

## PubCon South, Austin, Texas, Announces Extensive Conference Session Line-Up

PubCon, the search engine and Internet marketing conference and expo, has announced an extensive line-up of industry-leading speakers at PubCon South, Norris Executive Conference Center, Austin, Texas, on March 11-13, 2009. Themes include Organic SEO, SEM, Social Media, Networking and Linking, along with sessions of Interactive Site Reviews.

Brett Tabke, PubCon's organizer and WebmasterWorld's CEO, said, "If you're serious about your business on the Internet, we've put together an extensive conference line-up to help you get the most out of your search engine and Internet marketing programs. With two top-notch keynote speakers, Guy Kawasaki and Google's Matt Cutts, and sessions covering all topical aspects of the Internet, I know attendees will come away with fresh marketing initiatives."

PubCon South is a multi-track conference with an extensive program of educational, highly topical sessions, where cutting-edge Internet marketing knowledge is shared with attendees. As an example, PubCon South will hold sessions on the theme of SEO covering:- In House SEO, Universal and Personal Search, Organic Keyword Research and Selection, Top Secret Tools of the Trade, SEO Site Design, etc. Sessions on the topic of SEM include:- Large Scale Bid Management, Conversion Optimization and Testing, Ecommerce, CMS, and Shopping Cart Optimization, etc. The Social Media Theme includes sessions on Twitter Landscape, Consumer and Community Generated Content, Emerging Social and New Media Landscape, etc. For the complete list of over 30 sessions, visit the PubCon South Session Grid. For the complete list of sessions, visit the PubCon South Session Grid.

Conference registration, and a full list of speakers and sponsors is at <http://www.pubcon.com>

### About PubCon

PubCon is a multi-track educational conference hosted by SearchEngineWorld & WebmasterWorld. PubCon events are for thought leaders and professionals in search engine and Internet marketing 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 at webmasterworld.com

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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