

PubCon Search and Social Media Training Program in Austin, Texas on July 21, 2010

Austin, TX May 19, 2010 -- [PubCon](#), the premier search and social media conference and expo, has announced an expert-led training program on Wednesday, July 21, 2010 in Austin, Texas at the downtown Radisson Hotel and Suites, a day-long two-track slate of intensive educational search and social media programs and workshops.

The PubCon Austin training program will present two tracks of workshops led by some of the industry's most respected search and social media marketing professionals.

An organic search engine optimization (SEO) and marketing track will cover keyword and long-tail search targeting, link-building campaigns, bleeding-edge on-the-page SEO strategies, and other search topics.

A simultaneous social media marketing track will feature workshops on reputation management, Twitter and Facebook optimization, social media landing page conversion, and other social media subjects.

The July PubCon Austin search training program will feature in-depth sessions led by some of the industry's most respected search professionals, with the SEO track including Michael Gray, president of Atlas Web Service, Carolyn Shelby, Web experience manager at United Way of Metro Chicago, Joe Laratro, president of Tandem Interactive, and Brett Tabke, founder and chief executive of WebmasterWorld.

The social media marketing track will feature Trackur chief executive and Marketing Pilgrim founder Andy Beal, HubSpot.com's self-proclaimed viral marketing scientist Dan Zarella, and Brian Massey, from Conversion Sciences, who teaches businesses the science of turning Web traffic into leads and sales.

Tabke said, "We're thrilled to offering a world-class search and social media training program in Austin on July 21, 2010. With a limited number of spots available in this intensive training program, we expect to reach capacity sooner rather than later, and I encourage attendees to sign up soon and take advantage of this special offer."

Due to the nature of this training program, the size of the classes will be limited, and early sign-ups are encouraged for this valuable day-long series of search and social media marketing workshops.

Details about the [PubCon Austin](#) search and social media training program, including registration information, are available at www.pubcon.com

About PubCon

[PubCon](#) is a multi-track educational conference hosted by WebmasterWorld. PubCon events are for thought leaders and professionals 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@webmasterworld.com

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