

Speaker Profile: Stephan Spencer



Web Marketing Virtuoso, Speaker and Writer

As Yogi Bera once purportedly said: “*You don’t know what you don’t know*”. This applies to your conference delegates as much as anyone.

Your delegates know they need to be on the Web. They know that their websites needs to be visible in the search engines. They know they need to be clever and different in their e-marketing. They know they need to get that traffic to convert into bottom line revenue. What they don't know is how to pull this all off.

Stephan Spencer, respected SEO expert, author, professional speaker, and founder of the SEO agency Netconcepts (acquired by Covario in 2010), provides practical, information-rich, immediately applicable seminars, workshops and webcasts on issues that profoundly impact the success of their online presence. He is a seasoned presenter at conferences around the globe. Indeed, he is a twenty year veteran in the speaking circuit.

Imagine, for example, a session at your forthcoming conference with a title like ‘*Your Website is Broken – You Just Don’t Know It Yet*’. Or ‘*How to Get Google to Love Your Website*’. Or ‘*Seven Secrets to High Rankings in the Search Engines*’.

These sorts of sessions would be highly relevant to anyone who wants to do better marketing online, including a great many of your delegates.

Sample Speaking Clip

A sample of Stephan speaking professionally (at the Shop.org Annual Summit) can be found here:

<http://videos.scienceofseo.com.s3.amazonaws.com/potential%20material/bootcamp-stephan.mov>

Sample Seminar Topics

'Your Website is Broken – You Just Don't Know It Yet'

'Wielding the Power of Natural Search for Market Domination'

'Seven Secrets to High Google Rankings'

'SEO: From Soup to Nuts'

Sample Abstracts

Seven Secrets to High Google Rankings

Google's search algorithms power the majority of Web search queries, making high-ranking Google listings a marketer's dream. Where else can you reach such high penetration to highly qualified prospects at zero cost per click?

While natural listings in Google deliver millions in sales to some of the Web's savviest retailers, most Web sites are not properly designed to reach this market. How can you adjust or revamp your site so Google will love it?

Join SEO expert and author Stephan Spencer during this rich presentation to learn the essential strategies of putting Google to work for your Web site. You'll learn the secrets of how to:

- Check your "Google pulse"
- Estimate missed opportunity costs
- Ensure Google crawls 100% of your site, including dynamic pages
- Design your pages to dominate rankings
- Avoid getting banned by Google
- Prepare for changes soon to come in the search engine industry
- ...and much more!

SEO: From Soup to Nuts

Whether you are a seasoned marketer new to SEO, or a savvy search marketer wanting to ensure you aren't overlooking anything, this session is for you. We'll run through all the different requirements for a website that will ensure SEO success—from crafting content and code for search engines to essential tools and methodologies. Wouldn't it be great if you could enlighten your designers, copywriters, product managers, programmers and marketers on being more effective at doing their jobs in a search engine optimal way? Now you can. Whether you have a dynamic site or a static one, lots of content or just a little, cutting edge technologies or brochureware, a big brand or an unknown startup, you'll need this SEO knowledge. You'll walk away with, best practices for both "off-page" and "on-page" SEO -- from links to URLs to HTML to content to site architecture, a bevy of tools -- many of them free, techniques for making Web 2.0 and "rich media" content search engine friendly, and ways to circumvent the SEO roadblocks common in ecommerce platforms.

An Experienced Speaker

Stephan has travelled the globe – Berlin, London, Toronto, Santiago, Auckland, New York, Chicago, San Francisco, Los Angeles, and places in between – speaking at countless events for organizations such as IIR, Internet World, IQPC, the DMA, the AMA and SMEI. The delegates write in glowing terms:



"I attended a workshop by Stephan Spencer of Netconcepts on website auditing at the Beauty Online conference. The workshop was comprehensive and illuminating. I was very impressed. Stephan Spencer is very knowledgeable and an expert in the field. If you decide to meet with him, you will not be disappointed."

- Gilles Kortzagarian, Manager of E-commerce and Direct Marketing, [Christian Dior Perfumes, Inc.](#)

"Stephan is one of those rare individuals who has been in the trenches and done the work, yet can see over the horizon and recognize what's coming. The fact that he's an engaging speaker is a bonus."

- Jim Sterne, author of 7 books on Internet marketing and professional speaker, [Targeting.com](#)



"As author of Google Guide and How to Do Everything with Google, I was pleased (and surprised) at how much I learned from Stephan Spencer of Netconcepts on how to optimize and generate more revenue and bring more traffic to my sites."

- Nancy Blachman, author and developer of [Google Guide](#) & co-author of [How To Do Everything With Google](#)



"I walked out of the workshop with a better understanding of what SEO was, and some hints on how our marketing staff could optimize our website for search. But the biggest thing I learned from the workshop was that we shouldn't do it ourselves. If you want results, then you hire experts and that's what we did."

- Nathan McNabb, Marketing Manager, [SecureWorks](#)



"Stephan Spencer is the guru of the SEO world. There is no question he can't answer, no problem he can't find a solution for and all of this is done in a very professional manner. Search engine optimisation is like abseiling of a cliff... the first step isn't easy but once you're over the edge you will definitely enjoy the ride! In this ever changing environment there is no way you can ever keep up, Stephan will provide you with all you need to make sure your website is not lost in the other 5,590,000 pages!"

