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Search Engine Strategies

From Wikipedia, the free encyclopedia
(Redirected from [Search engine strategies](#))



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This article has been tagged since *August 2007*.

Search Engine Strategies (SES) is a conference series that keeps people informed about [search engine marketing](#) and [search engine optimization](#). These events teach the ins-and-outs of search engine marketing from top experts in the field, along with information from the search engines themselves.

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Search Engine Strategies Logo

[\[edit\]](#)

The conference was created by [Danny Sullivan](#), founder and former lead editor of [Search Engine Watch](#). The first^[1] SES conference was on November, 18 1999 in San Francisco, California and marked the first^{[2][3]} formal occasion that site owners had met with search engines.

The conference expanded internationally in 2000 when the first SES UK was held in [London, England](#) on April 27, 2000, followed by [Denmark](#) in 2001, [Germany](#) in 2002, and France, Sweden, Canada, Italy and China until 2006. The growth of the industry caused the creation of special niche SES Conferences such as SES Multimedia & Mobile Edition and SES Latino.

The conference is hosted by [Incisive Media](#) since 2005 who purchased [Search Engine Watch](#) from MecklerMedia (now [Jupitermedia](#)) for \$43 million^[4] that year.

Just over a year after the purchase, Sullivan announced his resignation from guiding the series on August 29, 2006^[5] after a contract dispute but later agreed^[6] to run two further shows in the US and speak at a third during 2007.

On June 7, 2007, Kevin Ryan was named as vice president and global content director for the series.^[7]

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Burt's Bees Colony Collapse Disorder (CCD), Honey Bees Dying



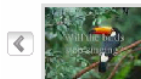
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Why are the bees dying? Why are honey bees disappearing from across the US? Well, Burt's Bees (<http://www.burtsbees.com/>) is raising awareness about an environmental issue called Colony Collapse Disorder (CCD) to find out and help save the dying bees. Colony Collapse Disorder is the sudden dying of bees causing the whole honey bee colony to collapse leading to widespread disappearance of bees from our environment.

While the exact causes for bee Colony Collapse Disorder are unknown, we do know that forces like habitat destruction, misuse of pesticides, invasive species and global warming create risks to honey bees. You can help make the planet a healthy place for bees. Sign up for a free packet of wildflower seeds to plant and give bees a healthy place to live in your neighborhood. We're also providing access to support local organic farmers who naturally create pesticide-free, bee-friendly environments while providing local communities with healthy fresh produce.

By saving the dying bees, we save a lot more than the bees. Be involved. For The Greater Good.
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Search Engine Strategies Conference & Expo Global

Information

Group Info
Name: Search Engine Strategies Conference & Expo
Type: Business - Marketing & Advertising
Description: Search Engine Strategies (SES) is the leading global conference & expo series that educates delegates on search engine marketing (SEM), including optimization (SEO) and advertising strategies, tactics and best practices. The Search Marketing Events listed below will teach attendees everything they need to know from the top Search experts, along with information from representatives of the Search Engines themselves.

2008 SES Events:

- SES New York Conference & Expo Mar 17-20
<http://www.searchenginestrategies.com/newyork/>
- SES Hamburg Forum Apr 10-11
<http://www.searchenginestrategies.com/hamburg/>
- SES Denver Search Training May 6
<http://www.searchenginestrategies.com/denver/>
- SES Milan Forum May 27-28
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- SES Toronto Conference & Expo Jun 17-18
<http://www.searchenginestrategies.com/toronto/>
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For more information visit:
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- Search Engine Marketing Professional Organization (SEMPO)
Organizations - Non-Profit Organizations
- Web 2.0 (Entrepreneurs)
Internet & Technology - General
- Online Marketing Best Practices
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Group Type

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The Workplace

January 27th, 2008

Who owns your social data?

I just returned from the 3rd annual Avenue A | Razorfish Technology Summit in Austin. After sitting through presentations from Microsoft, Sun, Forrester Research, and Avenue A | Razorfish experts including Ray Velez, Amy Vickers, and Shiv Singh, there was one recurring theme that stood out: openness. Everyone seemed to be talking about openness: open standards, open source, open policies. But how open really are these companies? And how far are users willing to go?

While everyone at the conference agreed on the value of open source as a development concept, the most contentious issue centered on the openness of user data in a web 2.0 world. With the recent broohaha over tech cognoscente [Robert Scoble's ban](#) (and subsequent reinstatement) from Facebook for "scraping" user data of his "social graph" (a word I learned means "all your connections on a social networking site") via a rogue Plaxo script, the debate is quickly moving from the academic to the business domain. This will be a hot topic in the months to come.

The first related topic was [Open ID](#). [OpenID](#) is an open, decentralized, free single sign-on system. Think of Microsoft Passport (I mean, Windows Live ID) but for a wide array of unaffiliated sites. Open ID eases that frustrating burden of having to remember a million user names and passwords for that increasingly complex ecosystem of sites you visit. With the proliferation of social media sites, there's a lot of buzz about universal standards. Once you register with Open ID, you log on to all your favorite OpenID-supported sites/services with a single password linked to a provider of your choice (e.g., your existing Yahoo! log-in). Best of all, the user ID stays with you even if you switch providers.

The second related topic at the conference was [data portability](#). Data portability is the idea of taking user data between different social networking sites. On day one of the AAJRF Technology Conference, Microsoft announced it was joining the [Data Portability Workgroup](#), a consortium dedicated to defining inter-operability standards for data portability between sites. In doing so, Microsoft joins Yahoo!, LinkedIn, Google, Plaxo, & others. The open standards will "allow users to access their friends and media across all the applications, social networking sites and widgets that implement the design into their systems," reports TechCrunch.

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SEO Tips and Tricks - Search Engine Optimisation

Your best seo tips and tricks.

Search engines are internet venues where billions of people congregate to search for information. The most prominent search engine giants are Google and Yahoo. The kind of traffic these dot-com companies receive per hour is phenomenal.

So naturally, companies would gravitate towards placing their links and sites in an attempt to garner more visits to their web sites.

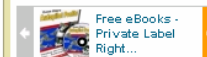
In order to maximize ranking and placement, companies have used tools such as search engine optimization or SEO. Search engine optimization is the method or process of improving a web site's ranking in a search engine listing.

Legitimate search engine optimization practices focus on the improvement of a page's ranking in the search engine list by improving site content, usability and using legitimate methods of promotion through web phenomena such as viral marketing.

Search engines all use complex algorithms in keeping their relevancy in the web and to keep illegal and abusive search engine optimization methods from prospering. However, "black hat" SEO users will always be around so it is expected that search engine giant such as Google and Yahoo will continue to make more complex algorithms to filter the garbage out.

Search engines display different kinds of listings on a result page. The more common ones are pay-per-click (PPC), adverts, paid inclusion, and organic listings. Of all these listings, SEO concerns itself foremost with organic listings for a variety of keywords. This can increase the quality and quantity of visitors to a desired web site.

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