

## FOR IMMEDIATE RELEASE

### **Lee Odden of Top Rank Online Marketing to Discuss Press and Public Relations Campaigns at WebmasterWorld's Pubcon**

MINNEAPOLIS, MN – <enter date>, 2006— Top Rank Online Marketing, a top interactive marketing firm, announced that Lee Odden, CEO, will be participating in two panel discussions at PubCon, WebmasterWorld's Search Engine & Internet Marketing Conference. PubCon is being held at the Las Vegas Convention Center in Las Vegas, NV November 14 - 17. Search engine marketers, optimizers, marketing executives, webmasters, affiliate managers, and many others will be in attendance at one of the industries most popular conventions.

The Press and Public Relation Campaigns session, which will take place in Salon B on Monday, November 16 from 10:15 a.m. to 11:30 a.m., will examine the differences between PR for community-based sites versus a traditional sites, using press releases as promotional tools in today's web environment, PR from the standpoint of blogging and SEO, and optimizing your press content to generate quality targeted traffic that converts.

Odden's second panel, "Search Blog and Reporter Forum," will take place in Salon D on November 15, from 11:35 a.m. to 12:50 p.m. This session will feature some of the leading bloggers in the search space and discuss what's new, what's hot and what's next in the world of search blogging.

PubCon is an educational conference and industry trade show tailored to web professionals and website owners. To learn more about WebmasterWorld's PubCon, please visit [www.pubcon.com](http://www.pubcon.com)

#### **About the Speaker:**

A frequent speaker at WebmasterWorld Conferences and Search Engine Strategies, Lee Odden is President and founder of TopRank Online Marketing, a company that provides

integrated search engine optimization, online public relations and blog marketing services to leading companies nationwide. Lee writes about search and blog marketing for several publications, including AllBusiness and Business Blog Consulting. He's also been cited by U.S. News & World Report, DM News and the Minneapolis Star Tribune.

**About Top Rank Online Marketing:**

TopRank Online Marketing is a search engine optimization company founded by Lee Odden, in 2001. TopRank provides search engine optimization, online public relations and blog consulting services for companies that need increased sales and brand visibility online.

**Media Contact**

Lee Odden

(877) 872-6628

[lee@toprankresults.com](mailto:lee@toprankresults.com)