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With Search Marketing (SEM/SEO) Expertise in High Demand, Search Engine Strategies (SES) Kicks Off in NYC

Search Talent Shortage at Its Peak

Search Engine Strategies New York 2008

NEW YORK--([BUSINESS WIRE](#))--Against a backdrop of high demand for search industry expertise, Search Engine Strategies (SES) Conference & Expo 2008 starts today at the Hilton New York (<http://www.SESNewYork.com>). The show runs through Thursday, March 20th.

Led by renowned search authority [Kevin Ryan](#), Vice President, Global Content Director, [Search Engine Strategies](#) and [SearchEngineWatch.com](#), SES New York is known as the preeminent source of practical knowledge for search marketers. In this high-growth industry, the show is also a source for companies grappling with a search talent shortage.

According to a report issued this week by SEMPO, the Search Engine Marketing Professional Organization, North American SEM spending is now projected to grow to \$25.2 billion in 2011.

With companies growing their online marketing and advertising budgets, they are also desperately seeking search talent. To address this need, SES New York is offering the following:

- The session [Staffing Up for Search](#), set for Thursday, March 20th, will address such topics as what qualities make the best hires and what tactics companies should deploy when building up an in-house SEO or agency search marketing team.
- The recently launched Search Engine Watch [Job Board](#) is designed to help job seekers find new employment opportunities while giving employers access to the largest online audience of interactive marketing and search professionals. The job board can be found at <http://jobs.SearchEngineWatch.com>.
- SES New York exhibitor Outrider (SES NY booth #1004) is hosting a Career Center at SES New York with on-site interviews for senior, mid-level and entry-level positions. The Outrider Career Center is located in the Hilton New York's New York Suite, Level 4, Tuesday, March 18th, 9am to 5pm and Wednesday, March 19th, 9am to 4pm.

This year's event features more than 65 in-depth sessions addressing the ins-and-outs of search engine marketing, plus keynote addresses from [Nick Carr](#), author of *The Big Switch, Rewiring the World, from Edison to Google*; President of the Wall Street Journal Digital Network [Gordon McLeod](#); founder and CEO of Mahalo.com, Inc. [Jason Calacanis](#); and Chief Scientist at Yahoo! Research [Andrew Tompkins](#).

After action-packed days of thought-provoking discussion, high-level learning, and practical roadmap guidance, attendees will leave armed with the direction to attain new levels of success with a whole range of search techniques. Hot conference sessions teach attendees:

- How search engines list web sites for free and through paid placements
- How to get free "organic" traffic by building a site that pleases search engines and your visitors
- How to efficiently purchase listings guaranteed to rank your company at the top of search engine results
- How to calculate the ROI of your search marketing efforts
- How to build links that generate traffic to your web site, and how to avoid the penalties of "spamming" the search engines
- What's coming next in the constantly evolving world of web search, and how you can profit from those changes.

For additional information about the New York event and other conferences in the series, visit www.SearchEngineStrategies.com.

About Incisive Interactive Marketing LLC -- A Division of Incisive Media PLC

[Incisive Media PLC](#) is a specialist business information provider, based in the UK with offices in North America, Hong Kong, India and Mainland China. The company's activities are currently built around ten core industry sectors - mortgages; marketing services; financial technology; retail investment; capital markets; risk management; insurance; legal services; private equity and photography. Information is provided via a wide range of channels--in print, in person and online. Funds advised by Apax Partners, a leading global private equity group, recently completed the successful de-listing of Incisive Media from the London Stock Exchange alongside the existing management.

Incisive Interactive Marketing LLC is the marketing services division of the company and incorporates leading websites [Search Engine Watch](#), [the ClickZ Network](#) and their associated events series including [Search Engine Strategies](#). These properties were acquired in 2005.

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