



**STEPHAN SPENCER**  
— SPEAKER KIT —  
WWW.STEPHANSPENCER.COM

AS SEEN ON



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# ABOUT STEPHAN



Stephan Spencer is an internationally recognized SEO expert, internet entrepreneur, and professional speaker. In his 20+ year SEO career, Stephan has established himself as one of the leading experts in the world. He has helped many clients big and small reap the traffic, conversions and ROI they desire through the power of search engine optimization.

Stephan is the author of Google Power Search and the co-author of Social eCommerce and The Art of SEO, which is acclaimed by industry leaders as one of the best books on SEO. Stephan is also the founder of Netconcepts, a multinational SEO firm, and creator of the pay-for-performance natural search technology platform, GravityStream.

Stephan's expertise has made him a highly coveted speaker at SEO conferences across the globe. He has keynoted and spoken at hundreds of conferences including Direct Marketing Association (DMA), American Marketing Association (AMA), Shop.org, Internet Retailer, and more. He's also an avid blogger whose SEO related articles have appeared on Practical Ecommerce, MarketingProfs.com, Search Engine Land, and more.

Stephan shares his expertise as host of two popular podcasts, Marketing Speak and The Optimized Geek. On Marketing Speak, Stephan interviews fellow marketers, thought leaders, and industry experts on business related tips and tricks. On The Optimized Geek, Stephan and his guests dive into secrets that help others take control of their health and lives.

# SPEAKER

Your delegates know they need a web presence, high visibility in search engines, and traffic that converts into bottom line revenue. What they don't know is how to pull this all off. Stephan Spencer, respected SEO expert, author, podcaster, and professional speaker, provides practical, information-rich, and actionable seminars, workshops and webinars that profoundly impact the online presence of attendees. Imagine a session at your upcoming conference titled "Become a Technical Ninja in 38 Easy Steps" or "Your Website is Broken – You Just Don't Know It Yet". These sessions are highly relevant and valuable to anyone looking to market themselves online.



# SPEAKER TOPICS

Stephan Spencer speaks on a wide-range of SEO-related topics. Here is a small sample of his popular speaking topics.

## SEO: ASK ME ANYTHING



### SEO: ASK ME ANYTHING

Raise your hand if you have a burning SEO question.

In this presentation, Stephan answers audience questions on all things SEO. You won't want to miss this exclusive chance to get custom advice from a true master in the field. During this popular, free flowing session, the audience steers the conversation by asking their most pressing and challenging questions about SEO.

For one hour, Stephan will tackle live topics and offer insider advice. Audience participation isn't just welcome...it's necessary!

## BECOME A TECHNICAL SEO NINJA



### BECOME A TECHNICAL SEO NINJA: IN 38 (OR SO) EASY STEPS

Do you want to become a master of Google? Do you want to find and fix site issues at lightning fast speeds? Do you want to learn about the best on-page and off-page technical tools that have catapulted sites to the top of natural search results?

During this presentation, Stephan will teach you all about his journey to becoming a technical SEO ninja. You'll get a specific outline that will help you wield the power of SEO with easy, actionable steps. You'll learn how to fix technical issues that plague your website, configure your site for mobile, speed up loading and crawling times, utilize canonicals, and more!

This presentation is designed to unveil the secrets of SEO experts to equip you with the tools, knowledge, and strategy for SEO success.

# SPEAKER TOPICS

Do you want to take your event to the next level?

To book Stephan, fill out this form:

[www.stephanspencer.com/bookstephan](http://www.stephanspencer.com/bookstephan)

## ADVANCED KEYWORD ANALYSIS



### ADVANCED KEYWORD ANALYSIS: HOW TO STRATEGIZE FOR SUCCESS

Content is King! Everyone seems to repeat this popular phrase - and in many ways they are right. It's easy to identify the need for great content. But... what content should you be creating? Google wants sites that provide answers, but what are the questions?

Stephan Spencer explains in this session how to find the words and phrases that people are looking for. He dives deep into the value of keywords and phrases in your content. You'll walk away not only understanding what your customers are searching for, but also how to create a strategy for success.

## SEO AUDIT TRAINING



### SEO AUDIT TRAINING

You're ready to take control of your SEO. But where to start? Before you launch your next campaign, you need to take a deep look at your website.

Site audits are a crucial SEO process. Small mistakes have a big impact on rankings in overall Google search. This course is designed to help you identify errors, plan solutions, and make changes to completely alter your monthly traffic.

This practical and hands-on session details how to produce world class audits. It covers all facets of an audit such as interpreting crawl reports, link analysis, technical errors, mobile optimization, keyword selection, and more.

# SPEAKER TOPICS

Do you want to take your event to the next level?

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## SITE REVIEWS FOR SEO



## SITE REVIEWS FOR SEO

How well do you know your site?

