



## Top Five Strategies To Improve Google Search Engine Marketing Published By Heather Lutze

*Achieve SEM Success Using the FindAbility Formula(TM)*

### Media Advisory

DENVER/EWORLDWIRE/July 30, 2008 --- In the face of a struggling economy, it is essential for companies to increase marketing dollars in areas that offer the most potential sales. Achieving first page exposure on Google or other major search engines is one of the most effective ways to reach the most potential customers and produce immediate sales results. Heather Lutze, a nationally recognized Search Engine Marketing (SEM) Expert, Speaker, Author and CEO of Lutze Consulting, offers the Top Five Strategies To Improve Google Search Engine Marketing Results Using The FindAbility Formula(TM) at her upcoming workshops and speaking sessions. Lutze, who has a proven track record of helping thousands of online businesses increase their bottom line results, targets these strategies to business executives across all sectors who want to learn SEM. To learn the Top Five Strategies To Improve Google Search Engine Marketing Results, please go to '<http://www.lutzeconsulting.com/topic.asp?P=topfive>'.

Meeting Managers and Conference Organizers are eager to bring to their clients one of the most notable Internet Marketing expert trainers. Lutze offers non-technical training sessions on how to create and manage successful search marketing campaigns. As organizations are searching for ways to cut costs and limit travel, Lutze brings search engine marketing education to businesses around the country during a high-energy and informative presentation designed for business promoters responsible for gaining more customers and driving sales.

Lutze frequently delivers search marketing success strategies at national conferences/events and speaks competently on all SEM elements from implementing campaigns to increasing market share on Google, MSN, Yahoo! and more. Since 1991, she has been an expert trainer and speaker at leading workshops including, Yahoo! Search Marketing and Pay Per Click (PPC) Summit. She will present at the PPC Summit in Los Angeles, Sept. 25-26, 2008.

Lutze will also speak at the National Speakers Association (NSA) Conference in the session, "Become the Easiest Speaker To Find Online - Learn How to Achieve First Page Search Engine Presence Using FindAbility Formula," on Aug. 4 at 10:00 a.m. at the New York Marriott Marquis Times Square. Lutze will also preview her new book, "FindAbility Formula, The Easy, Non-Technical Approach to Search Engine Marketing," which outlines strategies for optimal online marketing exposure.

Raving early manuscript reviews include:

"The FindAbility Formula book is literally worth its weight in gold! After following Heather's advice, traffic on our site is up and our sales have increased dramatically," according to The Guerilla Group's Senior Partner and Co-Author of Guerrilla Selling Orvel Ray Wilson. "Heather has definitely 'cracked the code' and de-mystified search marketing for the rest of us!"

Most recently, Lutze appeared on Speaker Magazine's May cover and was featured as an up-and-coming new speaker in 2008. She is also a contributing writer for Search Engine Marketing Journal. Lutze is committed to educating online businesses and helping them understand all aspects of Search Engine Marketing, Search Engine Optimization (SEO), Pay Per Click and more. To download a free report on the Top Five Strategies To Improve Google SEM, go to '<http://www.lutzeconsulting.com/topic.asp?P=topfive>'. Lutze tackles Internet marketing issues and has successfully trained 2000+ online business promoters.

To book Heather Lutze for an upcoming speaking engagement, call 888-588-9326 or e-mail [speaker@lutzeconsulting.com](mailto:speaker@lutzeconsulting.com). Lutze will offer a free one-day consultation to discuss online marketing strategies to businesses that book a speaking engagement during 2008. For more information, visit '<http://www.lutzeconsulting.com>'.

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## About Heather Lutze

Heather Lutze is the CEO of Lutze Consulting, a Search Engine Marketing consulting firm that works with companies to attain and maintain maximum internet exposure. The firm has improved search engine results for over 250 enterprises nationally and internationally. Heather Lutze was awarded the Thrasher Marketing Editors Choice and The Five Star SEO Speaker honor this year. Her new book "The FindAbility Formula," published by Wiley and Sons, is designed to help online business promoters discover the power of search marketing and how they can successfully market their products/services on the Internet. The book will be available in the Spring of 2009.

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