

**seOverflow's Mike Belasco Selected to Speak at SES Chicago's  
Local Search Summit Conference on December 8th**

*Belasco will discuss local internet search analytics and provide live demonstrations*

**Denver, CO – December 7, 2009:** [Mike Belasco](http://www.seoverflow.com), president of seOverflow (<http://www.seoverflow.com>), a national provider of search engine optimization services, has been chosen by Search Engine Strategies Local Search Summit conference in Chicago to speak about local search engine analytics on December 8<sup>th</sup> at the Chicago Hilton on South Michigan Avenue.

Belasco will cover topics such as common road blocks in tracking local search efforts, the future of tracking local search, call tracking, and more. He will also perform live demonstrations of techniques from seOverflow's 7 part series "[Google Analytics For Local Search](#)".

The Local Search Summit runs from 10:30 a.m. to 5:30 p.m. and costs \$495. It's free for attendees of the Search Engine Strategies Conference.

In the mid-90's when search engine optimization was in its infancy, Belasco began developing websites and studying SEO. As a subject matter expert, Belasco speaks at national conferences and industry events including the Search Engine Marketing Professionals and the Business Marketing Association. He can also be found blogging at <http://www.seoverflow.com/blog/>.

**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://www.webpronews.com) and [Local Search News](http://www.localsearchnews.com). 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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