

**SEJ** Search Engine<sup>®</sup>  
Journal



# PUBCON PASSPORT 2016

VISIT SEJ IN BOOTH 114



## LET'S GET SOCIAL!

Follow us on Twitter & Instagram @SEJournal or stop by booth 114 and say hello in person!

### The SEJ Team at PUBCON

Kelsey Jones, Executive Editor: [@wonderwall7](#)

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# INTRODUCTION

“Every year Pubcon brings together the best and the brightest in the digital marketing industry for four days of learning, networking, and sharing. This year’s event is looking to be the best one yet!

This booklet is your guide to everything Pubcon, from the best sessions (page 14), to after-hours networking (page 22), to who’s who (page 7).

**Don’t forget to stop by SEJ’s booth 114** in the expo hall!”



↖ **KELSEY JONES**  
SEARCH ENGINE JOURNAL  
EXECUTIVE EDITOR.



## PRO TIP!

Make sure to choose the sessions you want to hit in advance so you don’t miss anything! For help choosing sessions, check out SEJ team picks starting on page 14.

# SEJ SUMMIT 2016

NEW YORK CITY • NOVEMBER 2



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# VEGAS FIRST-TIMERS' GUIDE AT A GLANCE

If you are joining us in Vegas for the first time, you are in for a fun week. To help you navigate the city, we put together a quick reference guide of must-know information to help you survive your first visit to Vegas.

## Bring Cash

The majority of ATMs in Las Vegas charge a whopping \$5.99 per transaction! Avoid paying extra by bringing cash with you.



### PRO TIP!

If you run out of cash, look for the Walgreens on the Strip. If you make a purchase, you can usually get \$20 back in cash and skip the ATM fee.

## Desert Distances Can Be Misleading!

In Vegas, the mega-resorts and casinos are massive. Although the distance might look manageable on a map, you could be in for a hike. Keep in mind the Strip is actually about four miles long. Pay attention to distances - your feet will thank you.

## Taking a Cab

On the Strip, taxis are not allowed to pick up passengers curbside. Instead, most Strip venues have their own taxi lines (also true at the airport). If the queue is long, don't stress, they tend to move fast. If you do decide to call an Uber, they may not be able to pick you up right out front if that is where the taxi stand is.

## Or Skip the Cabs

Most popular locations in the city are located within a 15-minute walk from the monorail. It runs from the convention center to the Strip— plus it offers an amazing view of the city.



## PROTIP!

Follow and use #Pubcon on Twitter to stay connected and find out where attendees are hanging out after sessions!

## Bring a Sweater. Yes, Really.

While it may be 80 degrees outside, it is cold inside the convention center (and in casinos). We highly suggest you bring a sweater or blazer to keep warm.

## Bring a Portable Phone/Laptop Charger

After a day of live tweeting, your phone will likely be low on battery. Don't miss Instagramming the night life! A portable battery charger will keep you connected.

## Drink Water, Lots and Lots of Water

Vegas is in a desert, so drinking tons of water is a must. To save \$\$, we suggest bringing a refillable water bottle.



## PROTIP!



Uber can now pick you up right out front of Treasure Island, so no searching for your driver!



# US SEARCH AWARDS 16

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Gourmet dinner, premium open bar &  
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# PUBCON PROFILES: WHO'S WHO

With thousands of attendees, it can be difficult to remember who is who! Here are profiles of some of the top Pubcon attendees, plus a few talking points so you can get your networking on.



## Debra Jasper

Founder of Mindset Digital  
@DebraJasper

**Keynote on Wednesday at 1:20pm in the South Hall Keynote Area**

For the last six years, Jasper has lead the team of Mindset Digital. They focus on helping Fortune 500 companies truly engage with their audience in a meaningful way. She says: “Boring doesn’t work. It never did, but in this hyper-distracted digital age, it really doesn’t work.”



## Bernadette Coleman

CEO of Advice Local  
@BernieColeman

**“Mobile is the New Local” on Tuesday at 4:20pm in Salon C**

In addition to being the head of Advice Local, Coleman is a self-proclaimed “Local Internet Marketing Queen”. She is an award winning industry expert, having been awarded ‘Female Executive of the Year’ (twice!) and was named Madison Avenue’s Most Influential People, among many other awards.



