

DMA Virtual Seminar

Insider Secrets From A Master SEO Copywriter

Is your company craving top Google, Yahoo! and MSN rankings? Learn how to leverage the power of your content for top search positions! Best-practice SEO copywriting techniques are a proven way to boost your search engine rankings — plus help your site see sizzling online conversions.

This virtual seminar will teach you the latest actionable SEO copywriting tips, including:

- How to generate hot, word-of-mouth buzz, capturing customers during every phase of the buying cycle.
- Simple ways that you can improve your content for search engine spiders — without sacrificing your conversion flow.
- How to fiercely protect your online branding through smart SEO copywriting campaigns.

Speaker

Taught by Heather Lloyd-Martin, pioneer of SEO copywriting and Chair of the DMA's Search Engine Marketing Council, this session promises to be informative, fun and fast-paced. Don't miss it!