- Darren Levy, Programme & Marketing Co-ordinator, [University of Auckland Business School, Executive Programmes - Short Courses](#)



After conducting more than 100 webcasts each year, the AMA worked with GravityMail / Netconcepts to deliver a record-breaking turnout with nearly 2500 marketers enrolled. "The content developed by Stephan Spencer resonated well with the marketing audience by translating the technical jargon of search engine optimization into terms that every marketer responds to: how to turn out high rankings on Google."

- Lynette Rowlands, Marketing Manager, American Marketing Association



Stephan has the ability to connect with a non technical audience and inspire them about the possibilities that web site optimisation and email marketing can deliver.

Stephan's workshop at our recent Microsoft-sponsored "e-Nabling Business" seminar provided attendees with:

- *a greater understanding of the way the web works*
- *a clear idea of where site traffic comes from and what visitors are searching for*
- *a certainty that their sites will be found by search engines and visitors alike if they follow best practice*
- *a greater understanding of how to build long term business value*

If you only take one workshop a year then this is the one I would recommend to all business owners looking to maximise their marketing spend.

- Warwick Grey, Small Business Manager, Microsoft New Zealand

Stephan draws really great feedback, consistently gaining speaker ratings of 4+ out of 5:

"Scores are rated on the basis of performance and on a 1 to 5 scale where '5' is equal to excellent and '1' to poor, the averages ranged from 3.0 to 4.8. Your score was 4.8. It was a pleasure working with you. We are entertaining the thought of organizing another Beauty Online conference next year and would certainly welcome you back as a key participant."

- Lisa Michelle Fuchs, Conference Director, IQPC

Effectiveness 4.6 / Communication 4.5 / Preparedness 4.7 / Overall Workshop 4.5

You were the highest rated workshop at eFood 2000. Due to your great evaluations, I would like to invite you back as a workshop leader in the upcoming eFood East conference in June. I think you would do an incredible job again at the next event.

- Jeanne Lissak, Conference Director

Your workshop was rated: Effectiveness 4.8 / Communication 4.6 / Preparedness 4.9 (bravo!) / Overall workshop 4.6

- Laura Hibbler Conference Director, IQPC

Stephan's Search Engine Marketing workshop scored 4.7 for presentation skills, 4.9 for knowledge of topic, 4.8 for overall content and 4.8 for new/useful information, with attendee comments like: 'Best session of the day.' 'Stephan provided excellent ideas and suggestions for doing your own search engine marketing.' 'This was a great session! I learned so much and the presenter is very captivating.' 'Invaluable information.' 'Excellent.'

In his workshop on Leveraging Search Engines to Market and Advertise workshop, he scored 4.4 for presentation skills, 4.4 for knowledge of topic, 4.3 for overall content and 3.9 for new/useful information. Attendees said: 'Clear, concise and focused on content.' 'Expert yet approachable.' 'Insanely knowledgeable on topic.' 'Extremely good information you can use right away.' 'Excellent session; much more informative than most "vendor" panels.'

Stephan's third Session at Internet World Essentials 2003 on Viral E-Mail Marketing scored 4.5 for presentation skills, 4.5 for knowledge of topic, 4.3 for overall content and 4.1 for new/useful information. Attendees evaluated his performance: 'Opened my eyes!' 'Obviously an expert in his field.' 'Didn't push his own products/services; kept it focused on the relevant material.' 'Very good speaker.' 'Stephan Spencer did a great job with his presentation. After

attending his first session, I made sure to attend all his other sessions.' 'Stephan gave me some powerful tools to give to my clients. Excellent presentation!'
- Internet World Essentials 2003

At IQPC's Call Center Net conference he scored 4.2 for presentation and 4.9 for workshop, and attracted feedback: 'Very insightful; valuable information. Gave great suggestions. Excellent and thorough content.' Workshop rated 4.5 for content, 4.17 for delivery, 4.83 for value and 4.5 overall.

- Business to Business Marketing on the Internet, Institute for International Research, New York

This is what his audiences say:

'One of the best presentations of the seminar. Very valuable stuff I can implement immediately.' *'The only presenter to actually ask the audience.'* *'I was impressed how he pre-qualified his audience before starting his presentation.'* *'Fun presentation style.'* *'Great! Lots of useful info. Could have had his own 3-day presentation. Best & most valuable presentation/ information of seminar.'*

- University of Wisconsin-Madison Marketing Communications Program

'Fun! Different stuff. An educational session even though the guy was quite narrow in focus – he was creative and dead smart. Good humor.' *'Rally enjoyed this.'* *'Knows his stuff. I've heard him before but he's consistently useful.'*

- Institute for International Research, Auckland, New Zealand

'Your presentation was killer, literally one of the best AMA presentations I've attended EVER. Furthermore, you follow up with Chuck-Full-Of-Best-Practices/Killer Content below! Awesome! When the humble Personamix corporation grows beyond a small shop with available marketing dollars we'll be sure to purchase your consultative services.'

- David Daniels

'The Google seminar was very informative, and six of us all learned tips and tricks that will help us in our professional use.'

- Amy K. Anderson, PC Division Market Intelligence, IBM Corporation

Stephan can really draw audiences. His recent '7 Ways to increase your Google ranking' was the highest-attended webcast ever mounted by the American Marketing Association.

"Excellent hour! I'd wager there were more colleges and universities among the 2300 participants than you or the AMA would ever guess. I'd appreciate a copy of the program when convenient. Thanks for your time and energy." - Michael

"I participated in your Webex seminar today about 7 Ways to increase your Google rankings. I would like to request a copy of the presentation if possible. This will be a great resource for our marketing needs. Thanks!" - Inese

Many more unsolicited comments on the quality of the content and presentation of this webcast can be found at <http://www.netconcepts.com/who-we-are/webcast-feedback/>

Professional Speaking Engagements

In 2013...

