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Mike is the author of Do It Wrong Quickly and Search Engine Marketing, Inc., Second Edition, and he writes regular articles on digital marketing for Biznology®, Search Engine Guide, ChamberofCommerce.com and All Things WOMM.

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Author or co-author of three books on digital marketing, Outside-In Marketing, Do It Wrong Quickly, and the best-selling Search Engine Marketing, Inc., Mike Moran led many initiatives on IBM’s website for eight years, including IBM’s original search marketing strategy.

### **Digital Marketing Author, Speaker, and Consultant - Mike Moran**

Group Director, Performance Media, Search Engine Marketing Horizon Media. Nov 2017 – Jun 2019 1

year 8 months. Greater New York City Area. ... Mike was an absolute pleasure to work with, and is ...

### **Michael Cha - VP, Performance Media, Search Engine ...**

Mike Moran is an IBM Distinguished Engineer with more than 20 years experience in search technology working at IBM Research, Lotus, and other IBM software units. He led the product team that developed the first commercial linguistic search engine in 1989, and has been granted four patents in search and retrieval technology.

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have rewritten this best-seller from cover-to-cover to help you drive even better.

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Mike Moran and Bill Hunt thoroughly cover both the business and technical aspects of contemporary search engine marketing, walking beginners through all the basics while providing reliable, up-to-the-minute insights for experienced professionals.

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I am passionate about two things: SEO and PPC. After working at Google for 5 years, I consult full-time on all things SEO, AdWords, Facebook Ads and Content Marketing. I'm dedicated to delivering high-quality, targeted traffic that converts prospects to paying customers. About Mike: - 97% Job Success - 60+ Jobs done successfully - 3,000+ hours worked through Upwork - 8 years SEO experience ...

### **Michael P. - SEO Strategist and PPC Professional (Former ...**

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Mike Moran is an digital marketing expert and author of Do It Wrong Quickly and co-author of the

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best-selling Search Engine Marketing, Inc.. Mike is an author, consultant, and public speaker on Internet marketing and other web topics. He is available for speaking and media appearances.

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