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## Healthy Marketing = Wealthy Organizations

FOR IMMEDIATE RELEASE

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### **Lorrie Thomas, Web Marketing Expert, Teaching SMARTY Los Angeles Workshop July 12<sup>th</sup> to Empower Women Business Owners about Search Engine Marketing Success Secrets**

*Los Angeles Web Marketing Series sponsored by SMARTY continues with third workshop on search marketing best practices Sunday, July 12<sup>th</sup>, 2009 at 9:30am at Temple Emmanuel Beverly Hills*

Santa Barbara, CA—The fast pace of the Internet requires business leaders to stay sharp and alert on the new rules of online marketing. In order to maximize business' presence and power on the web, entrepreneurs must stay current with the ever-changing new rules of search engine marketing (SEM). Web Marketing Expert, Lorrie Thomas, founder of Web Marketing Therapy, will be teaching "The New Rules for Search Engine Marketing" workshop in the educational series with SMARTY LA on Sunday, July 12<sup>th</sup>, 2009 from 9:30am to 4:30pm at Temple Emmanuel, Beverly Hills.

The new rules of search engine marketing are not only attracting people's attention, they are also boosting brands, credibility, traffic, conversions and return on investment. Search Engine Marketing is an art and a science. Come and learn what the new rules of SEM are all about and how it can help boost business. In this workshop, Lorrie Thomas will cover how to marry the art and science of SEM to serve, support, and sell; how entrepreneurs can use the new rules to implement multi-tasking marketing. Business leaders will also learn ways to craft an effective SEM strategy and discover the low-cost, no-cost tools that they can use to boost their search marketing efforts.

"In these challenging economic times, it is critical for women to use out-of-the-box thinking to boost the web visibility of their products and services," said Thomas, who launched Web Marketing Therapy to help people learn how to restore their marketing health through online training and educational empowerment. "The power of search engine marketing offers many low-cost/no-cost/DIY marketing opportunities for women to build awareness in their potential marketplace while building credibility for selling the heck out of their products and services."

Education on how to implement Search Engine Marketing is in great demand. To empower their women in business, SMARTY created this dynamic and powerful series of workshops by partnering with online marketing veteran and Marketing Therapist Lorrie Thomas, a self-proclaimed "wild web woman" and principal of an all female marketing agency, Web Marketing Therapy to teach, train and inspire women entrepreneurs in the Los Angeles area.

The "New Rules for Search Engine Marketing" workshop will be held on Sunday, July 12<sup>th</sup>, 2009 at Temple Emmanuel Beverly Hills from 9:30am – 4:30pm.

*Web Marketing Therapy is an organization dedicated to educating and empowering businesses and individuals to restore their marketing health to achieve maximum wealth from the web. For agency services, online classes, training and a healthy dose of marketing empowerment, inspiration, and resources, visit <http://www.webmarketingtherapy.com/>*

*SMARTY is an organization dedicated to supporting female entrepreneurs in Los Angeles and Orange County. The organization offers female business owners the unique opportunity to network and thrive online and in person via events and workshops designed to educate, support and empower them to grow their businesses and advance one another. For more information and to register for SMARTY workshops, visit <http://www.smartypeople.com>*