October 21-24, 2013 [PubCon](#), Las Vegas, NV

[Monetizing and Optimizing Your Blog](#)

[SEO: Hot Topics and Trends](#)

[Scaling and Systemizing Your Link Building](#)

October 9-11, 2013 [MarketingProfs B2B Marketing Forum](#), Boston, MA

SEO & PPC Tips to Grow Your Business

September 30-October 2, 2013 [Shop.org Annual Summit](#), Chicago, Illinois

[Seven Steps to Becoming an SEO Superhero](#)

[Speakers Q&A Panel: You are in the Driver's Seat](#)

September 26-27, 2013 [AMA SEO Training Intensive](#), Chicago, Illinois

2-day workshop

June 11, 2013 [SMX Advanced](#), Seattle, WA

[From Microdata & Schema To Rich Snippets: Markup For The Advanced SEO](#)

April 16-18, 2013 [eCommerce Conference & Expo](#), Melbourne, Australia

[The New Order of SEO: Content Marketing](#)

[Live Site Review: Advanced SEO Tips, Tools and Techniques](#)

[Tactical Smackdown](#)

Feb 11-13, 2013 [IRWD](#), Orlando, FL

[Live Site Reviews](#)

Feb 7, 2013 [iMedia](#), University of Wisconsin-Madison, Madison, WI

Jan 25-26, 2013 [Lorman Audio Conference](#), Online

[SEO Essentials for IT Professionals](#)

Jan 23, 2013 [Shop.org](#) Webinar

[Latest \(and Greatest\) Trends and Techniques in SEO](#)

Jan 22, 2013 [Business Mastery](#), Las Vegas NV

Latest (and Greatest) Trends and Techniques in SEO

Jan 15, 2013 [O'Reilly webinar](#), Online

[Secrets to Acquiring Links for Higher Google Rankings](#)

In 2012...

Dec 11-12, 2012 [AMA SEO Training Intensive](#) New York, NY

2-day workshop

Nov 12-16, 2012 [SES Conference](#), Chicago, IL
[SEO Tools of the Trade](#)

Nov 8, 2012 [O'Reilly webinar](#), Online
[Getting Google To Love Your Website](#)

Oct 24, 2012 [O'Reilly webinar](#), Online
[Become an Expert Google Searcher in an Hour](#)

Oct 23, 2012 Tony Robbins [Business Mastery](#) webinar
[Getting Google To Grow Your Business](#)

Oct 15-18, 2012 [Pubcon Vegas 2012](#) Las Vegas, NV
[SEO: Hot Topics and Trends](#)
[Google's Author Tag: The Biggest Signal Since Links?](#)
[Monetizing and Optimizing your Blog](#)

Sept 20, 2012 [Conductor Customer Conference](#), New York, NY
[Keynote: The Past, Present, & Future of SEO](#)

Sept 12, 2012 [Shop.org](#) Annual Summit, Denver, CO
[Advanced SEO Tips, Tools and Techniques](#)

August 23, 2012 - [UW iMedia Workshop](#), Madison, WI
Search Engine Optimization

July 18, 2012 - [Online Retailer Conference & Expo](#), Sydney, Australia
[Mobile SEO: Same But Different](#)
[Live Site Reviews](#)
[Ultimate Ecommerce Tactical Smackdown](#)

June 14, 2012 - [MarketingProfs webinar](#), Online
[The 10 Most Common SEO Mistakes Marketers Make](#)

May 1-3, 2012 – [SMX Sydney](#), Sydney, Australia
[Future of Search](#)
Site Clinic
Killer SEO Tools

March 7, 2012 - [O'Reilly webinar](#), Online
[Meaningful SEO Metrics: Tracking and Measuring Your Way to Success](#)

February 16, 2012 – [EMarketing and Commerce](#)
[eM+C's Digital Marketing Rock Star Webinar Series: The Top 4 Digital Marketing Trends for 2012](#)

February 13, 2012 – [IRWD](#), Orlando, FL
SEO Mistakes That Are Costing You Serious Money

February 7, 2012 – [O'Reilly webinar](#), Online
[Google in the Real World: How Links Boost Your Rankings](#)

January 12-13, 2012 – [American Marketing Association Training Series: SEO](#), New York, NY

January 8, 2012 – [Affiliate Summit West](#), Las Vegas
[SEO: Ask the Pros](#)

In 2011...

December 1, 2011 – [O'Reilly webinar](#), Online
[Getting Google to Love Your Website](#)

November 8-9, 2011 – [PubCon Las Vegas](#)
[Interactive Site Reviews](#),
[SEO: Hot Topics and Trends](#)
[Current SEO and Google](#)

November 3, 2011 – [Blog World Expo](#), Los Angeles, CA
[SEO for Beginners](#)

October 10, 2011 – [Web 2.0 Expo 2011 New York](#)
[101 Killer SEO & PPC Strategies & Tactics](#) (workshop)

September 30, 2011 – [MarketingProfs](#) University - Search Marketing School, Online
[Meaningful SEO Metrics](#)

September 28, 2011 – [O'Reilly webinar](#), Online
Become an Expert Google Searcher in an Hour

September 27, 2011 – [UW E-Business Consortium annual conference](#), Madison, WI
Driving Results with SEO

September 14, 2011 – [Shop.org Annual Summit](#), Las Vegas, NV
[Advanced SEO Tips, Tools and Techniques Applied Live in Website Critiques](#)

