

Media Future Now
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Reports, Discussion and Idea Exchange

AGENDA for Tuesday, November 18, 2008

- I. **Introductions/announcements**
- II. **Presentations and Discussion**

TODAY: SEO

SPEAKERS:

Anthony Long, AOL, Director, Search Engine Visibility

Eddie Mercado, Discovery Communications, Senior Search Analyst/SEO Lead

Melanie Phung, New Media Strategies, Senior Manager of SEO and SEO blogger extraordinaire at www.all-about-content.com/

SEO: We will begin with some brief background on search engine optimization (SEO) and search marketing, followed by some best practices and some examples of what's working and what's not. We expect to discuss (among other things): Why SEO matters to new media companies, who does it well and how they're doing it well. And not just because everyone else is talking about it, we too will talk about the world of search in social media. But an interesting perspective, perhaps: Social media as a means to better search, and not the other way around. Also, Melanie Phung will conclude with "what's next", particularly search and social media.

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- III. **Next meeting: Tuesday December 16th, 12:15pm-1:45pm Beethoven's Birthday, of course! Location TBD. Well, we're not certain yet about our December date, most likely December 16th, juggling among the holiday parties (is anybody HAVING a holiday party this great year?) and the winter solstice. Stay tuned**

*Thank you to **Stacey Morton Bowlin, Sarah Sunderman** and their colleagues at **Quinn Gillespie** for arranging for our venue and for hosting our event this month. We welcome participation and ideas from all members and guests. Thank you all for joining us today.*

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OUR GUEST SPEAKERS TODAY

Anthony Long, AOL Commerce, Director, Search Engine Visibility (SEO)

(www.aol.com)

Anthony Long is Director, Search Engine Visibility (SEO) for AOL. In his role, Anthony manages search engine optimization strategy and implementation for AOL Commerce websites including: AOL Shopping, AOL Careers, AOL Mobile (desktop), AOL Tickets, and AOL Personals. Anthony and his team perform rigorous optimization on popular competitive search terms while alleviating technical and architectural impediments to search engine optimization.

Anthony joined AOL from Fortune Interactive where he was a search marketing specialist responsible for managing search engine optimization campaigns for clients including Quicken Loans, Smarter.com, Club Furniture and others in various industries. He graduated from Harvard University with an AB in Sociology and is a recipient of the AOL Heroes Award for outstanding performance.

Eddie Mercado, Discovery Digital Media, Senior Search Analyst/SEO Lead

(www.discovery.com)

Eddie Mercado is the Senior Search Analyst for Discovery Digital Media, where he manages all search engine optimization efforts and best practices for 15 brands including Discovery Channel, TLC, Animal Planet, Treehugger, and Petfinder. In the past year Eddie helped design and launch content hubs for Discovery Channel and Animal Planet, giving the networks better visibility for core programming concepts including sharks, dinosaurs, and over one hundred popular animals. He has also launched new video and blog platforms, and oversees redesigns for all 15 sites to ensure SEO compliance.

Eddie joined Discovery after working as a talent agent in New York for six years, representing Edie Falco, Jason Biggs, Bryce Dallas Howard, and Harvey Fierstein, among others. Later this month he will move back to New York to Manage SEO and SEM for Nickelodeon and MTV Kids & Family Networks. Eddie has a Bachelors of Science in Economics from The University of Pennsylvania's Wharton School with dual concentrations in Management and Legal Studies.

Melanie Phung, New Media Strategies (NMS), Senior Manager SEO

(www.newmediastrategies.net)

Melanie Phung is an SEO and online marketing professional with expertise in creating search-engine friendly websites, content development and social media marketing. She currently serves as Senior Manager of Search Engine Optimization at Arlington VA-based New Media Strategies (NMS), a pioneer in brand monitoring and word-of-mouth marketing for Fortune 500 clients.

Prior to joining NMS, she was in charge of search engine optimization for Wirefly.com, the world's largest online retailer of cell phones and a Hitwise Top 5 Electronics Shopping Site. In addition to achieving top organic rankings for highly competitive commercial keywords, Melanie's efforts generated millions of dollars a year in incremental revenue attributed directly to organic search traffic.

Previously, Melanie Phung managed email newsletters for the US Chamber of Commerce, the world's largest business association, and ran the publications program of the Telecommunications Industry Association, where she helped the trade organization move its member publications online.