

## **SXSW Interactive Festival features Search Engine Marketing CEO**

### *Website Optimization and Design Team to Speak at South by Southwest Interactive Festival*

March 12, 2007 (FPRC) -- William Leake, CEO of Apogee Search, will join forces with Kellie Mecham of Expero to present a website-effectiveness power session for the 2007 South by Southwest (SXSW) Interactive Festival. "How to Make Search Engine Optimization (SEO) and Usability Work Together" will be held on Tuesday, March 13, 2007 at 3:30 at the Austin Convention Center. Together, Leake and Mecham have over two decades of SEO, web marketing, and website usability experience. Leake's Apogee Search is the largest search engine marketing firm in the southwest while Expero is a national leader in creating user experience solutions for websites and software products.

Creators of web content, and owners of web properties, frequently struggle with the conflicting demands of making a website both search- and user-friendly. "Making your web property effective – so that people both find it, and then, respond to it in the way you want, is still in many ways more of an art than a science," says Leake, "Kellie and I are very thankful that South by Southwest chose us as the artists to address this topic." The power session will also be available via podcast on SXSW.com.

#### **Apogee Search**

Apogee Search is a search engine marketing firm based in Austin TX, was founded by early Internet pioneers and McKinsey & Co. alumni. Since its inception in 2001, Apogee Search has rapidly grown to become the preeminent SEM agency in Texas. Focusing on a variety of search marketing methods that include: Paid Search (PPC), Natural Search (SEO), Affiliate Marketing, and Pay-Per-Call, Apogee Search's solutions are designed to drive qualified, targeted visitors to B2B and B2C websites for more leads, customers, revenues and profits.

#### **Contact Information**

For more information contact Chris Osborn of Apogee Search (<http://www.apogee-search.com/>)  
512-583-4200

#### **Keywords**

[search engine marketing](#)

[SEO](#)

[Paid Search](#)

You can read this press release online [here](#)