August 22, 2011 – [Affiliate Summit East](#), New York, NY
[SEO: Ask the Pros](#)

August 11-12, 2011 – [Elite Retreat](#), San Francisco, CA

July 21, 2011 – [MarketingProfs](#) webinar, online
[Eight Critical SEO Metrics](#)

June 11, 2011 – [SMX Advanced](#), Seattle, WA
[Mega Session: SEO Vets Take All Comers](#)

May 7, 2011 – IIMA [Fusion 2011](#) annual conference, Vancouver, BC
[SEO Site Clinic](#)
[The Social Media Underground](#)

March 28, 2011, [Web 2.0 Expo](#), San Francisco
[101 Killer SEO & PPC Strategies & Tactics](#) (workshop)

March 22, 2011, Tony Robbins' Business Mastery webinar
Fast Track Business Growth and Optimization Program

March 8, 2011, [SMX West](#), Santa Clara, CA
[SEO Myths, Mistakes & The Madness Of Crowds](#)
[Ask The SEOs](#)

January 25, 2011, Tony Robbins' [Business Mastery](#), Las Vegas, NV
10 Super-Common SEO/SEM Mistakes

January 9, 2011, [Affiliate Summit West](#), Las Vegas, NV
[SEO: Ask the Pros](#)

In 2010...

January 2010, American Marketing Association [Training Series](#): SEO, New York, New York

February 10, 2010, UW iMedia, Madison, WI

February 22-23, 2010, American Marketing Association [Training Series](#): SEO, Houston, TX

February 25, 2010, Online Web Marketing, San Diego, CA
[Analytics for Search: ROI, Engagement, and Retribution](#)

February 17, 2010, Internet Retailer & Web Design Conference, Orlando, FL
[How Design Affects Your Search Engine Ranking](#)

March 22-26, 2010, [SES New York](#), New York, NY
SEO Tools of the Trade

April 19th, 2010 [BlogPaws West](#), Denver, CO
[SEO Best & Worst Practices](#)

June 16-18th, 2010, [AMA Boston](#), Boston, MA

Sept 1st, 2010, [MarketingProfs Digital Conference](#), Online
[Critical Metrics for SEO Success](#)

Sept 28th, 2010, [Shop.org Annual Summit](#), Las Vegas, NV
40+ Things You Can Do to Make More Money Next Week

Sept. 29th, 2010 [Performance Marketing Expo](#), Miami Beach, FL
[Rev Up Your Google Rankings](#)

Sept. 30th, 2010, [UWEBC Conference](#), Madison, WI
Driving Results with SEO

Oct 1st, 2010, [SEMPO Atlanta](#), GA
[Advanced SEO: An Assortment of Tools, Tips, and Tactics](#)

Oct. 6th, 2010, [SMX East](#), New York, NY
[SEO Myths, Mistakes, and Madness of Crowd-Sourcing](#)

Oct 20th, 2010 [SES Chicago 2010](#), Chicago, IL
[The Trouble with CMS Systems](#)

November 8th, 2010, [Pubcon](#), Las Vegas, NV
Top-Shelf SEO: Hot Topics and Trends
Interactive Site Reviews: Focus on Organic

In 2009...

August 10-14th, 2009, [SES San Jose 2009](#), San Jose, CA
[The Search Industry in 2014](#)

August 18, 2009, [Stanford Tech Briefings](#), Stanford, CT
[Google: Search Engine Optimization](#)

August 24-25, 2009, American Marketing Association [Training Series](#): SEO, Philadelphia, PA

September 15, 2009, [NEMOA](#), Ledyard, Connecticut
[SEO Words of Wisdom](#)

September 23rd, 2009, [Shop.org Annual Summit](#), Las Vegas, NV
[Extreme Makeover: SEO edition](#)

October 6th, 2009, [SMX East](#), New York, NY
[SEO Track](#)

November 11th, 2009, [Web 2.0 Expo](#), New York, NY
[Getting to \(Near\) Real-time in your SEO](#)

November 2009, American Marketing Association Training [Series: SEO](#), Chicago, IL

June 2-3rd, 2009, [SMX Advanced](#), Seattle, WA
[Mega Session: SEO Vets Take All Corners](#)
[Duplicate Content Solutions & The Canonical Tag](#)

June 15-18, 2009, [Internet Retailer Conference](#) 2009, Chicago, IL
[Improving SEO](#)

March 31st, 2009, [Web 2.0 Expo](#), San Francisco, CA
[SEO: From Soup to Nuts](#)

February 11-12, 2009, [SMX West](#), Santa Clara, CA
[SEO Status Report Metrics](#)
[Productivity Tips for the Busy Search Marketer](#)
[In House: Training the Company on SEO](#)
[Tools, Glorious Tools](#)
[301 Redirect, How Do I Love You? Let Me Count the Ways](#)

February 23rd-24th (Las Vegas, NV) March 10th-11th (Chicago), April 21st-22nd (Washington DC)
[Search Engine Optimization and Marketing - An AMA Training Series](#)

February 18-19th, 2009 [Elite Retreat](#), San Francisco, CA
[SEO Expert at the Elite Retreat](#)

January 21st, 2009, [Internet Retailer Web Design](#), Miami, FL
[Top Designs to Boost SEO Rankings](#)

In 2008...

