**DRAFT FOR REVIEW**

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**Digital Marketing Agency TopRank® Online Marketing Transforms Tactics Into Strategy At SES San Francisco**

*SES Advisory Board Member & TopRank CEO Lee Odden contributes to three sessions at season's largest search marketing conference*

Minneapolis, MN August 10, 2010 -- TopRank® Online Marketing, a leading digital marketing agency specializing in [Search Engine Optimization](http://www.toprankmarketing.com/search-engine-optimization/) (SEO) and social media, will reveal the key to transforming trend-worthy tactics into sound online marketing strategies this month at SES San Francisco.

Forrester Research reports that between 2009 and 2014, B2B companies will double ad spend on interactive and digital marketing tactics. With this increase in online marketing budgets will come the inevitable demand for stronger results and measurement, particularly from those in the C-suite.

A need to demonstrate measurement from online marketing tactics will be a trait shared by each attendee of Search Engine Strategies (SES) San Francisco, one of the largest search marketing conferences of the year. SES San Francisco attendees will travel from across the globe to learn proven techniques for transforming tactics into proven strategies that garner results.

Lee Odden, CEO, TopRank® Online Marketing and SES Advisory Board Member, will be on hand to share proven search marketing strategies during one solo presentation and two panel sessions:

* Content Marketing Optimization - Tuesday, August 17th - 3pm - 4pm
* SEO Through Blog & Feeds - Tuesday, August 17th - 4:15pm - 5:15pm
* Selling Search to the C-Suite- Thursday, August 19th - 4:45pm - 5:45pm

During the session, *Content Marketing Optimization*, attendees will quickly become familiar with the mantra, 'if it can be searched, it can be optimized.' From images, to videos, to PDFs, many companies already host websites ripe with content that can be leveraged for a robust content marketing strategy. In this solo presentation, Odden will illustrate the types of content that represent the biggest opportunity for marketing efforts, and detail how companies can tighten strategies to ensure maximum ROI.

*SEO Through Blogs & Feeds* will narrow the broader content marketing focus leveraged in Odden's earlier session to hone in on [blog marketing](http://www.toprankmarketing.com/blog-marketing/). Odden and his panel will reveal strategies designed to help companies connect with the prospects and customers who make up a worldwide daily blog readership of nearly 346 million. Joining Odden for this panel will be Sally Falkow, President, PRESSfeed and moderator by Craig McDonald.

One question nearly every attendee will have in the back of their mind at SES San Francisco will be, 'how can I best explain the results of search marketing program to my boss?' Whether attendees are striving for better measurement or bigger budgets, they will be provided with the insight needed to answer difficult questions related to search marketing results after attending *Selling Search to the C-Suite*. Joining this panel, moderated by Odden, will bePaul Wilson, Chief Revenue Officer, iProspect; Rich Lesperance, Director of Online Marketing, Walgreens; Laura Lippay, Partner, Nine by Blue; and Vivek Chaudhuri, Director, Search Marketing, Digitas Health.

"This has been an exciting year for the internet marketing industry," comments Odden. "But with the excitement of a burgeoning industry come the demands of traditional business. Attendees of SES San Francisco will learn how to build strategies that will help them stay ahead of the competition tomorrow, while offering the proof points needed to ensure tactics necessary to build these strategies meet with approval today."

Attendees can register for [SES San Francisco here](http://www.searchenginestrategies.com/sanfrancisco/index.php).

Can't make it to the event? Download a free PDF [guide to social media](http://www.toprankmarketing.com/SEOGuidePR/) from TopRank and move your company ahead of the digital marketing curve today.

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](http://www.toprankmarketing.com/social-media-marketing/) 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.

Company Web Site: <http://www.toprankmarketing.com>
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