## Carolyn Shelby

Director of SEO at Tronc  
@cshel

**“In-House Team Building” on Tuesday at 2:00pm in Salon H**

Shelby leads a Chicago-based team responsible for planning and implementing strategies to help drive readership across several enterprise sites, including The Chicago Tribune, Los Angeles Times, Baltimore Sun, and the Sun-Sentinel.



## Casie Gillette

Director of Online Marketing at KoMarketing  
@Casieg

**“Content, Search and Social Interplay” on  
Wednesday at 2:45pm in Salon G**

Gillette lead the digital marketing strategy for clients of the organization at the Boston-based KoMarketing. She has been in the digital marketing field since 2005, and is a published writer at Search Engine Land and KoMarketing’s blog.



## Christina Baldassarre

Managing Partner at Zebra Advertisement  
@ChristinaBaldas

**“Snapchat” on Tuesday at 10:10am in Salon E**

Baldassarre is the Managing Partner at Zebra Advertisement, a Miami/Ft. Lauderdale based agency, where she specializes in brand strategy and online brand development. She is also a well-known speaker and contributor to SEMrush, Search Engine Journal, and Entrepreneur.



## Cynthia Johnson

Director of Brand Development at American Addiction  
Centers  
@CynthiaLIVE

**“Personal Branding & Employee Advocacy for Positive  
PR and SEO” on Wednesday at 11:40am in Salon I**

Cynthia Johnson is a marketing professional, author, and keynote speaker as well as a Forbes Agency Council Member, an Advisory Board Member at nGage Social Corporation, and a member of YEC. She has been published on TIME, SEJ, Entrepreneur, and Fox News.



### Erin Everhart

Senior Manager, Media Strategy & Mobile at The Home Depot  
@erinever

**“Scale an In-House SEO Team” on Tuesday at 11:25am in Salon H**

Everhart began her career in publishing, before moving to digital marketing in 2010. She is a well-known speaker, accomplished cross-platform marketer, and lover of grammar.



### Erin Robbins O'Brien

President at GinzaMetrics  
@TexasGirlErin

**“Building Custom Content on a Budget” on Wednesday at 10:30am in Salon G**

With over a decade of marketing experience, Erin has a unique understanding of the challenges marketers face. Her background in statistics and analytics makes dealing with data effectively and pioneering good reporting and optimization processes a passion.



### Erin Sagin

Customer Success Manager at WordStream  
@erinsagin

**“Creating Ads That Convert” on Tuesday at 4:20pm in Salon F**

Sagin leads a team that has consulted on over 4,000 paid search accounts. In addition to training and consulting, Erin is a top contributor to the WordStream blog, serves on WordStream's Leadership Team, and works with the Product Team to help define next generation SEM tools.



### **Janet Driscoll Miller**

President & CEO at Marketing Mojo  
@janetdmiller

**“Cross Channel Paid: PPC and Paid Social” on  
Wednesday at 11:40am in Salon B**

Miller is an industry veteran with more than 20 years of experience in the industry. She is a seasoned speaker at Pubcon, SMX, and Digital Summit. She is also a regular contributor to many search websites, including SEJ.



### **Jennifer Slegg**

Founder & Editor at The SEM Post  
@jenstar

**“Competing with Google in a Featured Snippet World” on  
Wednesday at 11:40am in Salon D**

Slegg is a seasoned industry speaker and blogger. She is also a leading expert in the Google AdSense contextual advertising program and the Founder and Editor of The SEM Post, a publication dedicated to analyzing and sharing news in SEM



### **Jenny Halasz**

President at JLH Marketing  
@jennyhalasz

**“Google Analytics Customization” on Thursday at  
12:30pm in Salon C**

Halasz has more than 15 years of industry experience, including contracts with LOWE’S Home Improvement, Nutrisystem, Scholastic, Motorola, and many others. Jenny also writes a bi-weekly column on SEJ titled “Ask the SEO”.