December 10-11th, 2008, [Search Engine Strategies](#), Chicago, IL
[SEO Through Blogs & Feeds](#)
[How to Speak Geek: Working Collaboratively With Your IT Department](#)

November 12, 2008, [Pubcon](#), Las Vegas, NV
[Alternative Discovery and SEO - Feeds, PDFs, and Blog SEO](#)

October 25th, 2008, [BizTechDay](#), San Francisco, CA
[Website/SEO 101](#)

October 22nd, 2008, [MarketingProfs Digital Marketing Mixer](#), Scottsdale, AZ
[Website Emergency: Search and Conversion Problems Solved!](#)

October 22nd, 2008, [MarketingProfs Digital Marketing Mixer](#), Scottsdale, AZ
[Search Engine Optimizing Your Website: From Soup to Nuts](#)

October 13th, 2008, [DMA 08 Conference & Expo](#), Las Vegas, NV
[Blog Monetization: From Soup to Nuts](#)

October 6-8th, 2008, [SMX East](#), New York, NY
[Give It Up: White Hat Edition](#)
[Tools, Glorious Tools](#)
[Unraveling URLs and Demystifying Domains](#)
[What's New with Retailers and Search Marketing](#)

October 2nd, 2008, [Startonomics](#), San Francisco, CA
[Searching for Users: SEO as an Engine for Customer Acquisition](#)

September 19th, 2008, [Blog World Expo](#), Las Vegas, NV
[Search Engine Optimization, SEM, & New Media](#)

September 18th, 2008, [Web 2.0 Expo](#), New York, NY
[The Best-kept Secrets to Search Engine Optimization Success](#)

September 16-17th, 2008, [Shop.org Annual Summit](#), Las Vegas, NV
[So You Think Your Site Can Dance? SEO vs. Branding and Conversion](#)
[Natural Search Tactics for the Retailer](#)
[24+ Specific Things You Can Do To Make More Money Next Week](#)

August 19-20th, 2008, [SEOMoz Expert Training](#), Seattle, WA
[SEO Tactics for Vertical Search Inclusion & Rankings](#)
[Sitemaps and Webmaster Tools](#)
[Elite Site Architecture for Enterprise, E-Commerce, and Micro-Targeted Domains](#)

August 18th, 2008, [Search Engine Strategies](#), San Jose, CA
[More Customers, Fewer Costs: Why Marketing to the "Long Tail Make Sense"](#)

August 16th, 2008, [WordCamp](#), San Francisco, CA
[SEO Mistakes Most Bloggers Make](#)

August 15th, 2008, [Stanford University Tech Briefings](#), Stanford, CA

[Google: Search Engine Optimization](#)

June 18th, 2008, [SES Toronto](#), Toronto, Canada
[Social Media Success](#)

June 12th, 2008, University of Wisconsin, Madison, WI
[iMedia: Reaching Customers](#)

June 11th, 2008, [Internet Retailer 2008](#), Chicago, IL
[Web Site Design Spotlight: Live, On-the-spot Critique of Retailers' Sites](#)

June 3-4th, 2008, [SMX Advanced](#), Seattle, WA
[Give It Up!](#)
[Buying Sites for SEO](#)
[Bot Herding](#)
[Blow Your Mind Link Building Techniques](#)

May 19th, 2008, [ACCM 08](#), Orlando, FL
[Secrets for Getting More & Better Links for Higher Search Rankings](#)

April 22-23rd, 2008, [Web 2.0 Expo](#), San Francisco, CA
[Best-kept Secrets to SEO Success: the Art and the Science](#)
[Free Traffic: SEO/SMO 101 \(Search Engine & Social Media Optimization\)](#)

March 27th, 2008, [MarketingProfs Web Seminar](#), Online
[Advanced Tactics in SEO: Part Art, Part Science](#)

March 10th, 2008, AMA Marketing Workshop, St. Pete Beach, FL
[Getting Google to Love Your Website](#)

March 4th, 2008, Lorman Education Teleconferences, Online
[Website Metrics and ROI: Getting the Most Out of Your Online Marketing Spend](#)

February 27-28th, 2008, [SMX West](#), Santa Clara, CA
[Unraveling URLs and Demystifying Domains](#)
[SEO 2.0 For Web 2.0 Sites](#)

February 8th, 2008, [THE Conference on Marketing](#), Naples, FL
[Best Kept Secrets for Search Marketing Success](#)

January 23rd, 2008, Shop.org Strategy and Innovation Forum, Orlando, FL
[Driving Engagement Through Widgets and Gadgets](#)

In 2007...

December 5, 2007, [PubCon](#), Las Vegas, NV
[Alternative Discovery and SEO – Feeds, PDFs, and Blog SEO](#)

November 13, 2007, University of Wisconsin Executive Education - Interactive Marketing, Madison, WI
[Reaching Customers](#)

November 7, 2007, [Blog World Expo](#), Las Vegas, NV
[Search Engine Optimization: Best Practices](#)

November 2, 2007, American Marketing Association's Hot Topic: Search Engine Marketing, Chicago, IL
[Inside the Head of the Searcher](#)

October 17, 2007, [SMX Social Media](#), New York, NY
[Wikipedia, Yahoo Answers & Answer Sharing](#)
[Wikipedia Clinic](#)

October 16, 2007, [DMA07](#), Chicago, IL
[Desperately Seeking Links: Baiting, Buying, and Socializing for Links](#)

October 10, 2007, eComXpo, Online
[Wikipedia & SEO](#)

September 18, 2007, [Shop.org Annual Summit](#), Las Vegas, NV
[Advanced Search: Part Art, Part Science](#)
[Ecommerce Clinic: Link Building and Social Media](#)