In this session, Stephan will give instant SEO recommendations and actionable assessments. Volunteers will showcase their site for a live, in-person SEO review. You'll learn what you can do to optimize your site for search and how to fix your site today. This session will provide answers to your pressing SEO questions while also arming you with crucial feedback and advice. Whether or not your site is reviewed, this educational session is worthwhile for anyone looking to learn tips, tricks, and tools for SEO success.

# SPEAKER TOPICS



## Additional sessions include:

-  'Success With Search Engine Optimization'
-  'Your Website is Broken – You Just Don't Know It Yet'
-  'Wielding the Power of Natural Search for Market Domination'
-  'Seven Secrets to High Google Rankings'
-  'SEO: Ask Me Anything'
-  'SEO: Conquering Search Engine Algorithms'
-  'Must-Know Secrets to the Perfect Keyword Strategy'
-  'The Most Common SEO Mistakes in Demand Generation Campaigns'
-  'SEO Reviews: Focus on Organic'
-  'Tech Issues'
-  'How to Hire an Insanely Great SEO'

# PODCASTS

Stephan is the host of:

Get Yourself Optimized is a podcast full of secret knowledge that will enable you to reboot your life and improve your health, wealth, partner intimacy, peer group, spirit, career, business, and more!



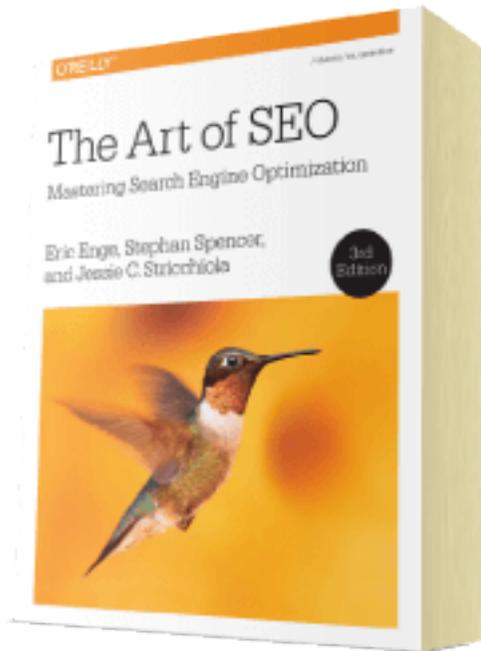
Marketing Speak is a podcast in which thought leaders and professional speakers weigh in on important marketing-related issues to help listeners dominate their niche.



# BOOKS

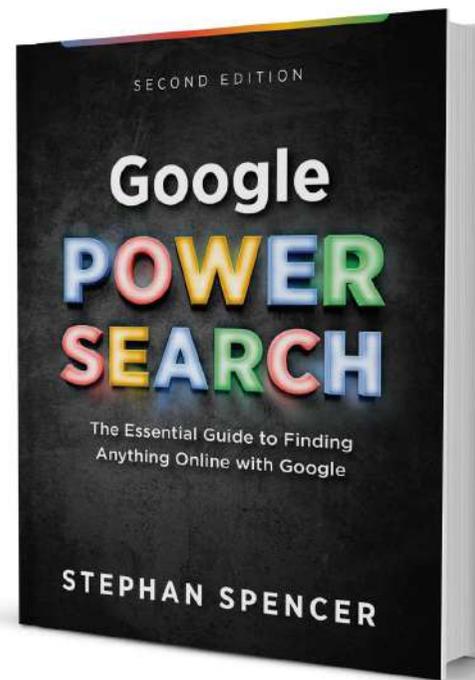
Recognized as a prominent SEO and online marketing expert, Stephan Spencer has written 3 books sharing his mastery and expertise. He is the author of Google Power Search, and co-author of The Art of SEO and of Social eCommerce.

The Art of SEO has consistently been an Amazon best-seller and can be found in most bookstores.



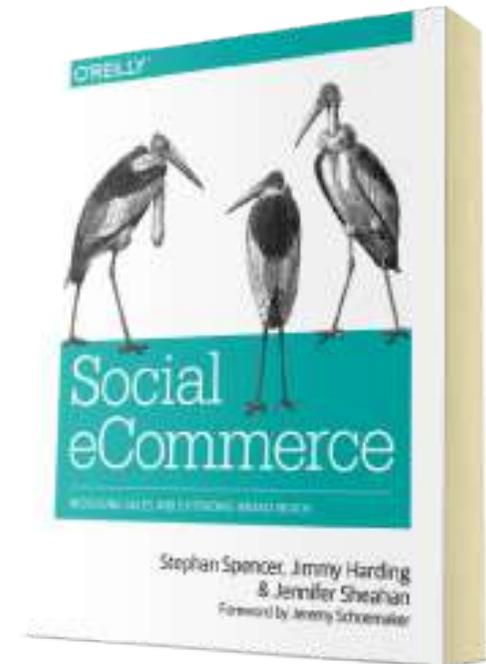
## THE ART OF SEO

Master Search Engine Optimization  
by Stephan Spencer, Eric Enge,  
and Jessie Stricchiola.  
3rd edition (August 2015),  
first published in 2009  
by O'Reilly Media.



