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Monday, April 26, 2010

Retailers can look to blogs and social media to boost search rankings

Too few retailers understand the importance of blogs, press releases and social media when trying to boost natural search results, says Danielle Leitch, executive vice president at MoreVisibility, an interactive marketing and search engine optimization agency.

Leitch will talk about ways retailers can improve their search optimization efforts and offer live SEO critiques of web pages volunteered by attendees in a session entitled "A search engine optimization tune-up.".

"I hope people walk away with some enthusiasm and ideas to execute after the show," Leitch says. "I hope to bring to light some alternative SEO strategies."

A strong SEO strategy includes a constant focus on keywords that can make search engines rank sites higher. "Having a keyword strategy is very important, but many retailers don't put enough emphasis on this," she says. "All three major search engines have some really neat intelligence tools that retailers can use."

Why the editors asked Danielle Leitch to speak:
Danielle Leitch is a leader in the search marketing world. She oversees client strategy and operations for MoreVisibility, an interactive marketing and search engine optimization agency. Before joining MoreVisibility six years ago, Danielle led online and offline marketing for two e-commerce companies as well as for more traditional organizations.

Full details about the conference and registration information are available at IRCE2010.com.

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