### **Katy Katz**

Content Director at Inturact  
@katykatztx

**“Content & The Art of Storytelling” on Thursday at 12:30pm in Salon E**

Katz’s experience in interactive marketing spans across higher education, healthcare, tech, and small business. She enjoys helping brands tell their unique story, and has spoken at several top conferences including Pubcon, MnSearch, and Zenith.



### **Kristine Schachinger**

CEO at SitesWithoutWalls.com  
@schachin

**“Site Security Audit” on Tuesday at 2:00pm in Salon I**

With more than 20 years of experience in digital, Schachinger’s expertise spans many areas including web design and implementation, SEO, social, and planning. She is a well known speaker and author on industry sites including SEJ.



### **Motoko Hunt**

President, Search Marketing Consultant at AJPR  
@motokohunt

**“International SEO” on Thursday at 11:00am in Salon A**

Hunt is the founder of one of the top search marketing consulting services in the world focused on targeting audiences in Japan and Asia. She is a well-known industry leader, writer, speaker, winner of Best Consultant (US Search Awards 2014) and a former member of board of directors of SEMPO.



## Rhea Drysdale

CEO of Outspoken Media  
@Rhea

**“Press and Blogger Outreach for Link Building” on Tuesday at 4:20pm in Salon A**

Drysdale’s company focuses on organic link development, online reputation management, and search engine optimization. She speaks nationally at high-profile events including Pubcon, Search Marketing Expo, and MozCon. She is also a published writer on multiple sites, including CNN.com and The Wall Street Journal.



## Susan Wenograd

Partner & SEM Manager at Five Mill  
@SusanEDub

**“Competitive PPC Intel and Keywordless Targeting” on Tuesday at 4:20pm in Salon B**

Wenograd began her career in marketing in 2005 at CircuitCity.com, a Fortune 500 company. Since then, she has gone on to work with brands big and small, including General Motors. She is a regular contributor to several industry blogs including SEMRush.



## PROTIP!

Create a Pubcon Twitter list so you can easily follow other attendees - and maybe even arrange to meet for a drink!

A person in a dark suit is shown from the chest down, holding a pen in their right hand and a smartphone in their left. The image is overlaid with a semi-transparent green filter. A circular logo is positioned over the smartphone, featuring a map of North America and the text 'SEJ NORTH AMERICA'.

# SEJ STAFF PICKS: PUBCON TIMELINES

With more than 100 sessions on dozens of different digital marketing topics, it can be overwhelming to know who you should go see. To help you out, the SEJ staff developed a few different Pubcon tracks focused on different specialties. Choose your favorite topic or mix it up - the choice is yours!



## KELSEY JONES' PICKS FOR VISUAL MEDIA

SEJ's Executive Editor

### Visual Content Marketing

**Speaker:** Dave Snyder, Matt Siltala

**Date:** October 12, 2016

**Time:** 10:30-11:35am

**Location:** Salon F

Visual content can be the difference between great content that gets noticed and content that falls by the wayside. Count on SEO homies Dave and Matt to have good chemistry AND give you great visual advice.

### Marketing to Millennials : Snapchat – Reddit – Etal

**Speaker:** Brent Csutoras, Allison Mcguire, Mana Ionescu

**Date:** October 12, 2016

**Time:** 2:45-3:50pm

**Location:** Salon I

Sure, you might have Facebook and Twitter handled. But if you are marketing to 18-40 year olds, consider stepping it up on Snapchat and Reddit with these millennial masters.

### Content, Search and Social Interplay

**Speaker:** Maggie Malek, Prashant Puri, Casie Gillette

**Date:** October 12, 2016

**Time:** 2:45-3:50pm

**Location:** Salon G

From Facebook Live to Instagram and Snapchat, it's crucial for brands to start doing video on their social networks. Video posts are often shown more in newsfeeds so it's time to pay attention!



## JENISE HENRIKSON'S PICKS FOR BEST BETS

SEJ's Publisher

### Site Reviews: Open Call

**Speaker:** Rebecca Murtagh, Paul Macnamara, Adrienne Beutnagel, Greg Boser

**Date:** October 11, 2016

**Time:** 4:20-5:30pm

**Location:** Salon J

Come for the free advice, stay for the snarky quips. I love open call site reviews for the sheer entertainment value. And you can always count on Greg Boser for sharp observations and even sharper witticisms.