August 24, 2007, [Stanford TechBriefing](#), Stanford, CA
[7 Secrets to High Google Rankings](#)

August 22, 2007, [Search Engine Strategies](#), San Jose, CA
[Wikipedia & SEO](#)
[SEO Through Blogs & Feeds](#)

June 28, 2007, [MarketingProfs Virtual Seminar](#), Online
[SEO for Really Big Websites](#)

June 26, 2007, Newspaper Association of America Webinar, Online
[Make the Most of Your Web Site with SEO](#)

June 22, 2007, American Marketing Association's Hot Topic: Search Engine Marketing, Chicago, IL
[Inside the Head of the Searcher](#)
[Organic Search Is All About the Links](#)

June 18, 2007, University of Wisconsin Executive Education - Interactive Marketing, Madison, WI
[Reaching Customers](#)

June 12, 2007, [Search Engine Strategies 2007](#), Toronto, CA
[RSS, Blogs & Podcasts: Successful Syndication Tips](#)

June 5, 2007, [SMX Advanced](#)- Seattle, WA
[Give It Up!](#)

May 25, 2007, [AMA Search Engine Marketing](#), New York, NY
[Inside the Head of the Searcher](#)
[Organic Search Is All About the Links](#)

May 21, 2007, [ACCM 2007](#)- Boston, MA
[Making Blogging and RSS Pay Off](#)

April 20, 2007, AMA Search Engine Marketing, San Francisco, CA
[Organic Search Is All About the Links](#)
[Inside the Head of the Searcher](#)

April 18, 2007, [Web 2.0 Expo](#), San Francisco, CA

[The Need for Feeds: Understanding RSS & Blog Marketing](#)

April 12, 2007, [Search Engine Strategies](#), New York, NY
[Wikipedia & SEO- Social Search Track](#)
[SEO Through Blogs & Feeds](#)

March 21, 2007, [Search Engine Room](#), Sydney, Australia
[Search Monetization Strategies](#)
[Not Quite Search Marketing 101](#)

February 8, 2007, [MarketingProfs Virtual Seminar](#), Online
[Search Marketing Essentials for Online Retailers](#)

In 2006...

December 6, 2006, [Search Engine Strategies](#), Chicago, IL
[Blog & Feed Search SEO](#)

October 24, 2006, eComXpo Virtual Trade Show, Online
[Link Building Your Way to the Top of the Rankings](#)

October 17, 2006, University of Wisconsin Executive Education - Integrated Customer Communications, Madison, WI
[Interactive Marketing](#)

October 16, 2006, [DMA Annual Conference 06](#), San Francisco, CA
[Blogs, Podcasts and RSS: New Tools for Customer Acquisition and CRM](#)

October 10, 2006, [Shop.org Annual Summit](#), New York, NY
[Vertical Search](#)

September 28, 2006, [MarketingProfs Virtual Seminar](#), Online
[Getting Google to Love Your Website...Again](#)

August 24, 2006, [MarketingProfs Virtual Seminar](#), Online
[Success with Email Marketing Campaigns: 10 Campaigns Critiqued for Best and Worst Practices](#)

August 8, 2006, [Search Engine Strategies](#)- San Jose, CA
[Blog & Feed Search SEO](#)

April 3, 2006, [Professional Association of Innkeepers International 2006 Annual Convention](#), Phoenix, AZ
[Blogging for Business](#)
[Getting Started with Email Marketing](#)
[Advanced Email Marketing](#)
[Search Engine Marketing \(SEM\)](#)

March 27, 2006, Strategic Branding, Auckland, NZ
[Beyond the Banner: New Ways to Brand in the Online Channel](#)

March 20, 2006, 9th Annual Strategic Communications and PR Forum, Auckland, NZ
[Leveraging Digital Communication Technology- New Opportunities](#)

February 28, 2006, [Search Engine Strategies](#), New York, NY
[Blog & Feed Search SEO](#)

February 16, 2006, [MarketingProfs Virtual Seminar](#), Online
[Inside Secrets to Building Links for Online Publicity, Buzz and SEO](#)

In 2005...

December 6, 2005, [Search Engine Strategies](#), Chicago, IL
[RSS, Blogs & Search Marketing](#)

November 28, 2005, University of Wisconsin Executive Education - Integrated Customer Communications, Madison, WI
[Interactive Marketing: Reaching Customers in an On-Demand World](#)

October 18, 2005, [DMA 05](#), Atlanta, GA
[Emerging Technologies: How Direct Marketers Can Capitalize on Innovations](#)

September 27, 2005, Leveraging Technology in Marketing, Auckland, NZ
[Spreading Your Message the Simple Way - RSS in Practice](#)
[Achieving Search Success](#)

September 13, 2005, Shop.org Annual Summit, Las Vegas, NV
[Alternative Marketing Case Study: What Happened When Etailers Dove into Blogs, Podcasting and RSS](#)

August 23, 2005, Successful Online Advertising, Auckland, NZ
[What Does Search Offer?](#)
[How to Optimize a Paid Search Campaign](#)

August 9, 2005, [Search Engine Strategies](#), San Jose, CA
[RSS, Blogs, And Search Marketing](#)

August 2, 2005, eTail East 2005, Philadelphia
[Natural Search Optimization and Website Development Clinic](#)

July 21, 2005, [Frost and Sullivan: Sales and Marketing East](#), Boston
[Leveraging the Explosive New Blogging Trend in Your Integrated Marketing Mix](#)

