

Josh Dreller of Fuor Digital Participates in Search-focused Panel at SMX, Toronto

Panel of experts in search marketing industry discussed the need and methods to assign monetary value to all organic SEO campaigns

March 31, 2009 – Toronto, Canada: Josh Dreller, the Director of Media Technology & Analytics for Fuor Digital, a Chicago-based digital media agency, served as a speaker on an SMX panel today titled “Analyzing & Converting Organic Search Traffic.” The panel, made up of Dreller, Vanessa Fox, Contributing Editor of Search Engine Land, Alan K’nect, President and Co-Founder of K’nechotolgy Inc, and Chris Silver Smith, Director of Optimization Strategies for KeyRelevance, talked about the overall value Search Engine Optimization, and the best ways to drive organic traffic to your site.

For his part, Dreller spoke about the need to view search engine optimization in the context of all the other pieces of a digital media campaign. In order to truly measure the impact of an SEO strategy, companies need to understand how other areas of the digital media mix can drive organic search results.

“SEO is a powerful and necessary strategy for driving organic, relevant traffic to your site,” said Dreller. “However, searches performed by users are often inspired by other parts of your digital media campaign, like banner ads or videos. Most search engine optimization campaigns are most effective at driving conversions when working in conjunction with another digital media tactic.”

Dreller went on to caution companies not to sacrifice other parts of their digital media campaigns that aren’t directly leading to conversions in favor of pure SEO.

“A study by Yahoo showed that when exposed to both banner ads and search ads, there was a 244% increase in online purchases, as opposed to 50% for banner ads alone or 210% for search alone,” said Dreller. “66% of people who convert go directly to a site by typing in the url to their browser. However, all of their exposures to parts of a digital media campaign (banner ads, search ads, and yes, organic search results) informed and inspired and them to type in that url. Just because something doesn’t lead directly to a conversion doesn’t mean that it’s not effective.”

About Joshua Dreller

Joshua Dreller is the Director of Media Technology and Analytics of Chicago-based digital media agency Fuor Digital. Joshua sits on the Standards Committee for the Web Analytics Association, a collaborative effort between WAA members, vendors, agencies, practitioners and thought leaders to provide standard definitions and promote consistency of the most widely used terms across the analytics industry. is a Certified Google Analytics Professional, Microsoft adExcellence member and Yahoo Search Ambassador and designates his expertise and commitment to their search marketing platforms. Joshua also authors the industry blog “In the Trenches” that reviews and

reports on the newest features and products for search engine marketing professionals. He also routinely attends and speaks at industry conferences including OMMA, iMedia, SES, and ad: tech.

Joshua graduated from Florida State University in 1997 with a B.F.A. in Motion Pictures, Television, and Recording Arts and is a member of MENSA.

About Fuor Digital

Fuor Digital is a full-service, Chicago-based digital media agency, specializing in all aspects of digital media campaigns, including digital strategy, advertising, search engine marketing and optimization, e-mail marketing, mobile phone marketing and web analytics. Founded in 2006, Fuor Digital believes in helping their clients master the digital media mix by using all appropriate mediums cohesively, and focuses on creating quantifiable results to help clients track and understand the ROI on their digital media investment. With their breakthrough conversion attribution system and seats on the Standards Committee of the Web Analytics Association and Click Quality Council, Fuor Digital is an innovative leader in the digital media industry.

Fuor Digital is a Kelly, Scott & Madison company. For more information about Fuor Digital and their digital media services, please visit www.fuor.net.

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