



Seven Pitfalls of Search Engine Marketing Webinar

Independent Computer Consultants Association, May 16, 2008

URL: <http://www.pr9.net/business/marketing/8124may.html>

The ICCA hosts Internet Marketing Expert, Todd Miechiels, in a May 22nd webinar for small to mid-sized businesses on how to avoid the pitfalls that waste time and money when trying to use the Internet to generate demand and sales.

PR9.NET May 16, 2008 - St. Louis, Missouri - Any business can quickly benefit from online lead generation, but there are pitfalls that can needlessly waste precious time and money. Todd Miechiels will lead an interactive session to help attendees use the Internet as a way to generate demand and sales opportunities more efficiently while avoiding the confusion and disappointment that undermines so many small and mid-sized business efforts.

Todd Miechiels is one of the nation's most widely recognized experts on Search Engine Marketing. Attendees will learn exactly what to do to stay out of danger and capture more business. Mr. Miechiels will provide examples of websites and analyses of why some are good and some are poor sales tools. Plus, Mr. Miechiels will show attendees tools and resources (many free) that will enable better control of search engine marketing efforts.

Mr. Miechiels has also made several of his published articles available for pre-reading to help give potential attendees a flavor of the advice and insights at the webinar. Both articles are available through the ICCA's website (www.icca.org):

- Spring Cleaning Online: 7 Steps for Freshening Up Your Website and Web-Based Marketing
- Why You're Probably Mismanaging Your SEO and Online Ad Placements

To learn more about the May 22nd webinar and register, visit <http://www.icca.org> today.

Todd Miechiels is a business-to-business search engine marketing consultant who helps businesses get more out of their search engine marketing. Mr. Miechiels specializes in working with companies who need customized and special attention in one or more areas of search engine marketing. Many times, Mr. Miechiels serves his clients as the liaison between busy business owners and marketing agencies. Mr. Miechiels speaks regularly to various groups on the subject of Internet and search engine marketing, including Salesforce.com's annual user conference and MarketingSherpa's B2B Demand Generation Summit. To learn more about Mr. Miechiels, visit www.miechiels.com

The Independent Computer Consultants Association (ICCA) is an international not-for-profit trade association that provides professional development opportunities and business support programs for independent computer consultants and their business clients worldwide. For additional information, contact the ICCA at 11131 South Towne Square, Suite F, St. Louis, Missouri, 63123 • 314-892-1675 • email: execdirector@icca.org • website: www.icca.org.

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About Independent Computer Consultants Association

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