



## **Planet Ocean Communications Selects seOverflow's Mary Bowling as In-House Local Internet Search Expert**

**Denver, CO – December 7, 2009:** [Mary Bowling](#), director of search engine marketing for seOverflow (<http://www.seoverflow.com>), a national provider of search engine optimization services, has been selected by Planet Ocean Communications, an online educational publishing company focused primarily on Search Engine Marketing, as their in-house local internet search expert. As Planet Ocean's local search authority, Bowling will conduct online training seminars about local search marketing and will author a monthly column for Planet Ocean's flagship publication, [www.searchengineneeds.com](http://www.searchengineneeds.com).

"The reason we chose Mary over others is quite simple. Mary is highly qualified in the area of local search optimization. Not only is she an expert in the field, but she's also someone who works and lives in the world of local search optimization on a daily basis," said Kristi Hagen, president of Planet Ocean Communications. "In order to successfully teach a person how to do something, you yourself need to have real life personal experience. Mary is someone who has that experience and she brings it with her into Planet Ocean's training platform in an easy to understand way."

"We are honored that Mary was chosen to partner with Planet Ocean on these new ventures. This is a true reflection of her dedication and commitment to this industry." said Mike Belasco, president of seOverflow.

The first of Bowling's Planet Ocean online training seminars began last week and was well received by attendees. Click the following link to find out the complete course details about Planet Ocean's internet marketing training: <https://secure.searchengineneeds.com/localsearch/ProfessionalTraining/>

Bowling has immersed herself in online marketing since the early days of SEO and blogs about local search engine marketing at <http://www.seoverflow.com/blog/> and at <http://www.marybowling.com>. As a subject matter expert, Mary frequently speaks at national conferences including Search Marketing Expo (SMX) and Search Marketing Strategies (SMS).

### **About seOverflow:**

seOverflow specializes in outsourced search engine optimization services for web designers. Services include search engine optimization, keyword research, social media campaigns, site audit reports, pay per click campaigns, viral marketing campaigns, and web site analytics consulting. seOverflow is a Yahoo Search Ambassador, Google Adwords Qualified, and members of Search Engine Marketing Professional Organization (SEMPO) and Business Marketing Association Colorado (BMA). Founder Mike Belasco is a writer for [WebProNews.com](http://WebProNews.com) and [Local Search News](http://Local Search News). His blog was named 'Best Local Search Blog' in 2006 by Search Engine Journal. For more information, visit <http://www.seoverflow.com>.

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