

## **SEMPO Boston to Feature Local Search Presentation for Businesses**

*By SEMPO*

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*Marketers and Business Owners Invited to Come Learn About How to Use Local Search Marketing Tactics to Generate Business*

Boston, MA – The Boston chapter of the Search Engine Marketing Professionals Organization (SEMPO) presents “Same Marketing Budget, Greater Revenue,” a case study featuring a small Boston-based business who used local search marketing to generate business without a larger marketing budget.

The Wednesday, December 3rd, 2008 meeting will be held at the corporate offices of Internet marketing company, HubSpot, in Cambridge, MA. Attendees can register online at: <http://www.meetup.com/SEMPO-Boston>

Presenting the case study is Boston-based cosmetic dentist Dr. Helaine Smith and B2B marketing communications consultant Dianna Huff, principal of DH Communications, Inc. Together they will discuss how to keep your marketing budget steady while increasing revenue using various search marketing strategies, including Google Local Search and building inbound links via social media and PR tactics.

Business owners and marketers will learn how to cost effectively optimize a Website for local search while also building brand awareness and generating increased business.

“The Internet has dramatically changed how we search for local businesses – everything from hair salons to restaurants to health care providers,” says Katie Donovan, Business Development Manager for the SEMPO Institute. “And, Google has elevated what’s known as ‘Local Search’ to new heights now that they have a map of local businesses at the top of the search listings. We encourage business owners and marketers to attend this SEMPO meeting where you’ll learn how easy-to-implement search strategies can really impact your bottom line. We’re very excited that Dr. Helaine Smith has agreed to share her knowledge about how she’s been able to grow her dental practice through search while not increasing her marketing budget.”

The event, sponsored by Internet marketing company HubSpot [<http://www.hubspot.com>], will take place at HubSpot’s corporate headquarters at One Broadway, 10th Floor, Cambridge, MA. Registration begins at 6:30 PM with the panel discussion starting at 7:00 PM. The event is open to SEMPO members, marketers, and the general public.

The cost is free. Attendees can register online at: <http://www.meetup.com/SEMPO-Boston>

SEMPO is a global non-profit organization serving the search engine marketing industry and marketing professionals engaged in it. The organization has made it a priority to form “Working Groups” or chapters around the world – with U.S. groups recently forming in Chicago, Colorado, and New York. The SEMPO Board recently approved the formation of the Boston Working Group. For more information, or to join the organization, please visit <http://www.SEMPO.org>.

About the Search Engine Marketing Professional Organization (SEMPO)

SEMPO’s purpose is to provide a foundation for industry growth through building stronger relationships, fostering awareness, providing education, promoting the industry, generating research, and creating a better understanding of search and its role in marketing. Representing thousands in over 30 countries, SEMPO has

over 850 members. It represents the common interests of companies and consultants worldwide and provides them with a voice in the marketplace. SEMPO's education and outreach initiatives are sponsored in part by Microsoft, Yahoo!, Google, Superpages.com, SMX and Search Engine Strategies.

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