

## **For Immediate Release**

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## **Digital Marketing Agency TopRank Online Marketing Reveals Proven SEO and Social Media Marketing Strategies At Search Engine Strategies San Jose**

*SES Advisory Board Member & TopRank CEO Lee Odden to demonstrate SEO & Social Media Expertise during three panel sessions and one DMA pre-conference workshop*

Minneapolis, MN July 30, 2009 -- TopRank® Online Marketing, a leading digital marketing and PR agency, will help attendees of Search Engine Strategies (SES) San Jose develop powerful online marketing strategies that blend components of [Search Engine Optimization \(SEO\)](#) and [social media marketing](#). Now in its 11<sup>th</sup> year, SES San Jose 2009 occurs August 10-14 at the San Jose Convention Center.

One of the largest conferences of its kind, SES is a leading source of education and networking for in-house and agency Internet marketers alike. In August of every year SES lands in Silicon Valley attracting the leading minds of the search marketing world.

Lee Odden, CEO, TopRank® Online Marketing, will be one of the practitioners attracting attendees to SES San Jose 2009. Recently named to the SES Advisory Board, Odden will reveal real-world insight regarding SEO and social media marketing.

During SES San Jose 2009 Odden will participate on three panels:

- *In the Now: Conversational & Real Time Marketing*  
Tuesday, August 11<sup>th</sup> 2009 – 11:45am-12:45pm
- *Social Media: White Hat vs. Black Hat*  
Wednesday, August 12<sup>th</sup> 2009 – 4pm-5:30pm
- *SEO Through Blog & Feeds*  
Thursday, August 13<sup>th</sup> 2009 – 10:30am-11:45am

*In the Now: Conversational & Real Time Marketing*, a panel on day one of SES during the ClickZ Social Media and Video event will be moderated by Odden. The panel explores how the advent of Twitter, micro-blogging, and mobile video have turned the publishing model on its head and how marketers can take advantage of these new tools. Topics will range from social media's role in the Iranian elections to Ashton Kutcher. Odden's panelists will include the COO from Meebo, president and CEO of Technorati and Head of News and Politics from YouTube.

*Social Media: White Hat vs. Black Hat* details the trend in unethical practices cropping up in social media marketing. Odden and his panel will open themselves up to a discussion with attendees to help clarify what these social media black hat practices are, the consequences they bring to campaigns and how to

avoid them. This panel will be more about discussion with the audience to explore what constitutes black hat vs white hat.

*SEO Through Blogs & Feeds* will illustrate the powerful impact blog marketing brings to an SEO campaign and an online marketing program as a whole.

Additionally, the DMA (Direct Marketing Association) is partnering with SES to host a pre-conference workshop on Monday, August 10th, 2009 from 1pm-4pm also at the San Jose Convention Center titled *Social Media Marketing and SEO - Working Together for Dramatic Results*. Odden will present the TopRank Social Media Roadmap as well as numerous case studies during this workshop to help attendees develop social media marketing strategies that blend SEO, brand awareness and increasing sales.

“Now, more than ever, companies need to gain a competitive advantage through smarter marketing,” comments Odden. “What better way to get smarter than learning from companies like TopRank that provide SEO and Social Media Marketing training to some of the largest companies in the world?”

“Adding Lee Odden to the SES Board of Advisors was an easy choice”, states Matt McGowan, VP and Publisher of SES, Search Engine Watch and ClickZ for Incisive Media. “I trust Lee’s search, PR and social media marketing expertise and his professional ability to provide top notch information for our attendees.”

Attendees can register for [SES San Jose here](#).

Can’t make it to the event? Download a free PDF [guide to social media](#) from TopRank and move your company ahead of the digital marketing curve today.

### **About TopRank® Online Marketing**

TopRank® Online Marketing is a digital marketing and public relations agency based in Minnesota, serving Fortune 1000 companies nationwide. TopRank provides strategic consulting, implementation and training services with an emphasis on enterprise and mid-market company search marketing, social media and online public relations. TopRank has been cited in numerous books and industry blogs as well as U.S. News & World Report, Fortune and The Economist for its internet marketing expertise. TopRank CEO Lee Odden is a frequent speaker at industry conferences, including Search Engine Strategies, WebmasterWorld Pubcon, PRSA International Conference, BlogWorldExpo, OMMA, Media Relations Summit, and the DMA Annual conference. As a respected authority on SEO, PR and social media, TopRank has provided course material for the basic and advanced Search Marketing Certification program offered by the national DMA.

Company Web Site: <http://www.toprankmarketing.com>

Blog: <http://www.toprankblog.com>