

# Search Engine Marketing Inc Mike Moran

## **Search Engine Marketing Inc Mike**

Mike led the adoption of search marketing at ibm.com back in 2001 and pioneered product search facilities that dramatically raised conversion rates. Mike was named an IBM Distinguished Engineer in 2005. Mike can be reached through his website ([www.mikemoran.com](http://www.mikemoran.com)). Bill Hunt has been a pioneer in search marketing, first optimizing pages in 1994. He is considered the top thought leader on enterprise and global search engine marketing and is an internationally recognized search marketing expert ...

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Digital Marketing Author, Speaker, and Consultant - Mike Moran. Author or co-author of three books on digital marketing, Outside-In Marketing, Do It Wrong Quickly, and the best-selling Search Engine Marketing, Inc., Mike Moran led many initiatives on IBM's website for eight years, including IBM's original search marketing strategy. Mike also serves as a senior strategist for Converseon and SoloSegment, two AI-powered marketing technology companies.

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media and SEO are also both extremely

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Mike Moran is an expert in digital marketing, search technology, web personalization, text analytics, and web metrics, who regularly makes speaking appearances. Mike's previous appearances include The Conference Board, Text Analytics World, ClickZ conferences, Sentiment Analysis Symposium, Advertising Week, and Webdagene.

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-01-11T00:00:00+00:01 Subject: Search

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About. After receiving his Masters from CSU, Michael pursued a career in Search Engine Optimization, Analytics and Paid Search Marketing Campaigns with his first company Connection Marketing, Inc

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