

Press Release: SEMPO Expands its Educational Offerings

The Search and Digital Marketing trade group launches new webinar series and recommendations

Wakefield, Mass., February 1, 2012 – [SEMPO](#), the leading international organization for the search and digital marketing profession, announced three new learning tool initiatives today, in response to the growing need for education on search-related topics within and beyond the search marketing industry. The new initiatives are: 101 Webinar Series, Recommended Reading, and Recommended Training Providers.

General marketers, public relations professionals, web designers, and copywriters are just a few of the many careers where a significant level of search marketing knowledge is required for professional success. In recognition of this growing need in a variety of audiences, SEMPO has developed its 101 Webinar Series, tailored to professionals who use search marketing as part of their jobs and to people just beginning their search marketing careers. The new series augments SEMPO's successful [Professional Webinar series](#), which targets the experienced digital marketer. The first in the series will be [Building Blocks of SEO - The 2C's of SEO](#) on February 2, 2012; advance registration and a small fee are required to attend.

SEMPO also recognizes that search is no longer a single standalone knowledgebase: Social Media, Analytics, and Content Marketing are some of the additional essentials in the search marketer's expanding toolkit. SEMPO will help guide its community by [recommending learning tools](#), including books and training providers who can further these needed vocational skills. Access to the new SEMPO recommendations is available to the public at no charge. Chris Boggs, SEMPO President, stated, "The educational offerings in this relatively young industry pop up regularly and range from useless to excellent. We hope our recommendations will help people spend their time and money wisely."

SEMPO's first Recommended Training Providers are Bruce Clay, Cardinal Path, ClickZ Academy, and Instant E-Training,. These providers are companies which SEMPO has respected for years. "Instant E-Training is proud to be one of the first SEMPO recommended training providers," said Bob Tripathi, CEO of Instant E-Training.

Among the Recommended Readings are *Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site (2nd Edition)* by Mike Moran and Bill Hunt and *Keyword Intelligence: Keyword Research for Search, Social, and Beyond* by Ron Jones. Additional training providers and readings will be added to the SEMPO Recommended lists as they are vetted. SEMPO invites authors and training companies regardless of SEMPO member status to submit their offerings for consideration.

About Bruce Clay

Since 1996, <http://www.bruceclay.com> has been one of the leading search engine optimization web destinations. Creators of the Search Engine Relationship Chart, the SEO Code of Ethics (now in 18

languages), the infamous Bruce Clay Blog, and an industry recognized 4.5-day course leading to SEOToolSet certification.

About Cardinal Path

Cardinal Path, <http://training.cardinalpath.com/>, offers the most popular and effective training seminars in the Industry: Seminars for Success. Officially sponsored by Google, these Seminars – which cover Google AdWords, Analytics and Website Optimizer – are *essential* training for web marketers of all levels.

About ClickZ Academy

The ClickZ Academy, <http://www.clickzacademy.com>, has been created to help online marketers develop their skills in a number of ways. From e-learning to webinars, there are different formats to suit your preferred learning style.

About Instant E-Training

Instant E-Training, <http://www.instantetraining.com>, delivers critical SEO, Social Media & other online marketing skills to succeed in today's rapidly evolving marketplace. We bring together industry leading experts as our trainers for a variety of on-demand training videos, live training certification programs and free webinar training programs.

About SEMPO

SEMPO is a global non-profit organization serving the search and digital marketing industry and the marketing professionals engaged in it. Its purpose is to provide a foundation for industry growth through building stronger relationships, fostering awareness, providing education, promoting the industry, generating research and creating a better understanding of search and its role in marketing. SEMPO includes thousands of professionals across 50 countries. The organization's mission is to represent the common interests of companies and consultants worldwide and provide them with a voice in the marketplace. SEMPO's education and outreach initiatives are funded in part by Google, American Express Open SearchManager, and Baidu, and supported through partnerships with SMX, SES, OMS, MediaPost and GroupM Search. For more information or to join the organization, visit <http://www.SEMPO.org>.

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