## GOOGLE POWER SEARCH

The Essential Guide to  
Finding Anything Online With Google  
By Stephan Spencer. Self published, 2017.  
First edition published  
by O'Reilly, August 2011



## SOCIAL ECOMMERCE

Increase Sales and  
Extending Brand Reach  
By Stephan Spencer,  
Jimmy Harding &  
Jennifer Sheahan

# TESTIMONIALS

Stephan has traveled the globe – Berlin, London, Toronto, Santiago, Auckland, New York, Chicago, San Francisco, Los Angeles, and places in between – speaking at countless events for organizations such as BlogHer, IRCE, Content Marketing World, Ungagged, Pubcon, AMA and more. The organizers write in glowing terms:

"You did an incredible job at both of your sessions at the Summit. **You scored record breaking numbers and audience feedback. I just wanted to say thank you so much for all of your hard work** and it was truly an incredible effort. Without your efforts, the Summit would not have been as successful."



**Larry Joseloff**  
VP of Content, Shop.org

"Stephan Spencer's session was probably one of the most riveting sessions at this year's summit. **Everyone was utterly engrossed and the feedback received was exceptional.** SEO has never been so interesting and has never seemed so easy - thanks to Mr. Spencer."



**Latika Chopra**  
IAMAI Team

"After conducting more than 100 webcasts each year, the AMA worked with GravityMail / Netconcepts to deliver a record-breaking turnout with nearly 2500 marketers enrolled. **"The content developed by Stephan Spencer resonated well with the marketing audience by translating the technical jargon** of search engine optimization into terms that every marketer responds to: how to turn out high rankings on Google."



**Lynette Rowlands**  
Marketing Manager,  
American Marketing Association

# ATTENDEE FEEDBACK

"Your presentation was killer, literally one of the best AMA presentations I've attended EVER. Furthermore, you follow up with Chuck-Full-Of-Best-Practices/Killer Content below! Awesome! When the humble Personamix corporation grows beyond a small shop with available marketing dollars we'll be sure to purchase your consultative services."



**David Daniels**

CEO & Founder, The Relevancy Group

"I attended a workshop by Stephan Spencer of Netconcepts on website auditing at the Beauty Online conference. The workshop was comprehensive and illuminating. I was very impressed. **Stephan Spencer is very knowledgeable and an expert in the field. If you decide to meet with him, you will not be disappointed.**"



**Gilles Kortzagadarian**

Manager of E-commerce and Direct Marketing, Christian Dior Perfumes, Inc.

"Stephan is one of those rare individuals who has **been in the trenches and done the work, yet can see over the horizon and recognize what's coming.** The fact that he's an engaging speaker is a bonus."



**Jim Sterne**

Author of 7 books on Internet marketing and professional speaker, Targeting.com.

"Stephan Spencer is the **guru of the SEO world. There is no question he can't answer, no problem he can't find a solution for and all of this is done in a very professional manner.** Search engine optimisation is like abseiling of a cliff... the first step isn't easy but once you're over the edge you will definitely enjoy the ride! In this ever changing environment there is no way you can ever keep up, Stephan will provide you with all you need to make sure your website is not lost in the other 5,590,000 pages!"



**Darren Levy**

Programme & Marketing Co-ordinator, University of Auckland Business School, Executive Programmes–Short Courses

# ADDITIONAL PRAISE



## Affiliate Summit West:

Great Speakers | Very informative and insightful | Best Class so far | Always the best SEO Session of the summit | Great info! |Very informative!! | Really like the Q & A round robin



## UnGagged:

"I learned a few great tips and confirmed other things which is always good!"

"Lots of technical tips, very good talk. Enjoyed every minute of it."



## Affiliate Summit East:

Good information | Great Q&A session | Informative | Excellent! | Great presentation! | Helpful insights Really insightful and helpful | The examples of going over the sites narrowed and focused the conversation | Always worthwhile. Amazing to hear from top experts.



# TV APPEARANCES

As a public figure, Stephan has appeared on numerous television networks and channels. He's spoken on SEO techniques, digital marketing, productivity hacks, and self-help tips. He's shared his expertise on morning news segments on NBC, ABC, CBS, Fox, and the CW in large markets like Phoenix, Sacramento, and Albuquerque. Below is a sampling of his recent TV appearances:



# BOOK STEPHAN



## STEPHAN SPENCER

SEO EXPERT | AUTHOR | SPEAKER

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[www.linkedin.com/in/stephanspencer](http://www.linkedin.com/in/stephanspencer)



[www.youtube.com/stephanspencer](http://www.youtube.com/stephanspencer)