

NEWS RELEASE
For Immediate Release
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SEO and PPC Best Practices Webcast

Naperville, IL—November 1, 2011— A webcast on **search engine optimization (SEO) and pay-per-click (PPC) best practices** for the construction market is now open for registration on the Construction Marketing Association (CMA) website. The free webcast for members and non-members is scheduled for **Thursday, November 17, 2011** at 1 pm CST.

Internet marketing is key for most marketing managers in the construction industry. Getting top search engine results is the goal for anyone responsible for Internet initiatives. Panelists include Jo Broussard, Google Account Manager for Construction Markets, and Derrick Manor, SEO manager for CMA strategic partner Construction Marketing Advisors. CMA Chairman Neil M. Brown will moderate and share results a live polling survey.

“Whether organic or paid, search marketing is foundational to a modern marketing program,” explains CMA Chairman Neil M. Brown. *“Our panelists will detail SEO and PPC basics and advanced approaches to succeed.”*

To **register** for the free *SEO and PPC Best Practices Webcast*, link to:
http://www.constructionmarketingassociation.org/CMI_Events.cfm.

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ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

ABOUT THE PANELISTS

Jo Broussard is Google Account Manager for Construction, active new business and strategic relationships with advertisers in the industry. She leads a team of account reps to create custom, cross-platform (search and emerging platform) ad solutions to drive new business opportunities for clients. Prior to Google, Jo led branding and information design projects for Fortune 500 companies during her tenure at Duarte Design. Jo holds a master's degree in accounting and an undergraduate degree in business administration from the University of Texas at Austin, where she graduated magna cum laude in 2004.



Derrick Manor is SEO Manager for Construction Marketing Advisors. In his role, he manages search engine optimization (SEO), search engine marketing (SEM), pay-per-click (PPC), web development and social media integration for multiple brands and companies in the construction industry, along with the Construction Marketing Association. Derrick earned a Bachelor's degree in Telecommunications from Ball State University.



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