

PubCon South, Dallas, SEO/SEM Training Program and Workshops Announced

Austin, TX February 4, 2010 -- PubCon, the social media, Internet marketing, search marketing conference and expo, is announcing a one-day, two track SEO/SEM Training Program and Workshop to take place Tuesday, April 13th, a day before its PubCon South at Dallas conference April 14 - 15, 2010 at the Richardson Conference and Civic Center, Dallas, Texas.

The PubCon South Training Program and Workshops will have two simultaneous tracks of in-depth sessions, led by some of the industry's most respected professionals. Track one will be on Search Engine Marketing (SEM), Pay-Per-Click (PPC), and Paid Search Marketing, with track two on Search Engine Optimization (SEO).

Brett Tabke, PubCon's organizer said, "I'm delighted to announce the return of these workshops after the fantastic success of the event at PubCon Las Vegas. That event was a sell-out, and we expect these sessions to sell out, too. These are the industry's leading experts presenting hands-on, practical, educational and topical content. It really is one of the best ways to train and educate for in-house specialist or external consultants."

Brian Massey heads up the track dedicated to the paid search landscape. Brian is from Conversion Sciences, and teaches businesses the science of turning Web traffic into leads and sales. 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.'

The topics in this track will include: - Define and Understand Your Audience. Landing Page Conversion Best Practices. Live Audience Case Study, and Ask The Experts. Covered within that will be advanced PPC ad creation and optimization, landing page optimization, multivariate testing and optimization, understanding your quality score, click fraud identification, landing pages that convert, and specific hands-on time with the students.

The SEO and Organic Search Workshop is in the second track of sessions, headed by Joe Laratro, president of Tandem Interactive, an experienced training professional and PubCon's lead moderator, who has written and spoken extensively about SEO content. Joe is joined by Michael Gray, president of Atlas Web Service, and Carolyn Shelby, the director of natural search at Cshel.com.

Shelby will present SEO Basics: Architecture, Content, and Linking. Laratro will be teaching Intermediate SEO Methods. Gray will focus on Advanced SEO: The latest and greatest tactics. The topics will include: - keyword targeting and long tail targeting, advanced link building campaigns to increase link popularity, traditional on-the-page SEO for 2010, social media campaigns - what's new and hot, bleeding edge SEO, and leveraging twitter.

Want to know more about PubCon? Check out the PubCon testimonials.

Conference registration for the SEO/SEM Training and Workshops is at www.pubcon.com

About PubCon

PubCon is a multi-track educational conference hosted by WebmasterWorld.

PubCon events are for thought leaders and professionals in Internet marketing, social media, search 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 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