

## Searchmetrics CEO Dr. Horst Joepen to Speak at SMX East

NEW YORK CITY, September 13, 2011 (**SMX East Booth #326**) — [Searchmetrics](#), the world leader in search analytics software, announced today that CEO Dr. Horst Joepen will be featured on two separate panels at [Search Marketing Expo \(SMX East 2011\)](#), which kicks off today. “[Facebook, Twitter & SEO](#)” will take place at 9:45 am on Wednesday, September 14 and will feature moderator Danny Sullivan, Editor-in-Chief of Search Engine Land.

Dr. Joepen will discuss the effects of social media buzz on SEO, showing how companies can for the first time measure social media ROI of sites such as LinkedIn, Facebook, and Twitter, and understand how search and social media work together.

“As forward-thinking marketers once realized that the Internet could open up new markets worldwide, successful search marketers will also take advantage of social media opportunities,” said Dr. Horst Joepen, CEO, Searchmetrics. “But, until now, there has not been a way for any company to realize the impact their social media activities are having on their overall marketing effectiveness. Our new tool Searchmetrics Essentials, which we are launching this week, has the ability to provide an overview of any website’s social visibility, along with additional detailed analysis.”

Dr. Joepen also will discuss the impact of Google’s Panda release on a second panel, “[Panda-Proofing Your Content](#),” on Tuesday, September 13 at 1:45pm. Searchmetrics is the first company to analyze the impact of the international Google algorithm changes, which took effect on August 12, and has recently published their findings on the Searchmetrics blog located [here](#). Joepen will be discussing this latest data and ways to create various types of panda-proof content – including sales pages, blog posts and white papers – during his panel presentation.

A theatre presentation featuring Dr. Joepen will also be held during SMX East. The presentation titled, “New ways to find superior search engine strategies over your competitors,” will take place at SMX Theater A, Tuesday, September 13 from 1:20pm-1:40pm. Session attendees will be entered to win an iPod touch.

Visit Searchmetrics at SMX East at booth #326 to meet with Dr. Horst Joepen and the Searchmetrics team who will be demo’ing their newest search and social marketing tool, Searchmetrics Essentials. Searchmetrics also will be giving away search and social visibility reports. Attendees are invited to stop by the booth to check their SEO visibility.

### **About Dr. Horst Joepen**

Horst Joepen is responsible for general management and strategy at Searchmetrics, the leading provider of integrated Search Analytics software. He has a broad background in Internet and software technology and is a successful software entrepreneur in online marketing, CRM and IT security markets. At Searchmetrics he has been pioneering with his team the market for Search Analytics and gained highest attention for their Search Performance Index data around Google algorithm updates. He has been quoted in the world’s leading publications like the New York Times, Le Monde and The Guardian. Dr. Joepen has authored numerous articles in IT publications and is a frequent speaker on SEO tools and trends at search marketing events.

## **About Searchmetrics**

Searchmetrics is the global expert in search analytics software, empowering marketers to increase visibility and market share on the world's leading search engines. We create value by providing the best quality data on a global scale. Clients and partners worldwide rely on Searchmetrics to maximize return from search investments with actionable insights that help better manage, improve and scale search marketing campaigns.

Searchmetrics' robust search marketing tool, Searchmetrics Suite, is supported by a unique server infrastructure that offers monitoring of over 100 search engines in over 30 countries worldwide. Searchmetrics Suite is also home to the Searchmetrics Essentials data modules, SEO+SEM and Social, encompassing the largest, fastest databases for search and social media available.

Headquartered in Berlin, with subsidiaries and offices in New York, London and Paris, the company delivers real web intelligence to a growing international customer base. You can follow Searchmetrics on Twitter @Searchmetrics or on Facebook at [www.facebook.com/Searchmetrics](http://www.facebook.com/Searchmetrics). For more information, please visit: [www.searchmetrics.com](http://www.searchmetrics.com).

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