### Use PPC to Hit Your SEO Goals

**Speaker:** Wil Reynolds

**Date:** October 11, 2016

**Time:** 2:00-3:05pm

**Location:** Salon D

Wil is a best-in-class communicator. I'll expect plenty of stories and tactics that are easy to follow. But I'm not the only fan so be prepared for standing room only.

### Google Analytics Customization

**Speaker:** Annie Cushing, Jenny Halasz

**Date:** October 13, 2016

**Time:** 12:30pm-1:30pm

**Location:** Salon C

Data geeks, bow down. I can always count on analytics masters Annie Cushing and Jenny Halasz to drop serious knowledge.



## DANIELLE ANTOSZ'S PICKS FOR CONTENT MARKETING

SEJ's Features Editor

### Content Marketing 2016: Trends and Hot Topics

**Speaker:** Dave Snyder, Matt Siltala

**Date:** October 12, 2016

**Time:** 11:40am-12:45pm

**Location:** Salon G

If you are looking forward to trends for the next year and don't know where to start, I highly recommend attending this session!

### Getting Past Legal Before You Start: Minimizing Risk in Content and Social

**Speaker:** Jessie Stricchiola

**Date:** October 12, 2016

**Time:** 3:55-5:00pm

**Location:** Salon D

So many brands assume they are too small bother with legal issues. Not true! This session is a must attend, IMO.

### Using Emotional Content Triggers

**Speaker:** Jordan Koene, Ian Lurie

**Date:** October 13, 2016

**Time:** 11:00am-12:00pm

**Location:** Salon D

Say goodbye to boring content! We are so far past the 'talking at' mode of marketing, and techniques like tapping into emotions are what make good marketing stand out.



## BRENT CSUTORAS' PICKS FOR SOCIAL MEDIA

SEJ's Chief Social Media Strategist and  
Managing Partner

### Snapchat

**Speaker:** Christina Baldassarre, Kat Haselkorn

**Date:** October 11, 2016

**Time:** 10:10-11:20am

**Location:** Salon E

In my opinion, Snapchat defines a new era of social media interaction and how we tell our story to both friends and customers.

### The Neuroscience of SEO

**Speaker:** Tom Shapiro, Roger B. Dooley

**Date:** October 12, 2016

**Time:** 10:30am-11:35am

**Location:** Salon A

Marketing is about influence and how better than to influence customers to make a decision than to incorporate psychology into your marketing.

### SEO 2016 and the View Forward

**Speaker:** Eric Enge, Duane Forrester

**Date:** October 13, 2016

**Time:** 1:35pm-2:40pm

**Location:** Salon A

If you want to stay ahead in the world of marketing, you have to know what is on the horizon. These guys definitely know what is coming and how it can benefit your efforts.



## LOREN BAKER'S PICKS FOR SEO

SEJ's Founder and Managing Partner

### Scale an In-House SEO Team

**Speaker:** Peter Leshaw, Erin Everhart, Derrick Wheeler

**Date:** October 11, 2016

**Time:** 11:25am-12:30pm

**Location:** Salon H

Learn how two people manage the SEO program for an enterprise like Microsoft, with hundreds of independently-managed websites and billions of web pages. It is no easy task!

### SEO 2016 : New Realities – New Beginnings

**Speaker:** Bill Hunt, Bruce Clay

**Date:** October 12, 2016

**Time:** 2:45-3:50pm

**Location:** Salon A

Bill Hunt and Bruce Clay are hard hitters who focus on what matters in this session. Expect actionable steps to future proof your SEO process. If you go to one SEO session, make sure it is this one!

### Advanced Keyword Research

**Speaker:** Stephan Spencer, Craig Paddock, Martin Weinberg

**Date:** October 12, 2016

**Time:** 11:40am-12:45pm

**Location:** Salon A

You have solid links. You have fresh content. You are mobile friendly. What else can you do to get to page 1? Enter Term Frequency – Inverse Document Frequency (TF-IDF). Really looking forward to this session!



