



Search Engine Strategies China, SES Nanjing, Selects SEO Expert Stephen Noton as a Local Networker

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Nanjing China's Search Engine Strategies conference has gone live with their website [isas.cn](http://www.isas.cn) and their official local listing of professional networkers.

PR9.NET November 29, 2005 - NANJING, CHINA -- During the recent Ad-Tech Shanghai there was a lot of behind the scenes meetings discussing how to make the upcoming Search Engine Strategies session in Nanjing, China a great success. One of those meetings was between Inway Ni, the event organizer and Stephen Noton, a leading member of the SEM/SEO industry. During this meeting Ni requested the help of . Noton to market and help bring exposure to the China SES conference.

"Inway asked if my agency and I would aid him locally in Singapore and of course I said yes. We really need both the agencies and the clients to learn about these events so that they can understand the value of attending," Noton explained. Upon getting approval from his board of directors, it was officially announced that Noton and his agency, Adverted Internet Advertising Agency, will be the local networking partner in Singapore for Search Engine Strategies China.

The role of local networkers is to answer questions by interested attendees and exhibitors, but more importantly it's to spread the word on the upcoming strategy session in Nanjing. The biggest issue many had with the recent Ad-Tech Shanghai conference was the lack of grass roots marketing. Many people in the SEM/SEO industry knew of the event but the end clients where kept in the dark and these really were the individuals and companies that would benefit the most by attending this type of event. As a result, on the main duties of local networkers is to ensure that interested parties, including end clients, have full knowledge of the upcoming Nanjing strategy session.

Search Engine Strategies are, of course, focused on the search side of the marketing/advertising of businesses. With that said it reaches into many other aspects of e-commerce. While most might not understand the value behind search engines, everyone that attends the Nanjing event will walk away with enough knowledge and understanding to know that the real value in any marketing/advertising campaign evolves from the power of the search engines. This event will include representatives from Google, Yahoo! and MSN as well as from companies like Baidu.

For information on SES China, Nanjing you can visit the official website at <http://www.isas.cn/en/> or contact Stephen Noton the local networker at +65 62208769.

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About Internet Advertising Agency

Our mission is simple; deliver sales based results for all our clients. You won't see us winning a Gold Lion at Cannes as we don't create million dollar campaigns that only result in our profits increasing. However you probably will see us winning multiple Effie Awards as everything we do is based on effective results.

The Adverted Internet Advertising Agency has at its core Stephen M. Noton, who has over 7 years of Internet advertising experience and has not only shown returns for countless clients but has amassed his own empire of Internet based projects, Adverted being one of them.

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