engine optimization strategy. This workshop is for everybody who wants to know what strategies are necessary to create an organized and traceable link building strategy. This workshop is especially designed for experienced SEO's who have experience in the field of Link building. There will be enough time for questions and it is also possible to have your website analyzed in the "Site Clinic".

2) Web Analytics Workshop: Data Into Action

This workshop sets its focus on Web Analytics. It is about the process of installing a culture within a company of analyzing a website. Many different topics will be discussed: How can the correct KPIs be defined? How to convince my manager? Why do I need a web analyst? What should a Web Analyst be able to do? How can I achieve actions and improvements? How can I get more sales by generating web analysis?

12.00 pm – 1.00 pm Lunch break

1.00 pm – 5.00 pm 2 training workshops:

1) Link Building 2009 – Hands on Trainings Workshop

Same as given at the 8.00 am – 12.00 pm session.

2) Best Practices der Search Engine Marketing

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. Many pitfalls need to be avoided not to burn your budget but to achieve the best possible return and to establish your SEA campaign as a long-term ROI positive and growing traffic channel. This comprehensive training will familiarize attendees with all major aspects of search engine advertising and its various options. It is suitable for beginners but also includes numerous tips for SEA experts. This interactive training provides best practices on keyword selection, campaign structure, tips on writing effective text ads and optimizing landing pages. It also covers in house SEA vs outsourcing as well as selecting SEA management tools.

This training gives you an extensive overview on the latest optimization techniques and includes guidance on structuring your PPC campaigns for easy maintenance and best returns.

This is a comprehensive training session that includes real-world information for users and managers. The practical advice and best practices taught in the session will help attendees run more efficient campaigns with higher returns. Attendees will:

- * Enhance their knowledge base about paid search and its many options
- * Understand the components of a good paid advertising strategy
- * Acquire tips on developing effective ads and landing pages that convert visitors to buyers
- * Discover ways to measure paid search performance and learn techniques to optimize campaigns
- * Gain new insights into bidding strategies and campaign management
- * Acquire tips on running efficient content and placement campaigns
- * Look at advantages and disadvantages of in house vs outsourced SEA

Day 1 – Conference Agenda

7:30am–9:00am Registration

8:00am-9:00am Morning Coffee

9:00am-9:15am Conference Welcome & Orientation

9:15am - 10:00am Opening Keynote:

Bill Hunt, President, Back Azimuth Consulting

10:00am - 10:05am Intercession Break

10:05am - 11:05am

Fundamentals Track

Introduction to Search Engine Marketing

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

Advanced Track

Search Around the World (In English)

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" will discuss the marketplace and the impact it's having on the world.

11:05am - 11:30am Intercession Break

11:30am - 12:30pm

Fundamentals Track

Successful Site Architecture

This session will provide a fresh look at how 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. The speakers will cover 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. If time allows, 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.

Advanced Track

German-Specific SEO + PPC Issues

While many search engine optimization matters are common globally, German companies have specific SEO and PPC issues that don't affect other markets. Panelists offer a variety of practical approaches to dealing with a host of German-specific SEO challenges, as well as covering key issues for paid search marketers in Germany.

12:30pm - 1:30pm Networking Lunch

1:30pm - 2:30pm

Fundamentals Track

Search Advertising 101

Paid placement is a form of search advertising that provides a top ranking in return for payment. Every major search engine offers a paid placement program. Learn what's available in this session that is especially geared toward beginners, with details on programs from major providers and advice on how to succeed.

Advanced Track

Advanced Paid Search Techniques

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

2:30pm - 3:00pm Afternoon Break

3:00pm - 4:15pm

Fundamentals Track

Keywords & Content: Search Marketing Foundations

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

Advanced Track

Analytics for Search: ROI, Engagement, Attribution, and More

Cut to the chase! Use analytics tools to get the specific answers you need about your search marketing campaign's economic performance, your users' on-site behaviors, and how to look for major red flags in traffic patterns. This slate of experts will keep you focused rather than poring through hundreds of pages of meaningless statistics.

4:15pm - 4:30pm Intercession Break

4:30pm - 5:45pm

Fundamentals Track

Converting Visitors Into Buyers

Getting visitors to your web site 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 are your goals. Learn about making this conversion. The latter part of the session takes volunteers from the audience and examines their web sites live to provide general feedback about changing them to improve visitor conversion.

