



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

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### Pay Per Click (PPC) Summit, Leading Search Engine Marketing Conference Introduces Sponsors and Offers \$200 Discount

*Pay Per Click (PPC) Summit, Search Engine Marketing conference is proud to announce partners and sponsors of PPC Summit LA scheduled for Sept. 25-26, 2008. The PPC Summit experts will share the Best Kept Secrets for Highly Profitable [Pay Per Click](#) Campaigns during 20+ sessions covering: best practices for managing campaigns on Google Adwords, Microsoft AdCenter, Yahoo! Search Marketing and others, keyword development tactics, customer conversion techniques, search engine optimization strategies, better landing pages and websites, effective bid management and more. PPC Summit is offering a \$200.00 early bird discount for those that register by Sept. 2.*

Los Angeles, CA ([PRWEB](#)) August 27, 2008 -- Pay Per Click (PPC) Summit ([www.ppcsummit.com](http://www.ppcsummit.com)), premier Search Engine Marketing conference is proud to announce industry leading partners and sponsors of PPC Summit LA scheduled for Sept. 25-26, 2008 at The Omni Hotel, Los Angeles, CA. The PPC Summit experts will share the Best Kept Secrets for Highly Profitable [Pay Per Click](#) Campaigns during 20+ sessions covering: best practices for managing campaigns on Google Adwords, Microsoft AdCenter, Yahoo! Search Marketing and others, keyword development tactics, customer conversion techniques, search engine optimization strategies, better landing pages and websites, effective bid management and more. PPC Summit is offering a \$200.00 early bird discount for those that register by Sept. 2.

The PPC Summit LA sponsors include; Business.com, Lyris, Context Web, Engine Ready, Adapt Technologies, Web Host Industry Review and Search Marketing Standard. The conference has also developed partnerships with the following local organizations; Direct Marketing Association (SD), Business Marketing Association (SC), Catalog and eCommerce Club (NC), American Marketing Association (OC), LA Ad Professionals, National Association of Women Business Owners (OC), SEMpdx, High Tech Marketing Alliance and Ad2 San Diego.

"PPC Summit LA is delighted to introduce the organizations that have joined us as sponsors and partners who share the same underlying principals of quality Search Engine Marketing education. We're proud to partner with such first-class industry organizations who offer cutting edge technologies, solutions and resources to online marketers." says Mary O'Brien, PPC Summit CEO. "Each attendee will walk away with Search Engine Marketing How-To manuals and tools to ensure immediate online sales results thanks to our Partners, Sponsors and expert Trainers."

The event will connect online business promoters from around the world who want to learn how to maximize their Pay Per Click campaigns and increase their profits. The PPC Summit expert trainers will provide attendees with insider search engine marketing techniques to reach more customers, improve ad exposure, turn visitors into buyers and lower ad costs.

Attendees will gain a clear understanding of the [search engine marketing](#) landscape and the money making opportunities of Pay Per Click advertising during two full days of 20+ educational sessions covering:

1. Strategies and tactics: Google, Microsoft, Yahoo and the smaller engines
2. Selecting and managing an Agency/SEM the right way
3. Keyword research and targeting tactics

4. Winning conversion strategies
5. How to integrate with other campaigns
6. Writing and testing money-making ad copy
7. Key B2B and B2C advertiser issues
8. Improving and testing your landing pages
9. The smart way to build your keyword list
10. How to put "Contextual Marketing" to work

Registration is open to anyone interested in increasing their online sales with Search Engine Marketing and Pay Per Click (event runs from 8:00 a.m.- 5:00 p.m. Sept. 25 - 26, 2008 at the Omni Hotel Los Angeles). A detailed agenda can be found on the PPC Summit website at <http://www.ppcsummit.com>.

All interested participants can register online at <http://www.ppcsummit.com/overview.html?PR1> by the early bird date, Sept. 2 to save \$200 off two day rates. Please register early as space is limited and seats are filling up fast.

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