

WebmasterWorld Inc. and SEO Class Announce Partnership to Produce Premium Internet Marketing Training Program

WebmasterWorld's Inaugural Two-Day Internet Marketing Training Program, PubCon SEO Class, Is Scheduled for New York on July 30 and 31

AUSTIN, Texas--WebmasterWorld Inc. (<http://www.WebmasterWorld.com>) and SEO Class Inc. (<http://SEOCClass.com>) today announced a partnership to produce a PubCon SEO Class, a premium Internet marketing training program. The two-day premium SEO Class SEM training programs are limited to less than 50 participants and focus on midrange to advanced Search Engine Marketing and Search Engine Optimization curriculum.

Brett Tabke, WebmasterWorld's founder and CEO, said, "This type of advanced training is something we have wanted to do for several years. Many of today's leading edge linking strategies, search engine marketing programs, bid management techniques, organic optimization, and social marketing methods were invented by this group of key speakers and educators. When we started to compare notes for session content, I was impressed by the level of expertise displayed by these marketers in their specific fields. Each of these marketers carry out effective, real world marketing action items on their own sites and client sites. Their ideas and techniques are ground breaking in their depth of knowledge and often, the brilliance of their novel ideas is in the simplicity."

The SEO Class Internet marketing training program delivers a new, intimate educational experience complementing the wider range of information available from WebmasterWorld's successful and established PubCon conferences series. Previous attendees of SEO Class affirm the benefits of this new format. Manny Marrero of Best Buddies International said, "...it offered a small, accessible and a very informative and concise format. It allowed everyone from newbies to advanced SEOs to ask questions and receive detailed and informative answers. In addition, the presenters were not only knowledgeable, but approachable, mingling with the participants, and allowing a level of accessibility I had not experienced before."

The inaugural two-day SEO Class by PubCon is scheduled for New York on July 30th & 31st. Space is limited and attendees should register at <http://SEOCClass.com>. Registration is \$2999; however, early bird attendees qualify for a discounted rate of \$1999 for registrations before June 30th. Additionally, all attendees will receive a 30% discount coupon for this year's WebmasterWorld PubCon Las Vegas.

The speakers for this event are: Brad Geddes (ewhisper), Michael Gray (GrayWolf), Joe Laratro (Tandem-interactive.com), Todd Malicoat (stuntdubl), Greg Niland (GoodROI) and Brett Tabke (WebmasterWorld). The Search Marketing curriculum on the first day will focus on Content Creation, Brand Management, Usability & Conversion, Blogging, and Link Management. The evening is rounded off with a complimentary dinner with the speakers. The second day will focus on Social & Viral Marketing, Research Techniques, Paid Marketing Campaigns, Technical Setup, and Internet Marketing Tools.

In addition to the extensive and focused Internet marketing information, attendees have access to the "Bullpen" session anytime during the two-day workshop. This session enables a private review of their online marketing programs ensuring one-on-one attention from the Pubcon SEO Class speakers. Greg Niland, WebmasterRadio.fm Show Host said, "These Bullpen sessions help define each individual's specific needs. When leaving the event, they are fully trained and ready to market their sites and services effectively in today's online world."

About PubCon

WebmasterWorld's PubCon is an educational conference and industry trade show programmed specifically for web professionals and website site owners. Whether your primary role is in web site marketing, corporate IT development, or in technology business management you will find something of value at PubCon. At each event there is ample opportunity for quality networking. For registration details, go to: <http://www.PubCon.com>.

About WebmasterWorld

WebmasterWorld is the leading source for Search Engine and Internet marketing news, best practices and educational events. Founded by Brett Tabke, an early '80s innovator in running Bulletin Board Systems, initially on SearchEngineWorld.com, the WebmasterWorld.com Forum began in 1996 and is now the largest community of online marketing professionals with more than 3 million posts and more than 120 discussion topics.

For more information about the conference, contact Brett Tabke at 512-231-8107 or brett@webmasterworld.com. In the U.K., contact Neil Marshall at +44-118-988-0288 or 512-772-1897 or engine@webmasterworld.com.

For more details about sponsorship and exhibition opportunities, contact Strategic Marketing Director Joseph Morin at 512-497-6856 or joe at webmasterworld.com