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**Search Engine Strategies New York Taps TopRank Online Marketing for Three Panels on Digital Marketing**

*TopRank® Online Marketing CEO Lee Odden to present at Search Engine Strategies (SES) New York on blogging, search engine optimization (SEO) and online reputation management*

Minneapolis, MN ([PRWEB](http://www.prweb.com/)) March 19, 2009 -- TopRank® Online Marketing, a leading [digital marketing and PR agency](http://www.toprankmarketing.com/), is sharing best practices in search engine optimization, online reputation management and business blogging in three panels at next week's Search Engine Strategies (SES) Conference in New York, New York.

Perhaps the largest conference of its kind in the United States, SES is a leading source of search marketing industry education and networking for in-house and agency internet marketers alike. This year's SES Conference in New York will focus on providing a full spectrum of search knowledge, from outlining the basics of organic search engine optimization to detailing cutting edge developments in [social media marketing.](http://www.toprankmarketing.com/social-media-marketing/)

TopRank® Online Marketing will be contributing to this event via CEO Lee Odden's participation in three panels on Thursday, March 26th:

* SEO Through Blogs & Feeds, 10:30-11:45am
* Brand & Reputation Management, 12:45-2:00pm
* Blogging for Business, 3:45-5:00pm

Odden's first session, "SEO Through Blogs & Feeds," will illustrate the remarkable advantages blogs offer to companies when integrated into an overall internet marketing strategy. The afternoon sessions will begin with Odden and his panel discussing all aspects of how companies can proactively and reactively address the negativity they may someday find directed at their brand online in the "Brand & Reputation Management" session.

TopRank® Online Marketing publishes one of the most popular and top rated marketing blogs online, according to Advertising Age and as ranked by Technorati. Odden draws on his 5+ years of experience as the force behind TopRank’s Online Marketing Blog for his final session of the conference, "Blogging for Business." He will present attendees with practical insights into developing a business blogging strategy to build buzz and brand conversation, as well as create opportunities to better connect with customers.

"With SEO, PR and social media marketing converging, digital marketing expertise is a moving target," comments Odden. "Companies who invest in ongoing education efforts like those presented by Search Engine Strategies stand to gain a significant competitive advantage."

TopRank® Online Marketing's Online Marketing Blog was the first blog to be engaged as a media sponsor for the Search Engine Strategies conference and is a returning sponsor for the third year. TopRank® Online Marketing will be providing blog coverage, photos and video interviews during the New York event at <http://www.toprankblog.com> and also via Twitter at <http://twitter.com/leeodden>.

Coinciding with SES New York, Odden will also be a speaker at the “Search Meets Social Media” iBreakfast on Wednesday, March 25th from 7:30-10:00am - <http://ibreakfast.com>. This breakfast discussion explores the convergence of search and social media and its impact on market penetration.

About TopRank® Online Marketing
TopRank® Online Marketing is a digital marketing and public relations agency based in Minnesota, serving Fortune 1000 companies nationwide. TopRank provides strategic consulting, implementation and training services with an emphasis on enterprise and mid-market company search marketing, social media and online public relations. TopRank has been cited in numerous books and industry blogs as well as U.S. News & World Report, Fortune and The Economist for its internet marketing expertise. TopRank CEO Lee Odden is a frequent speaker at industry conferences, including Search Engine Strategies, WebmasterWorld Pubcon, PRSA International Conference, BlogWorldExpo, OMMA, Media Relations Summit, and the DMA Annual conference. As a respected authority on SEO, PR and social media, TopRank has provided course material for the basic and advanced Search Marketing Certification program offered by the national DMA. TopRank has also been engaged to develop and present the first [DMA Social Media Marketing workshop](http://socialmediasmarts.com). Company Web Site: <http://www.toprankmarketing.com>
Blog: <http://www.toprankblog.com>

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