## JESSICA CROMWELL'S PICKS FOR PUBCON NEWBIES

SEJ's Director of Sales and Events

### Link Building 2016

**Speaker:** Dixon Jones, Loren Baker

**Date:** October 11, 2016

**Time:** 11:25am-12:30pm

**Location:** Salon A

Link building is an art form every SEO should master. If you are new to Pubcon, I highly recommend this session where you can learn two of the industry's best.

### Building Custom Content on a Budget

**Speaker:** Erin Robbins O'Brien, Caitlin Jeanssonne

**Date:** October 12, 2016

**Time:** 10:30-11:35am

**Location:** Salon G

Catch this session and learn how to create content that converts while saving you time AND money. For those with low budgets, this is a must attend session!

### Comedic Storytelling for Brands and Consumers

**Speaker:** Jennifer Cario, Dan Sturdivant

**Date:** October 13, 2016

**Time:** 1:35-2:40pm

**Location:** Salon E

Are funny people better at marketing? I honestly have no clue, but I do think injecting humor into content has loads of potential. Catch this fun-looking session to learn how.



## DANNY GOODWIN'S PICKS FOR PPC

SEJ's Breaking News Writer

### Optimizing Your Quality Score

**Speaker:** Brad Geddes, Kevin Lee

**Date:** October 11, 2016

**Time:** 10:10-11:20am

**Location:** Salon B

Have your website reviewed live by a panel of pros and get You'll hear from one of the best speakers in the industry and a top PPC expert about everything you need to know to raise your Quality Score for higher ROI.

### Competitive PPC Intel and Keywordless Targeting

**Speaker:** Maddie Cary, Robert Brady, Susan Wenograd

**Date:** October 11, 2016

**Time:** 4:20-05:30pm

**Location:** Salon B

This session will cover everything you need to know about how to analyze your competition. Figure out where your competitors are beating you and learn how to fight back!

### Advanced Facebook Ad Techniques: How to Get the Biggest Bang for Your Buck

**Speaker:** Dennis Yu, Ashley Ward

**Date:** October 12, 2016

**Time:** 10:30-11:35am

**Location:** Salon E

Check out this session to discover techniques that will help you increase conversions while keeping your costs low using Facebook Ads.



# PARTY TIMELINE

After the expo hall closes, there are still plenty of places to network. Check out these after hours events to get the most out of your Pubcon experience.

# Monday, October 10

## Pubcon Engage! Kick Off Reception

**Time:** 5:30 p.m. – 8:30 p.m.

**Where:** Las Vegas Convention  
Center South Hall

**Details:** This is the opening  
networking reception for Pubcon  
and is open to Pubcon Las Vegas  
attendees with a Gold, platinum,  
rock-star, training, networking, or  
booth staff badge pass-holders  
only. Network, mingle, and scope  
out exhibitor tables.



# Tuesday, October 11

## Search Engine Journal Open Bar

**Time:** 1:00 p.m. - 3:00 p.m.

**Where:** Expo Hall Booth #114

**Details:** Free for all Pubcon  
attendees! Come meet the SEJ  
team, meet other industry people,  
and enjoy free cocktails.

## Pubcon Señor Frog's Tuesday Evening Event

**Co-sponsored** by aimClear

**Time:** 7:00 p.m. - 9:00 p.m

**Where:** Señor Frog's Restaurant & Bar at Treasure Island Hotel & Casino, 3300 Las Vegas Blvd South, Las Vegas, NV. 89109.

**Details:** This is Pubcon's famous informal conference networking open to gold, platinum, networking, or booth staff badge pass-holders only.



## Wednesday, October 12

### US Search Awards

**Time:** 6:30 p.m. - 11:30 p.m.

**Where:** Caesars Palace Las Vegas Hotel and Casino

**Details:** The price includes drinks reception, 3 course dinner including half a bottle of wine per person and a free bar\* until 11.30pm. The evening will also include entertainment. Come in your smart and glamorous suits, and dresses, please.

**Ticket prices cost** Individual ticket \$370, Table of Ten Ticket \$3550

## Thursday, October 13

### Closing Reception & Networking Event Pubcon Classic Thursday At Hofbräuhaus

**Time:** 5:00pm-whenever

**Where:** Hofbräuhaus Las Vegas — 4510 Paradise Road

**Details:** This is your last chance to meet and network with other industry people, don't miss out. Gold, platinum, networking, or booth staff badge pass-holders only.

