

**Eric Richmond - Session Leader: SEO - what can you do to help your properties get the best possible placement within Search Engines even if you do not control or own your websites?**



As Managing Director of Expert SEO Consulting, Eric Richmond brings with him more than 15 years of experience in advertising and technology consulting. Prior to forming Expert SEO Consulting, Eric served as VP of Technology and SEO at 360i, where he was responsible for overseeing the development of proprietary technology solutions for 360i in addition to managing the Agency's SEO practice. Before joining the company, Eric was Director of Strategic Accounts at RichFX, an ASP which provides solutions that enable marketers like Wal-Mart, The Home Depot and Safeway to create fully interactive web based versions of their print catalogs.