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Bill is an internationally recognized search marketing expert who has spoken at conferences in over 30 countries. He is the co-author of the best-selling book on search marketing, *Search Marketing, Inc.*

## **About Bill Hunt - Search Engine Marketing, Inc. - The ...**

Bill has been a pioneer in search marketing who started optimizing pages in 1994 and is considered the top thought leader on enterprise and global search engine marketing. He is an internationally recognized search marketing expert who has spoken at conferences in over 30 countries.

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Bill Hunt is the CEO and Founder of Global Strategies International (<http://www.globalstrategies.com>) and one of the pioneers of search engine marketing, getting his start in early 1994. Bill is an internationally recognized search marketing expert, conference speaker, and contributor to numerous marketing journals and books.

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Mike led the adoption of search marketing at ibm.com back in 2001 and pioneered product search facilities that dramatically raised conversion rates. Mike was named an IBM Distinguished Engineer in 2005. Mike can be reached through his website ([www.mikemorán.com](http://www.mikemorán.com)). Bill Hunt has been a pioneer in search marketing, first optimizing pages in 1994. He is considered the top thought leader on enterprise and global search engine marketing and is an internationally recognized search marketing expert ...

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Search Engine Marketing, Inc : Driving Search Traffic to Your Company's Web Site by Bill Hunt and Mike Moran (2005, Trade Paperback) The lowest-priced brand-new, unused, unopened, undamaged item in its original packaging (where packaging is applicable).

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Voice search advertising has been on most marketers' radars for a while now. However, the use of smart speakers and voice assistants has gained momentum in the last couple of years. So, adopting digital marketing strategies to increase your businesses' presence in voice searches will soon become a necessity:

## **Three digital marketing trends you can't miss in 2020**

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