



Pay Per Click Summit Los Angeles Event Re-Cap: Search Engine Marketing Training That Pays

PPC Summit Los Angeles brought together Search Marketing industry experts who presented an amazing wealth of strategic knowledge, training, case studies and lessons learned from managing multi-million dollar Pay Per Click campaigns with Google AdWords and other search engines. More than 100 marketers spent two days learning techniques for profitable Pay Per Click (PPC) Advertising and Search Engine Optimization (SEO) solutions proven to increase internet marketing results.

Los Angeles, CA ([PRWEB](#)) October 8, 2009 -- Last week, more than 100 marketers gathered to spend two days learning from Search Marketing industry leaders who shared techniques for profitable Pay Per Click (PPC) Advertising and Search Engine Optimization (SEO) solutions proven to increase internet marketing results. [PPC Summit](#) Los Angeles brought together world renown experts who presented an amazing wealth of strategic knowledge, how-to training, real-world case studies and lessons learned from their own experience managing multi-million dollar PPC campaigns with Google AdWords and other search engines. Attendees included B2B and B2C Marketers, Search Engine Advertisers, Pay Per Click Advertisers, Affiliate Marketers, Business Owners and Ecommerce Retailers who came to learn 'insider' tactics and methods on turning mediocre online marketing results into real profits.

Top Takeaways from PPC Summit Los Angeles Case Study Presentations, Panel Discussions and How-To Sessions:

- * Increasing campaign conversion rates on Google, Bing and Yahoo
- * Optimizing landing pages and websites that convert more customers
- * Reaching high quality leads with powerful keyword targeting
- * Maximizing ROI with integrated paid and organic search
- * Making the most of ad copy writing to capture more buyers
- * Integrating Social Media with Pay Per Click marketing
- * Utilizing Content Network advertising to increase leads

Sessions covered all aspects of Search Engine Marketing including: Search Engine Optimization, Bid Management, Keyword Targeting, B2B and B2C Advertising, Landing Page and Website Optimization, Google AdWords, Bing, Yahoo Search Marketing, Content Network Advertising and Social Media Marketing. For more on PPC Summit sessions, go to [Pay Per Click Summit Agenda](#) and view the lineup for the upcoming Chicago event set for Nov. 4-5, 2009.

PPC Summit attracts repeat attendees who want to stay abreast in internet marketing and gain a competitive online advantage. Attendees come back year after year to learn effective Search Marketing tools and techniques--a critical part of all marketing plans. "The difference between PPC Summit and other Search Marketing industry conferences is that this event is hands-on, it's all about theoretical methodology and practical strategies that marketers can apply to increase profits," said a PPC Summit Los Angeles attendee. "This is my third time attending PPC Summit and I have tripled my revenue after applying the lessons learned!"



A popular addition to the event is the [Meet the Experts](#) networking reception, which gives attendees a chance to wind down and absorb the information learned after a full day of training. Attendees have the opportunity to mingle with their peers and the presenters during an evening of fun and relaxation.

PPC Summit thanks the industry leaders who sponsored and partnered with the event: ADOTAS, American Advertising Federation of Northern Illinois, Anvil Media, Apogee Search, Business.com, Chicago Association of Direct Marketing, Conversion Voodoo, Direct Marketing Association, dmPulse, Engine Ready, eComxpo, International Internet Marketing Association, Lyris, Microsoft, Online Strategies Magazine, San Diego Ad Club, SEMpdx, SEMPO, Search Marketing Standard, Web Host Industry Review, Web Marketing Association and Website Magazine.

The next PPC Summit is scheduled for Chicago on Nov. 4-5, registration is open and all interested participants should register online before October 15 to save 35% with code vox. For more information, please go to [Pay Per Click Summit](#).

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