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PPC Summit Premier Internet Marketing Workshop Introduces Expert Insider Tips that Increase Sales

Pay Per Click (PPC) Summit, internet marketing workshop announces new search marketing agenda presented by Microsoft and other industry leaders. The new workshop sessions will cover quality scoring systems, PPC campaign management, keyword strategies, landing page best practices and many more SEM hot topics at San Francisco May 19-20.

San Francisco, CA ([PRWEB](#)) May 1, 2008 -- Pay Per Click (PPC) Summit <http://www.ppcsummit.com> search marketing workshop leader, announced expert Internet Marketing trainers will present exclusive 'Lessons for Internet Sales Success' content at the upcoming San Francisco Summit on May 19-20, 2008. Marketers and business professionals will gather to learn search engine marketing (SEM) secrets to success from gurus like Microsoft, Google, Business.com and others. The San Francisco Summit will provide new sessions on quality scoring systems, PPC campaign management, keyword strategies, landing page best practices and more SEM hot topics.

Mary O'Brien, CEO of PPC Summit and search engine marketing guru with more than 10 years in the industry, developed PPC Summit to provide an educational venue to help business and marketing professionals become more knowledgeable and successful at search engine marketing. As a former Yahoo! Search Marketing Director of Training and Development and Senior Director for Overture, O'Brien has effectively trained thousands of search engine advertisers.

"We are excited to introduce the 'Lessons for Internet Sales Success' content at the San Francisco Summit which will provide marketers with insider expert solutions and a solid foundation of [search engine marketing](#)," says O'Brien PPC Summit Chairman. "Attendees will learn how to set up PPC campaigns and fully integrate them within their marketing plans to ensure maximum exposure and ROI." says O'Brien.

During two full days of interactive how-to sessions, business promoters of all skill levels will learn how to increase their online sales with [pay per click](#) and search engine marketing. The PPC Summit trainers will teach attendees insider knowledge on how to increase exposure on the internet and gain more sales with better results on all search engines. Attendees will have a chance to meet with the expert trainers during one-on-one consultations and learn proven ROI techniques shaping the online marketing arena. Attendees can customize their agenda to meet their own skill level and needs.

The workshop is open to business entrepreneurs and marketers who are interested in increasing their online sales with search engine marketing. The workshop starts at 7:00 a.m. on May 19th at the Marriott San Francisco Airport, Burlingame, CA. The workshop opens with breakfast followed by Keynote presenter Microsoft SEM guru Jorie Waterman speaking on Microsoft Keyword Services. Sessions will also include an overview of search marketing and pay per click advertising, campaign management, landing page tactics, keyword research, targeting and pricing strategies, quality score, web analytics, online ad copywriting, and many more SEM hot topics. Industry leaders will be on hand to answer questions and showcase new solutions to help internet marketers become more effective. The day will end with a Meet the Experts exclusive networking reception where attendees are invited to mingle with the expert trainers and fellow

colleagues. To learn more about the workshop and more topics for day 2, you can view the online [agenda](#).

PPC Summit is also pleased to introduce its industry leading sponsors and partners including: Microsoft, Engine Ready, Clicktracks, Direct Marketing Association of Northern California, San Francisco Advertising Club, Ecommerce Merchants Trade Association, Sacramento Advertising Club, Catalog & Ecommerce Club of Northern California, Search Engine Marketing Association of Portland (SEMPdx), Las Vegas Interactive Marketing Association and the Web Marketing Association. The San Francisco event will have information on the above organizations and their exciting search engine marketing products and services.

Space is limited to learn from the PPC Summit experts and seats are filling up fast. Interested participants can register online at <http://www.ppcsummit.com/register.html?pr6> by the early bird expiration date May 12 to save \$200 off two day rates. Any questions regarding the workshop can be directed to [press\(at\)ppcsummit.com](mailto:press(at)ppcsummit.com).

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