

## PubCon Launches Training Program and Workshops At PubCon Las Vegas, 2009

[PubCon](#), the Internet Marketing and Search Engine Conference, is launching two Training Workshops to take place Monday, November 9th at its Las Vegas Conference 10 - 13th November 2009 at the Las Vegas Convention Center.

The PubCon Training Workshops will have two simultaneous tracks of in-depth sessions, led by some of the industry's most respected professionals. The two topics will be search engine marketing (SEM), pay-per-click (PPC), paid search marketing, and search engine optimization (SEO) with organic search optimization and marketing.

Brett Tabke, PubCon's organizer said, "We're very excited about offering a world-class training program to PubCon attendees, and expect that many will take advantage of this impressive training program at November's Las Vegas PubCon and add an extra full day of learning to kick off their conference week. With a limited number of spots available in this intensive training program, we expect to reach capacity sooner rather than later, so I'd urge attendees to sign up soon and take advantage of this special offer. I'm thrilled to offer this opportunity to extend the PubCon experience to a full week with our new training program, and look forward to seeing you there."

Brad Geddes, a leading training expert, heads up the workshop dedicated to the SEM, PPC, Paid Search Marketing landscape. Brad is owner of BGTheory.com, a firm of experts in Pay Per Click Marketing, Local Search, and Reputation Management. Brad is the former Director of Marketing at LocalLaunch and routinely hosts Google AdWords seminars around the U.S.

Also on the SEM and Paid Search side of the isle will be noted author Tim Ash, the president and chief executive of SiteTuners.com. Tim is the author of Amazon.com e-commerce bestseller 'Landing Page Optimization: The Definitive Guide To Testing and Tuning for Conversions.' Rounding out the Paid, SEM and PPC side will be Brian Massey, from Conversion Sciences. Massey teaches businesses the science of turning Web traffic into leads and sales. Geddes will be teaching AdWords front-end setup and usage, Ash the art of landing page optimization, while Massey will teach a program centered on conversion techniques.

The topics will include: - Advanced PPC Ad Creation and Optimization, Landing Page Optimization, Multivariate Testing and Optimization, Understanding Your Google AdWords Quality Score, Click Fraud Identification, Landing Pages That Convert. And it will feature specific hands-on time with students for a question and answer session.

The SEO and Organic Search Workshop is in the second track of sessions which will be headed by Michael Gray, president of Atlas Web Service, Carolyn Shelby, the director of natural search at Cshel.com, and Joe Laratro, the president of Tandem Interactive. Heading up the organic search and SEO PubCon training track is Joe Laratro, an experienced training professional and PubCon's lead moderator, who has written and spoken extensively about SEO content. Laratro will be teaching mid-level traditional SEO methods, Shelby an introduction to the SEO world of 2009, while Gray will focus on leading edge methods in SEO and Social Media. The topics will include: - Keyword Targeting And Long Tail Targeting, Advanced Link Building Campaigns To Increase Link Popularity, Traditional On-The-Page SEO for 2009, Social Media Campaigns - What's New and Hot, Bleeding Edge SEO, and Leveraging Twitter.

Want to know more about PubCon?

Conference registration is at [www.pubcon.com](http://www.pubcon.com)

### About PubCon

PubCon is a multi-track educational conference hosted by SearchEngineWorld and WebmasterWorld. PubCon events are for thought leaders and professionals in search engine and Internet marketing and advertising to gather and to share best practices in the design, development, promotion and marketing of their Internet businesses and brands.

For more information about the conference, contact Brett Tabke at 512-231-8107 or [brett@webmasterworld.com](mailto:brett@webmasterworld.com)

Jeff Randall 512-231-8107 ext 102 [jeff@webmasterworld.com](mailto:jeff@webmasterworld.com)  
In the U.K., contact Neil Marshall at 512-231-8107 ext 106 or [engine@webmasterworld.com](mailto:engine@webmasterworld.com)

For more details about sponsorship and exhibition opportunities, contact Strategic Marketing Director Joseph Morin at 512-231-8107 ext 104 or joe at [webmasterworld.com](http://webmasterworld.com)