



Pay Per Click Summit
Los Angeles September 25–26, 2008

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Pay Per Click (PPC) Summit Announces Google Sponsor and Free Book Giveaway: Landing Page Optimization by Tim Ash

PPC Summit LA, Search Engine Marketing conference, is proud to announce Google will join the current list of industry leading event sponsors. Google will offer a free book giveaway and book signing for Tim Ash's bestselling ecommerce book, "Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions" sponsored by Google Website Optimizer. The book signing will immediately follow Tim Ash's Landing Page Optimization presentation on Sept. 25th. PC Summit LA sessions will cover Google Adwords campaign strategies and other search engine marketing tips during 20+ sessions on: better quality score, keyword best practices, higher customer conversion techniques, search engine optimization, better landing pages and websites, effective bid management and more. Interested parties will receive a \$200 early bird discount through Sept. 18.

Los Angeles, CA ([PRWEB](#)) September 17, 2008 -- Pay Per Click (PPC) Summit, leading Search Engine Marketing (SEM) conference today announced that Google will join the ranks of the industry leading event Sponsors including: Business.com, Lyris, ContextWeb, Engine Ready, Adapt Technologies, Web Host Industry Review, PR Web and Search Marketing Standard. PPC Summit and [Google](#) are proud to offer a free book giveaway and book signing for Tim Ash's bestselling ecommerce book, "Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions" sponsored by Google Website Optimizer. The book signing will immediately follow Tim Ash's Landing Page Optimization presentation scheduled for Sept. 25 at 9:10 a.m. Interested parties will receive a \$200 early bird registration discount through Sept. 18.

PPC Summit LA will provide SEM education, technologies and resources to more than 100 online businesses scheduled to attend. Sessions will discuss the money making opportunities in [Pay Per Click](#) advertising with Google Adwords and more during sessions such as: Improving Your Quality Score for Better ROI and Everything You Need to Know to be a Successful Google Adwords Advertiser.

Attendees can expect to gain practical, actionable knowledge from leading experts as well as acquire key strategies for search engine marketing success. Google Adwords is a hot topic according to past PPC Summit attendees, and to meet the popular demand, new training sessions will cover all aspects of successful [Google Adwords](#) campaigns. Mark Evans of Ionic Media will be speaking on Google Adwords Strategies and Tactics at 4:00 on Sept. 25, day one of the conference. On day two, the Google Analytics Team Product Marketing Manager, Jeff Gillis, who has years of experience working on AdWords operations, will be presenting Google Analytics and Website Optimization on Sept. 26 at 4:00 p.m.

"PPC Summit is an excellent opportunity to address a very knowledgeable search engine marketing audience. Participants are there to get the best possible results from their PPC campaigns." said Tim Ash, President of SiteTuners.com. "I am also grateful to the Google Website Optimizer team for sponsoring the event and getting an autographed copy of my Landing Page Optimization book to each attendee."

PPC Summit LA will introduce expert trainers who manage successful campaigns on Google, Microsoft adCenter, Yahoo! Search Marketing and more as they share secrets for profitable ppc campaigns, better quality score, effective keyword development and improved bid management. Attendees will learn [Search Engine Marketing](#) strategies to reach more customers, improve ad placement and lower cost per click.

PPC Summit LA will be held on Sept. 25 - 26, 2008 at the Omni Hotel Los Angeles. Parties can register online at <http://www.ppcsummit.com/overview.html?PW17> by the early bird date, Sept. 18 to save \$200.

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More Clicks. Higher Conversions. Insider Secrets.

Register now for Los Angeles, Sept 25 - 26, 2008