



## **KeyRelevance Search Professionals Share Expertise at National Search Conference**

*Dallas-based KeyRelevance Search Marketing Team to Speak at SMX West Search Engine Marketing Conference in Santa Clara, CA.*

Dallas, TX, February 09, 2009 --([PR.com](http://PR.com))-- Search Marketing Expo (SMX) West provides online marketers with a meeting place to exchange ideas and learn about the latest happenings on the Web. The SMX West Conference promises to bring together people with many different levels of experience and provide them the opportunity to share their experiences in educational sessions and to meet face-to-face as peers.

Search engine marketing company KeyRelevance is honored to have two members of their online marketing team presenting in four sessions at the SMX West Conference in Santa Clara California February 10-12, 2009.

KeyRelevance President Christine Churchill will take the podium on the first day of the conference in a solo presentation entitled SMX Boot Camp: Keyword Research Tools and Techniques. "Keyword research is the critical first step in any online marketing endeavor. Keyword research can make or break a company's success in online marketing," states Christine.

During the keyword session, Christine will be providing insider tips on how to conduct keyword research, a review of keyword tools, as well as the best ways to evaluate keywords. She will also be demonstrating advanced techniques for extracting vital information out of keyword tools.

"Today's economy demands that online marketers know exactly which keyword phrases produce the best results," Christine explained. "Now more than ever, smart marketers need to arm themselves with sound keyword research to make better marketing decisions."

The Boot Camp sessions offered at SMX West are designed as teaching sessions for attendees who desire to get a better foundation for search marketing. During the conference, there will be five Boot Camp sessions covering different components of online marketing including Keyword Research, Copywriting, Paid Search, Link building and Search Engine Friendly Design. Attendees who complete all five Boot Camp Sessions will receive a Certificate of Completion signed by Search Industry Guru Danny Sullivan. Christine will also be presenting on the Advanced Keyword Research Tactics panel. In this session, Christine will be exploring ways for companies to intelligently pursue the long tail strategy of keywords and additional keyword tools.

Key Relevance's Director of Optimization Strategies, Chris "Silver" Smith, will be a featured speaker at the conference on two sessions. Chris will be demonstrating local optimization techniques in the "Up Close with Google Maps & Local" session on the first day. Chris will also be demonstrating image optimization techniques in the "Tapping into Image Search" session on day two.



If you haven't registered for SMX West, you can sign up at [www.searchmarketingexpo.com/west](http://www.searchmarketingexpo.com/west). If you attend, come with questions in mind that you would like to have answered, and make sure to introduce yourself to others. Look over the Agenda and plan ahead on which of the sessions you would like to attend - most sessions have a question and answer session, and there will be ample opportunities to talk with experts in the Conference halls and many networking activities planned with the conference.

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#### About KeyRelevance, LLC

KeyRelevance is a full service search engine marketing company based in Dallas, Texas that offers search engine optimization consulting, pay per click management, social media marketing, blog optimization, conversion and usability enhancements, analytics, and online public relations. KeyRelevance's highly experienced staff plus proprietary tools and technologies help clients achieve their online marketing goals. For more information on KeyRelevance search marketing services visit <http://www.keyrelevance.com>, or call them at 1-972-429-1222. You can access their company blogs at <http://www.semclubhouse.com> and <http://keyrelevance.blogspot.com>



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