

*Search Engine Marketing Is on the Rise.
Are You Keeping Up?*

Proven Strategies for Improving Your Search Engine Marketing

Newark, NJ • January 15, 2008



**This seminar
qualifies for
1.0 credit
toward your CMM
certificate.**

See inside for details.

Society of Marketing Professionals



Kenny Baroff

Kenny Baroff, principal of Marketing Plus One, LLC, began his marketing consulting firm in 1999. With an undergraduate degree in finance, masters program in marketing, and 20 years of ownership in eight retail stores and a national mail order business, Mr. Baroff then decided to pursue his new career in marketing. The new company, Marketing Plus One, LLC, was built as a consulting firm whose mission is to help companies grow and achieve results, integrating traditional marketing with new technologies. Combining his entrepreneurial visions and traditional educational background, Mr. Baroff began to educate his clients with many of his strategic plans. With a complete background in business, he offers financial consulting and assisting with cash flow analysis and financial budgets; business advice, assisting with everyday business decisions and marketing strategies; developing the proper tools to use that will help you grow your business. Mr. Baroff incorporates many philosophies in his approach to solving everyday problems. With the assistance of many consultants, various business seminars and ongoing mentoring, Mr. Baroff offers his clients modern state-of-the-art thinking. When Mr. Baroff established his marketing firm, he knew that the Internet would play a major role in his clients' marketing strategies. He educated himself over the past eight years in the search engine marketing arena. Partnering with Mr. Reiser, they formed a company, SEO Web Results, whose main purpose is to assist clients in obtaining high rankings of their Website on the major search engines. Thus, most of their clients have achieved top results of the search engines and have enjoyed increased revenue over many years.



Brian Pasch

Brian Pasch is a lifelong resident of New Jersey and also a graduate from Rutgers University with a degree in physics. Mr. Pasch has been involved in computer software development and IT system design for over 20 years and is a published software author. He has worked in many fields over his lifetime, including a role on the Goldman Sachs IT team from 1990 to 1993 and CIO/CEO of Millennium Teleservices from 1993 to 2005. In 2005 he started his namesake Internet marketing and web optimization consulting practice. The Pasch Consulting Group assists companies with organic and pay-per-click search marketing as well as Internet brand awareness. Mr. Pasch is an avid writer and is a frequent contributor to his personal wine collecting blog at www.brianpasch.com and to various wine publications. Examples of his company's work can be viewed on www.seonj.com or www.searchengineoptimization-nj.com.



Glenn Reiser

Glenn R. Reiser attended the University of Maryland at College Park, where he received a B.A. degree. Mr. Reiser attended Seton Hall University School of Law in Newark, New Jersey, and received a J.D. degree. Since 1990, he has been engaged in the private practice of law and is presently a partner in the law firm of LoFaro & Reiser, L.L.P., with offices in Hackensack, New Jersey. Since 2000, Mr. Reiser also has been a principal of Marketing Plus One, LLC d/b/a SEO Web Results, a New Jersey marketing firm specializing in search engine marketing for small to midsize businesses. His expertise in search engine optimization and search engine marketing began when his law firm first published a Website in 1997. Mr. Reiser began searching for legal related Websites where he could place a link to his firm's site. Within three to six months of starting this process, Mr. Reiser noticed an influx of new client inquiries who had contacted his firm from the Website.

Society of Marketing Professionals

The Society of Marketing Professionals is dedicated to enhancing the marketing profession. SMP is committed to the specific educational and developmental needs of our members.

SMP is focused on being the principal source of effective and pertinent marketing solutions, information and techniques for the business and consumer sectors. Members of SMP gain access to an assortment of specialized marketing courses, product offerings and other educational tools. These opportunities assist our members in securing their position at the forefront of their respected discipline.

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Earn your Certificate of Marketing Merit today!

*Holiday Inn North • 160 Frontage Road
Newark, NJ • January 15, 2008
973.589.1000*

*This seminar will be presented by Kenny Baroff, Brian Pasch
and Glenn R. Reiser.*

- 8:45 – 9:15 **Registration**
9:15 – 9:45 **Introduction of Speakers**
- 9:45 – 10:15 **Internet Marketing Overview**
- Why Advertise on the Internet?
 - What Is SEO and Why Is It Not an Exact Science?
 - **Lab** – Showing Paid vs. Organic Visibility of Seminar Attendee Websites Collected in Advance
- 10:15 – 10:30 **Networking Break**
- 10:30 – 11:00 **What Is a Good Website Design?**
- HTML vs. Flash
 - **Lab** – Showing the Good and Ugly of Websites We Have Seen, Also Showing Content Management Websites
- 11:00 – 11:45 **Organic Web Optimization Basics**
- Components of an SEO Campaign
 - **Lab** – Pull up Student Websites to See How Their Meta Tags Stack up to SEO 101 Standards
- 11:45 – 12:45 **Lunch (On Your Own)**
- 12:45 – 1:15 **Organic Optimization Strategies**
- Identify the Right Keywords
 - **Lab** – Show Google Link Command Seeing From Student Sites How They Can See Links That Exist; Good and Bad
- 1:15 – 1:45 **Pay-Per-Click Introduction**
- PPC Concepts
 - Google, Yahoo, MSN
 - **Lab** – Show an Existing Google PPC Campaign and Explain the Fields and Data That It Provides
- 1:45 – 2:00 **Networking Break**
- 2:00 – 2:30 **Pay-Per-Click Workshop**
- Campaign Research, Budgeting and Tuning
 - **Lab** – Show PPC Fine Tuning or Strategy Examples
- 3:00 – 3:30 **Common SEO Mistakes**
- Spamming
 - Flash, HTML and Images
 - **Lab** – Use XENU to Pick a Few Student Sites to Show Common Error or Duplicate Meta Tags
- 3:30 – 3:45 **Networking Break**
- 3:45 – 4:15 **Realistic SEO Next Steps**
- Needs Commitment of Time From Management Team
 - Not an Overnight Process
 - **Lab** – Show a Time Line of How Rankings Change From Start to Finish on a Client SEO Project
- 4:15 – 4:30 **Wrap-Up/Summary**

*Society of Marketing Professionals reserves the right to modify
the agenda and the faculty when circumstances are beyond our control.*

AudioConferences



Check out www.societyofmarketing.org
for a complete list of upcoming events

Is your Website not delivering leads and sales? Are your competitors' Websites appearing at the top of the search engines while your site is nowhere to be found? You are invited to attend this innovative seminar sponsored by the Society of Marketing Professionals. Come join our panel of search engine marketing experts for a full day of workshops reviewing the basic strategies and tips for building and marketing a successful Website, including live demonstrations and critiques of audience members' Websites.

5 reasons to attend!

- Turn your Website into a lead generation tool
- Increase search engine visibility
- Identify the key words you need to be using
- Improve your pay-per-click campaigns
- Attendee Website critiques

BONUS! Free manual with registration

RegisterNow!



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Mail: Printable registration forms are available online. Mail with payment information to Society of Marketing Professionals P.O. Box 509 Eau Claire, WI 54702-0509

Log on to www.societyofmarketing.org to register now!

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RegisterNow!



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