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**FOR IMMEDIATE RELEASE**

## **Strategic Ranking to Give “Writing for the Search Engines” Presentation to James River Chapter Society for Technical Communication (STC)**

**RICHMOND, VA (January 5, 2006)** — Mary E. Archer, president and founder of Strategic Ranking, LLC, is scheduled to speak to the James River Chapter, Society for Technical Communication (STC) Wednesday January 11, 2006 on the topic of ***Writing for the Search Engines: How to Create Search Engine Friendly Web Content***.

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.

### **Highlights**

The presentation, ***Writing for the Search Engines: How to Create Search Engine-Friendly Web Content***, will focus on the basics of writing effective web content in order to improve your website’s rankings, drive more qualified visitors to your site and convert more of those visitors to customers.

### **Attendees 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
- 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

### **Event Information**

This presentation will be video-conferenced to accommodate STC members from both the greater Richmond, Virginia area and the Chesapeake Virginia area.

**When:** Wednesday, January 11, 2006, 6:30 PM – 8:00 PM

**Location(s):** **Infilco Degremont Inc.**, 8007 Discovery Drive, Richmond, VA 23229  
**American Systems Corporation**, 814 Greenbrier Circle Suite E, Chesapeake, VA 23320

**Registration:** [www.stc-jamesriver.org](http://www.stc-jamesriver.org)

### **About the STC**

**STC** is an individual membership organization dedicated to advancing the arts and sciences of technical communication. Its members include technical writers and editors, content developers, Web designers and developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers.

*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, businesses, web design and marketing firms. Visit us on the web at [www.strategic-ranking.com](http://www.strategic-ranking.com).*