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Santa Barbara, CA - March 7, 2014:

Search Engine Pros,
[Santa Barbara web marketing firm](#)
, will be an exhibitor this year at
[Women's Festivals 2014](#)

. Taylor Reaume, founder of the online marketing agency, will join an all-star roster of speakers at the Festival which will be held on March 7th and 8th at the Earl Warren Showgrounds, 3400 Calle Real in Santa Barbara, CA. Each year the Festival celebrates women in leadership by bringing together amazing resources, inspiring speakers and wonderful entertainment.

In adhering to this year's theme of "Tech, Talk & Trade," Reaume will discuss common pitfalls of web site marketing strategy, SEO marketing, social media marketing, and email marketing to help attendees develop a winning corporate internet marketing strategy. He will discuss average budgets and online marketing costs associated with growing a business on the web using Google Adwords marketing and SEO campaigns. Reaume will also present web marketing pricing models and answer questions about how to get the best price on web marketing services. Attendees will leave with an understanding of the importance of search engine optimization and Google search marketing when growing a business online.

"I'm happy to be associated with one of the premier events in Santa Barbara for empowering women," commented Google marketing consultant Taylor Reaume. "Today's [women in leadership roles](#) need a solid understanding of how to use the power of search marketing to enhance the visibility and viability of their Santa Barbara companies. I'm hoping to provide advice on the best Wordpress strategies, email marketing tactics, and online marketing plans that attendees can implement themselves to give their business a boost. Attendees who visit our booth will receive a 30 page web site health diagnosis and Google rank report."

SEO, or search engine optimization, is the process used to affect the visibility of clients' websites in search engine search results. The goal is to utilize tactics which result in higher or more frequent appearances of client information in the search results list. As a web marketing strategy SEO programs consider how search engines work, what the target demographic searches for, and the keywords used in the search process. SEO strategies may include [social](#)

[media marketing](#)

, a high quality

[SEO press release strategy](#)

, or

[Google AdWords marketing](#)

programs.

"Bring a resume by our booth if you're a college student, or a freelancer writer / web designer. We're looking for self starters to join our team of web marketing professionals," said Reaume.

The Women's Festivals celebrates the accomplishments and nurtures the dreams of women in an interactive, multi-cultural, and multi-tracked program and expo focusing on the critical areas of women's lives: Personal, Professional, Philanthropic, and Planet. Their goal is to help facilitate premier gatherings for women's self-empowerment worldwide. Interested parties can [purchase tickets](#) or connect online to get up-to-the-minute updates.

About Women's Festivals: The Women's Festivals is a sponsored project of NAWBO-California Education Fund. Women and men from throughout the world will attend the Santa Barbara event on March 7, 8 and 9 at Earl Warren Showgrounds. The festival will include a professional business expo, awards program, and educational and enlightening discussions led by renowned speakers and authors. [Visit the website](#) and [Facebook page](#) or call 805-565-9967 for more information on attending or exhibiting at the Festival.

About Search Engine Pros: Search Engine Pros is a Santa Barbara web marketing firm located at 201 W. Montecito Street, Santa Barbara, CA. As web marketing professionals they offer a wide range of [online marketing services](#), including SEO marketing, email marketing, PPC (Pay Per Click Google Adwords), and [SEO web design](#).
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