SEJ MEDIA KIT 2016

## Co-Branded Webinar

SEJ Marketing ThinkTank now offers a unique branding and exposure for your tool or service. Our 30-40 minute webinar includes a Q&A session and can be altered to suit your needs. You can schedule yours at any time of the rest-from production to a



# ADVERTISE WITH SEJ

\$5,000  
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- 2 sponsored blog posts: 1 pre-event and 1 live
- 1 co-branded email blast to 20K+ subscribers (includes your offer/don't discount on activity)
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We are an online publication that helps connect brands to the digital marketing community. Find out how we can help your brand.



WEBINAR TAKEOVER STATISTICS

426

CASE STUDY  
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CASE STUDY  
Client: [unclear]

# About SEJ

We focus on digital marketing, SEO, social media, content marketing, and paid search, as well as entrepreneurship and events. Our audience of 900K+ monthly unique visitors are hardcore marketers who are hungry for the best tools, tips, and strategies.



**480K**  
Monthly Average  
Desktop Sessions



**180K**  
Monthly Average  
Mobile Sessions



**37K**  
Newsletter  
Subscribers



**900K**  
Monthly Average  
Pageviews



**270K**  
Total Social Media Followers

# Advertise

## SEJ Branded Category Sponsorship

Sponsor a category on our website. Sponsorship is exclusive and includes your company message and branding showcased in the category of your choice.

**SEO:** \$6,000/month

**Content Marketing:** \$1,500/month

**Social Media:** \$4,000/month

**Paid Search:** \$1,000/month

**Work Life:** \$1,000/month

*This sponsorship requires a three month minimum commitment.*

## SEJ Dedicated Email

Under SEJ Dedicated Email, email subscribers should be 37K  
Where ever it makes sense for design: Don't forget to stop by for SEJ's FREE open bar on Tuesday 1-3 in booth 114.

**Rate:** \$2,250 per send

## SEJ Takeover

Be the first thing digital marketers see when they visit SEJ. Takeover our site for two weeks and we'll feature your CTA and branding across the site, on our homepage plus all non-sponsored category pages.

**Rate:** \$4,500 per two-week period

## SEJ Webinar Sponsorship

Our SEJ Marketing ThinkTank Webinar series provides lead generation opportunities plus branding and exposure for your tool or service.



**Rate:** \$5,000 and you get to present the webinar (Builds thought leadership!), or \$3,500 to sponsor a webinar presented by an SEJ team member

## SEJ AdNouncement

SEJ AdNouncements are DIY sponsored posts. They are featured in the SEJ newsfeed, on the homepage, in our weekly newsletter, and shared on social. Like the rest of our posts, they live on our site forever.

**Rate:** \$1,000 per post

## SEJ Podcast + AdNouncement Sponsorship

Enhance your AdNouncement purchase with an SEJ Marketing Nerds Podcast sponsorship - perfect for positioning thought leadership and getting in touch with marketers who want to learn. Marketing Nerds is a weekly podcast hosted by SEJ. Each week we interview one of the world's leading experts in SEO, paid media, social, entrepreneurship, or content marketing.

**Rate:** \$1,500 for the package, or \$750 for the podcast only (no AdNouncement)

## SEJ Banner Advertising

You can purchase SEJ banner ad space via an easy, self-service platform provided by our partner BuySellAds.com.

1. Go to <https://buysellads.com/buy/detail/3534>
2. Pick the ad option you wish to purchase
3. Check date availability
4. Place your order: register, pay, upload your creative

## SEJ Summit Sponsorship

SEJ Summit is a digital marketing conference series tailored for the professional search marketer. It features high-quality networking opportunities and vetted, actionable keynote-style presentations given by the best speakers in search. Position your brand as an industry thought leader, create awareness for your tool or service, and generate leads by sponsoring an SEJ Summit event.

Contact [jessica@searchenginejournal.com](mailto:jessica@searchenginejournal.com) to learn more.

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