

Content is King, According to SES Speaker Jeannette Cezanne

Jeannette Cezanne reminded attendees at the San Jose Search Engine Strategies conference of the importance of providing quality relevant content in search engine optimization.

Southport, CT([PRWeb](#)) August 29, 2007 -- "We all know that content is king in SEO; so -- is your content a prince ... or a pauper?" This was the question posed by Jeannette Cezanne during one of the closing sessions of the Search Engine Strategies conference in San Jose. Cezanne outlined ways that content can work for both search engine optimization and for website usability, and underlined the importance of good, relevant, and changing content for attracting "buzz" and links as well as for making one's website an information destination.

"Good content always answers the question, 'so what?'" explains Cezanne. "Your pages should all have easy-to-identify themes, a reason to be there. It's good for spiders ... and not bad for earthlings, either!"

Cezanne was at SES representing eWayDirect, Inc., which offers both SEO and PPC programs to customers, as well as emessaging products and services. She was joined at the conference by Michael Tuccillo, eWayDirect's director of search services. "These conferences are terrific because search is such a moving target," remarks Neil Rosen, president and CEO of the company. "There's always something new to learn to stay on the cutting edge."

eWayDirect offers both paid and organic search services with plans that can be individually tailored to client companies' needs. Paid and organic search services are optimized when they're part of an ongoing emarketing plan. Call 888-655-0464 or visit www.ewaydirect.com to learn more about enhancing customer acquisition through an integrated search program!

###

**Contact Information****JEANNETTE CEZANNE**

eWayDirect, Inc.

<http://www.ewaydirect.com>

603-623-1932

Online Web 2.0 VersionYou can read the online version of this press release [here](#).**PRWebPodcast Available**[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)