June 30, 2005, University of Wisconsin Executive Education - Integrated Customer Communications, Madison, WI
[Interactive Marketing: Reaching Customers in an On-Demand World](#)

May 23, 2005, Annual Catalog Conference, Orlando, Florida
[Multichannel Marketing Power Forum & Meet the Speakers Brunch](#)

April 12, 2005, [Search Engine Room](#), Sydney, Australia
[Search Engine Optimisation - Black Art or Sweet Science?](#)

March 30, 2005, Strategic Branding, Auckland, New Zealand
[Traditional Vehicle, New Channel – Internet Word of Mouth Marketing](#)

March 9, 2005, [Catalog Age Webinar](#), Online
[Natural \(Organic\) Search Engine Optimization: Hard Facts, Real Lessons, Insider Secrets](#)

March 9, 2005, [EMA Fresh Network Technology Breakfast](#), Auckland
[Global Village: Instant Opportunities Now](#)

March 1, 2005, [Search Engine Strategies](#), New York, NY
[Web Feeds, Blogs & Search](#)

In 2004...

December 7, 2004, [American Chamber of Commerce](#) breakfast, Auckland, New Zealand
[Cracking the US Market](#)

November 18, 2004, [MarketingProfs Virtual Seminar](#), Online
[Maximizing Your "Natural Search" Channel: SEO That Really Works](#)

October 13, 2004, [Auckland Chamber of Commerce](#) e-Nabling Business, Auckland, New Zealand
[Integrating Email Marketing and SEO Into Your Marketing Mix](#)

September 15, 2004, [MarketingProfs Virtual Seminar](#), Online
[Make Google Your Most Powerful Market Research Tool](#)

May 27, 2004, A DMA Brainsy Breakfast, Auckland, New Zealand
[Getting Google to Love Your Website](#)

April 27, 2004, [MarketingProfs Virtual Seminar](#), Online
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February 12, 2004, American Marketing Association Webcast, Online
[7 Secrets to High Google Rankings: Getting Google to Love Your Website](#)

In 2003...

October 7, 2003, New Zealand DMA workshop, Auckland, NZ
[Internet Marketing workshop](#)

June 17, 2003, Marketing Today (New Zealand DMA annual conference), Auckland, NZ
[Evaluating and Auditing Your Website](#), [Internet Marketing workshop](#)

June 2, 2003, Annual Catalog Conference 2003, San Francisco, CA
[Search Engine Marketing: Top Ideas That Guarantee Results](#)

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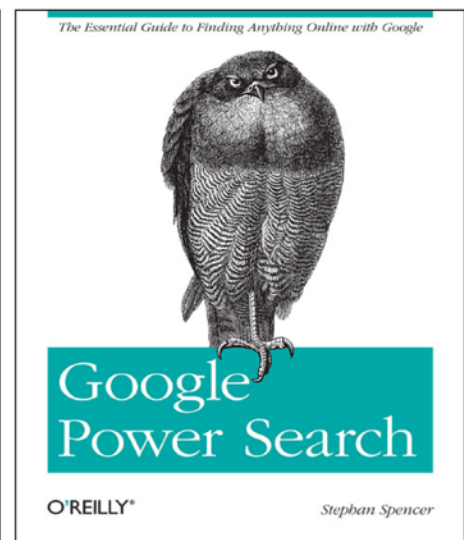
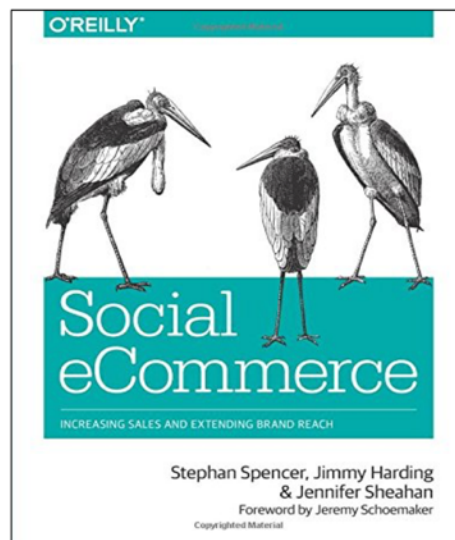
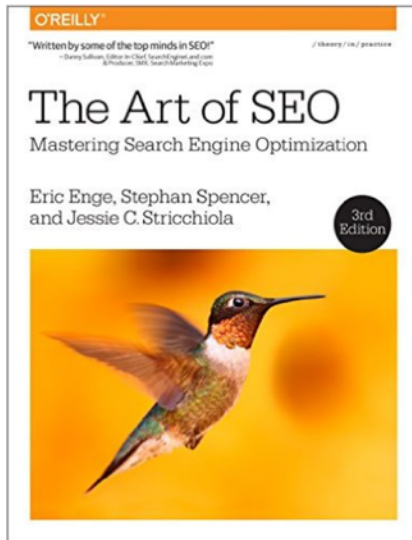
April 14 & 15, 2003, [Internet World Essentials](#), San Jose, CA
[Viral E-Mail Marketing Workshop](#),
[Search Engine Marketing Workshop](#)
[Leveraging Search Engines to Market and Advertise](#)

March 17, 2003, American Marketing Association Webcast, Online
[Email Marketing: Rising Above the Inbox Noise](#)

An archive of Stephan's presentations to more than 70 conferences and events during 1995-2002 can be found at
www.netconcepts.com/tag/seminars

A Recognized Writer

Stephan is co-author of the internationally acclaimed bestselling book [The Art of SEO](#), now in its third edition and published by O'Reilly. Stephan is the author of [Google Power Search](#), also published by O'Reilly. And he is co-author of [Social eCommerce](#), also published by O'Reilly (August 2014).



