

For Immediate Release

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Internet Marketing Workshop Comes to Peoria April 2
“2004 The Year of Keyword Search”

The Public Relations Association of Central Illinois and the Peoria Ad Club are hosting a half-day workshop on Internet Marketing, featuring search engine optimization expert Jack Roberts, vice president and director of client services, at Peak Positions, LLC. The workshop will be held on Friday, April 2, from 1 – 4:30 p.m. in the Lakeview Museum Auditorium. The public is invited to attend. Cost of the workshop is \$15 for PRA and Ad Club members, \$20 for non-members, and \$10 for college students with a valid school ID.

Topic: Search Engine Optimization - The Most Effective Form of Internet Advertising

Workshop attendees will learn how to secure significant new business by incorporating search engine optimization into marketing and advertising campaigns, as well as understand the big four major search engines: Google, Yahoo, AOL, and MSN and the influence they now exert on business. Participants will also discover the best strategies to get their brand noticed by prospects and drive website interactions.

Learn More About:

- Keyword Search, the Internet's second most popular activity
- Why more than 90% of all website traffic is delivered by the search engines.
- How the big four search engines (Google, Yahoo, AOL, MSN) work and how to use them to your advantage.
- The recent changes and upcoming 2004 alignments in store at: Google, Yahoo, MSN & AOL, and what it means to you.
- Pay Per Click performance campaigns and how to best incorporate Google AdWords and Overture.

About Peak Positions

Peak Positions is an industry leader in search engine optimization providing search engine marketing and keyword placement expertise for many of the world's best known brands. Peak Positions proven strategies help companies optimize and improve performance of their online properties in the editorial results of the major search engines, i.e. Google, Yahoo, AOL, and MSN resulting in substantial market share increases and revenue gains. The firm's skilled technical team supports any website environment providing complete solutions that span all of the essential components of effective SEO programs, including: keyword analysis, W3C HTML code compliance, content delivery, spider algorithm synchronization, link popularity programs, paid inclusion, Trusted Feed site submissions and web-based keyword position reporting programs.

About Jack Roberts

Jack Roberts enjoys removing the mystery and stripping away the smoke and mirrors that are prevalent in the SEO industry. As Vice President, Director of Client Services at Peak Positions, he oversees daily operations at one of America's leading search engine optimization companies. Robert's 17-year career in advertising and broadcast media has included senior level sales and management positions at CBS-TV Viacom, Clear Channel Communications, Greater Media, and Association of Alternative Newspapers.

To Attend

In order to attend the Internet Marketing workshop, send a check made payable to the Public Relations Association by March 31st to: PRA, PO Box 120043, Peoria, IL 61614. The cost to attend is \$15 for PRA and Ad Club members, \$20 for non-members, and \$10 for college students with a valid school ID. A limited number of last minute registrations will be accepted at the door. For more information, call 309-685-9568.

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