



Philadelphia Search Marketing Training - Gain Some Essential Internet Marketing Skills in 3 Hours

Philadelphia Internet Marketing Expert to speak about best methods to optimize your business' website to increase revenue.

Philadelphia, PA, May 15, 2008 --(PR.com)-- Keep hearing terms like Search Engine Optimization (SEO) and Pay-Per-Click (PPC) and want to know what they mean and how you can use them to increase your revenue? Internet Marketing Expert Rick Simmons is answering all questions you may have about the best ways to improve your internet marketing problems on Wednesday, May 21 at the Main Line Chamber Conference Center.

Combining 25 years of experience in the advertising and marketing community with 8 years of internet experience, Rick Simmons, along with Paul Fleming, has created [Philadelphia's premiere online marketing company](#) in Dinkum Interactive. Dinkum, a member of the Main Line Chamber of Commerce, provides all internet marketing needs including Search Engine Optimization (SEO), Video SEO, web design, blogging, e-mail marketing, Pay-per-click (PPC) Management, and Web Analytics. Dinkum, Australian for "genuine," boasts an illustrious list of satisfied clients from the Philadelphia area including Ants Pants Café (<http://www.antspantscafe.com>), Lemon Law (<http://www.lemonlaw.com/>), Sales Packaging (<http://www.salespack.com>), and Eastern University (<http://www.easterngetthere.com/>). Dinkum's services have provided these companies sites' with thousands of additional clicks per month, an increase in customers, and more job openings to cover increased customer base.

Mr. Simmons will discuss how he produced such impressive results, and how the methods used at Dinkum can be applied to other Philadelphia small to medium sized business' websites. He will answer questions such as Do you get enough traffic to your website?, Do your website visitors take your desired action?, Do you know how to use the Internet to increase your ROI?, and any other questions the attendants will have.

The program will be held Wednesday, May 21 at the Main Line Chamber Conference Center, which is located at 175 Strafford Avenue, Suite 130 Wayne, PA 19087. Introductions and networking begin at 8:00 AM, and the main program starts at 8:30. The cost of the program is \$30 for Main Line Chamber of Commerce or SMEI members, and \$40 for non-members. Coffee and light breakfast will be provided. Reserve your place by purchasing tickets online at <http://store.dinkuminteractive.com>.

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