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PPC Summit, Premier Internet Marketing Workshop, Responding to Popular Demand Adds New Sessions Covering Search Marketing

Pay Per Click (PPC) Summit, premier internet marketing workshop announces new sessions: pay per click quality score system and money making campaign strategies scheduled for the Boston Summit March 3-4.

Boston, MA ([PRWEB](#)) February 21, 2008 -- Pay Per Click Summit, global search marketing workshop leader, today announced that expert PPC Summit trainers will present new search marketing content at the upcoming Boston Summit on March 3-4, 2008. The event is drawing internet marketers and business professionals from around the world and will provide new sessions on pay per click quality score systems, keyword strategies, new products and technologies, proven landing page best practices and evolving industry hot topics.

"PPC Summit will provide online marketers with a valuable opportunity to better understand the strengths of [search marketing](#) and the money making opportunities of Pay Per Click advertising. The sessions will teach advertisers how to incorporate best practices to gain better results on [Google](#) and all search engines," said PPC Summit Chairman & CEO, Mary O'Brien. "Attendees will be able to meet one on one with industry experts and learn proven online advertising ROI boosters, new technologies and techniques shaping the online marketing arena, as well as case studies for increasing marketing ROI."

The sessions are designed to connect advertisers with profitable expert search engine strategies and closely guarded secrets. During two full days of interactive how-to sessions, business promoters of all skill levels will learn how to make more money with [pay per click](#) and search marketing. Attendees can customize their agenda to meet their own skill level and needs.

The two-day workshop on March 3-4 will include comprehensive sessions covering: Google, Microsoft, Yahoo and smaller engines strategies, selecting and managing an Agency/SEM, keyword research and targeting, conversion strategies, integrating with other campaigns, writing and testing ad copy, B2B and B2C advertiser issues, improving and testing your landing pages, building your keyword list, contextual marketing as well as other topics to be announced. The day will end with an exclusive Meet the Experts reception where participants will have a chance to network with expert trainers and colleagues. During the two days of the workshop, attendees will be given ample time for interactive questions and answers during all presentations.

All interested participants should register early as space is limited and seats are filling up fast. [Register](#) online by the early bird expiration date, February 22 for Boston to save \$200 off two day rates.

PPC Summit 2008 workshops are scheduled for: Boston (March 3-4), Vancouver (March 31-April 1), London (April 14-15), San Francisco (May 19-20) and Los Angeles (Sept. 2008). Join a rapidly growing list of professionals learning the secrets of search engine marketing, including former attendees from Hyatt, eBay, The Gap, Wells Fargo, Yahoo! and more.

For more information about PPC Summit or to register for the upcoming Boston Summit, please go to <http://www.ppcsummit.com/register-boston.html?PRWEB3>. Any questions regarding the workshop can be directed to Kelly Larsen at 360-554-9683 ext 707 or email at press@ppcsummit.com.