



Author of Search Engine Advertising and columnist for Entrepreneur magazine, Internet marketing expert Catherine Seda reveals practical revenue-generating tips and cost-saving tools in her dynamic presentations. She's a popular speaker on the topics of search engine marketing, affiliate management and low-cost Web site promotion.

Since 1995, Catherine has worked with organizations in the U.S. and Europe to leverage the Internet as a marketing tool. As the marketing executive of a Web agency for five years, she championed client online promotions that included: search engine optimization, pay-per-click media buys, opt-in e-mail, banner advertising, link popularity campaigns, custom sweepstakes and ROI (return on investment) tracking. She also designed the search engine program, which included co-creating an affiliate trademark protection strategy, for a direct response TV agency's clients. Through her agency, Seda Communication, Catherine offers workshops and on-site training for search engine marketing. Additionally, she leads a team of search engine specialists in managing corporate client campaigns.

Catherine Seda believes in a "test before you invest" Internet marketing strategy for immediate and long-term success. She customizes presentations with success strategies for any level of marketer - from novice to entrepreneurs and business executives.

Catherine Seda

Speech Topics

- Technology
- Social Media
- Marketing
- Business Strategy
- Business Performance
- Business Communications

