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FOR IMMEDIATE RELEASE

Strategic Ranking to Present Search Engine Optimization Workshop at 2005 Information Design & Management Conference

*Search Engine Optimization Workshop, **Writing for the Search Engines**, is scheduled during the STC 2005 Information Design & Management Conference on January 15th. Participants will learn how to improve their website's search engine rankings, drive more qualified visitors to their sites and convert more visitors to customers by optimizing the content of their websites.*

RICHMOND, VA (January 3, 2005) — Mary E. Archer, president and founder of Strategic Ranking, LLC, is scheduled to present a **Search Engine Optimization Workshop during the 2005 Information Design and Management Conference** at the Four Points by Sheraton Hotel in Williamsburg, Virginia January 15th, 2005.

Mary E. Archer, a former fortune-500 IT Communications Director, is a **certified professional search engine marketing strategist**. With over 15 years of online communications experience, Archer lends distinctive insight into the world of search engine optimization and marketing.

Workshop Highlights

The Search Engine Optimization Workshop, ***Writing for the Search Engines: How to Create Search Engine Friendly Web Content***, will focus on the basics of writing effective web content for the major search engines. Following a brief introduction about how search engines work, **participants will learn by doing—working together to optimize a mock website throughout the workshop.**

Workshop participants will learn how to:

- Align websites with their business objectives
- Create website content that is optimized for both their target audience and the major search engines
- Select the most effective keywords / search terms for their site
- Improve their site search engine rankings
- Drive more qualified visitors to their site with keyword-focused page titles and descriptions
- Improve site conversion rates by implementing persuasive calls-to-action
- Decrease page abandonment rates by creating customer-centric content
- Take advantage of FREE useful search engine optimization tools

Conference Information

The 2005 Information Design and Management Conference, sponsored by the James River Chapter, Society for Technical Communication (STC), is open to the public. Participants will be treated to several presentations and workshops by many internationally and regionally acclaimed experts in the field of technical communication. **Register and learn more about the conference at the James River Chapter STC website at www.stc-jamesriver.org.**

When: Saturday, January 15, 2005, 8:30 A.M. – 5:00 P.M.

Location: Four Points by Sheraton Hotel, 351 York Street, Williamsburg, VA

Registration: www.stc-jamesriver.org

Strategic Ranking LLC, a national search engine marketing consulting company located in the greater Richmond Virginia area, provides customized search engine optimization, marketing, and training solutions to corporate clients, organizations, small businesses, web design and marketing firms. Visit us on the web at www.strategic-ranking.com.

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