Stephan is also a Senior Contributor (online seminar presenter and author) to MarketingProfs, a Senior Contributor to Practical Ecommerce, a columnist for Search Engine Land, a columnist for the Huffington Post, a contributor to Multichannel Merchant (formerly Catalog Age), and he has contributed to various magazines such as DM News, Search Engine Journal, Catalog Success, Unlimited (an IDG publication), among others.

Internet Marketing Articles

['Tis The Season For Link Baiting](#) (Search Engine Land)

[The Secret Life Of The Black Hat SEO](#) (Search Engine Land)

[25 Super Common SEO Mistakes](#) (Search Engine Land)

[Google Power User Tips: SERP URL Parameters](#) (Search Engine Land)

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and more can be viewed at <http://www.netconcepts.com/tag/articles>

Blogs

Stephan's love for writing extends to blogging. Stephan began blogging nearly a decade ago. Over the years he contributed not only to his own blog at [StephanSpencer.com](#), but also to CNET's [Searchlight SEO Blog](#), [MarketingProfs' Daily Fix](#), [Shop.org Blog](#), and [Business Blog Consulting](#) as well. His personal blog is a great place to learn more about Stephan and to get inside his head a bit. Stephan's many hundreds of blog posts are chock full of practical advice and insightful observations, not just a recap of the news that everyone else is already blogging.

Stephan blogs because he loves sharing knowledge. Anyone who's ever attended one of his seminars can attest to that. *"I want to practice what I preach – and I preach a lot about blogs and their importance to businesses. Blogging is transforming the Internet into an interconnected web of conversations. These conversations are spread through RSS, trackbacks, and podcasts. In my opinion, companies that don't join the conversation will be squandering a huge opportunity to connect with their market."*

Who else has caught the blogging bug from Stephan?



*"As a means of raising the profile of The Carter Center and driving traffic to our Web site, Stephan Spencer suggested that **President Carter** write a blog. We took that suggestion, developed a strategy around a trip to the West African countries of Togo, Ghana, and Mali, and posted regular blogs from President Carter (with photos, sidebars and news stories, and links to related material on our site) over the course of eight days.*

We are grateful to Stephan for planting the seed for one of the most successful Web projects The Carter Center has undertaken to-date."

- Connie Nelson, Office of Public Information, Communications Specialist, The Carter Center

Background

Stephan has been helping companies exploit ecommerce and online marketing opportunities since 1995. Clients have included Discovery Channel, REI, Verizon SuperPages.com, AOL, Gorton's, Kohl's, Cabela's, InfoSpace, The Sharper Image, Wella, and Hanes Brands, to name a few.

Stephan was one of the early Web marketing pioneers. He started Netconcepts in 1995 and grew it from a one-person Internet consultancy to the multi-national SEO agency Netconcepts, with offices in Madison, Wisconsin, Auckland, New Zealand, and Beijing, China. Netconcepts was acquired by search agency Covario in 2010.

Prior to founding Netconcepts, Stephan was a PhD student in Biochemistry at the University of Wisconsin-Madison. In 1994, he decided to ride the Internet wave to riches and dropped out of his PhD program (but stuck it out the few extra months required to walk away with a Master's). In early 1995, with no capital, a family of five to support, and no formal university training in management or marketing, he opened the doors at his newly formed company.

For five years he operated Netconcepts out of Madison, Wisconsin, during that time servicing clients from all over the U.S. After the initial rapport building, he found in-person meetings to be unnecessary to get the job done. Eventually, after so many people commenting to him, "Oh, you're in the Internet business. You could do that from anywhere, couldn't you?" it finally dawned on Stephan that he actually could. So, after some discussion with his wife at the time and children and several reconnaissance trips to New Zealand, he and his family packed up and moved to New Zealand in 1999.

"It's been a life-changing experience, one I don't regret for a minute," Stephan asserts. His Madison office served as the company headquarters and as the center for account management, sales, and marketing activities. The Auckland office (a block from the beach!), served as the production office. Between those two offices, his dozens of staff covered 20 hours out of the 24 hour day. What could be more convenient than an agency that doesn't sleep?

Now that Stephan has sold Netconcepts and moved on from Covario, he continues to speak professionally, write books and articles, blog, and consult individually.

Stephan is currently based in sunny Santa Monica, California with his fiancée.

References

Stephanie Crain, Director of Education, [American Marketing Association](#)
scrain@ama.org
ofc: 312-542-9068

Roy Young, Director of Premium Membership, [MarketingProfs](#)
roy@marketingprofs.com
ofc: 310-203-8879

Keith Norris, Chief Executive, [New Zealand DMA](#)
keith@dma.co.nz
ofc: +64 9 303-9472

Willis Turner, President & CEO, [Sales & Marketing Executives International](#)
willis.turner@smei.org
ofc: 800-999-1414 ext 201

Jim Sterne, organizer of [Emetrics Summit](#), author & speaker, [Target Marketing of Santa Barbara](#)
jsterne@targeting.com
ofc: 805-965-3184

Nancy Blachman, author & speaker, [Google Guide](#)
nancy@googleguide.com
cell: 650- 814-1033

Contact

Stephan M. Spencer

Mailing address:
6516 Monona Drive, #114
Madison, WI 53716
email: stephan@stephanspencer.com
cell: 608-209-2595