Advanced Track

Link Strategies 2009

Effective linking is crucial, but linking strategies that once worked may not be the way to go in 2009. This session will explore everything from whiteHat to greyish and blackhat link building techniques thanks to a top panel of top link building experts. Issues such as whether you should (still) buy or sell links, over optimization of link growth, anchor texts and internal linking structure. Also options like (automated) link networks and paid link brokers, will be discussed. Prepare to come early, this session will be packed!

5:45pm - 7:00pm Networking Cocktail Reception

Day 1 – Conference Agenda

7:30am-9:00am Registration

8:00am-9:00am Morning Coffee

9:00am - 9:45am Morning Keynote

9:45pm – 9:50am Intercession Break

09:50am - 11:00am

Issues & Strategies Track

Creating Compelling Ads & Landing Pages

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.

Tactics Track

Multi-Country Campaign Management

Planning a search engine marketing campaign that covers Europe or other countries throughout the world requires different strategies than doing SEM for a single-country. Get tips and advice on how to proceed in an efficient, effective manner.

11:00am - 11:30am Intercession Break

11:30am - 12:30pm

Issues & Strategies Track

SEO Mythbusters

Because the algorithms search engines use are highly secretive and always changing, search engine optimization is an area that's particularly susceptible to myths, rumors and urban legends. Join us for an enlightening discussion as our panel of experts debunks common misperceptions and misleading practices about SEO.

Tactics Track

Universal & Blended Search: Challenges and Opportunities

Search result multiplicity is not a new phenomenon, but recent advancements guarantee that the world of search and marketing will be changing forever. Before you attend this week's optimization and best practices sessions, learn from industry gurus some of the opportunities and challenges in universal & blended search.

12:30pm - 1:30pm Networking Lunch

1:30pm - 2:30pm

Issues & Strategies Track

Duplicate Content & Multiple Site Issues

More and more site owners are concerned that they might get penalized accidentally or overtly because of duplicate content. If you run mirror sites, will search engines ban you? If you have listings that are similar in nature, is that an issue? What happens if you syndicate content through RSS and feeds? Will other sites be considered the "real" site and rob you of a rightful place in the search results? This session looks at the issues and explores solutions.

Tactics Track

Extreme Makeover: Live 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.

2:30pm - 3:00pm Afternoon Break

3:00pm - 4:15pm*Issues & Strategies Track***Turning the Social Web Into Real ROI**

Today the social web is essential to how we live our lives and how we stay connected. We use it to keep up with friends, family, colleagues, and even public figures and businesses. But does it really present an opportunity to marketers? The social web has proven to be effective in helping marketers reach the right audience at the right time. The way we stay connected has moved beyond email to a world of real-time reciprocal communication. With more time spent on Facebook than email these days, marketers are able to reach a large and interested audience and engage in a two-way dialogue with consumers.

This session will explore best practices in how marketers can leverage the social web as a simple way to quickly build and manage effective campaigns. Our panel of experts will share their first-hand experience and help marketers gain a better understanding of what they can do to maximize their success through the use of these tools.

*Tactics Track***Location Based Services: When Mobile Meets Local**

With Wi-Fi becoming common place and GPS empowered mobile devices proliferating, location-based services (LBS) are opening up new markets in wireless advertising and providing search marketers with increasing opportunities to target searches based on specific locations. Map-based services, point-of-interest identification, turn-by-turn navigation, buddy-tracking, traffic reports, and text-message coupons, are all becoming available to mobile users. Join us for a spirited discussion as we explore the issues surrounding location-based services and the associated concerns regarding privacy and unsolicited wireless advertising.

4:15pm - 4:30pm Intercession Break**4:30pm - 5:45pm***Issues & Strategies Track***SEO Expert Q&A**

Join us for a no-holds-barred interactive session in which veteran search engine marketers disclose some of their favorite search engine optimization and marketing tips, tricks, and secrets. While there's no replacement for old-fashioned hard work, getting the inside scoop and shortcuts to search success never hurt. Bring any and all questions as nothing is off limits for our seasoned panel of experts.

*Tactics Track***My SEM Toolbox**

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