



For Immediate Release

**seOverflow's Mary Bowling Speaks at the Search Marketing Expo
East Conference in NYC October 5th**

*Session featured Bowling as panelist to discuss
ranking tactics for local internet search*

Denver, CO – October 2, 2009: Mary Bowling, director of search marketing for seOverflow (<http://www.seoverflow.com>), a national provider of search engine optimization services, presented Monday, October 5th at the Search Marketing Expo (SMX) East conference at the Javitz center in New York City. On the first day of this internet marketing conference, Bowling shared tips on how to rank better in Google Maps search results and in the Google Local 10 pack, which is increasingly important for local businesses marketing on the internet.

Bowling currently writes an ongoing column on local search for ClickZ (<http://www.clickz.com/>), and presents across the country at conferences including Search Engine Strategies and other SMX shows. Bowling also conducts national trainings and webinars for Search Engine Strategies and Search Engine Workshops.

Different than most SEO companies, seOverflow assists web designers with their SEO workload in order to increase their efficiency and cost effectiveness while upgrading their SEO capabilities. By partnering with seOverflow to utilize their outsourced services, web designers are able to expand their service offering thus adding an additional revenue stream without having to change their business model.

About seOverflow:

seOverflow specializes in outsourced search engine optimization services. What started out in 2006 as locally known "Mike the Internet Guy," grew to seOverflow in 2007 by Mike Belasco, president. 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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