

# 1SEO.com Digital Agency Hosts the Google Partner Connect Event

*Guests gained valuable insight on the present and the future of digital marketing.*

BRISTOL, PA, UNITED STATES, June 8, 2017 /EINPresswire.com/ -- On Tuesday, June 6th at 12 p.m., 1SEO.com Digital Agency welcomed over 60 professionals and a special guest from Google for the Google Partner Connect Event.

The President and CEO of 1SEO, Lance Bachmann, opened the presentation by explaining how search engine optimization (SEO) and [paid online advertising](#) work hand in hand to help businesses improve their online visibility. He emphasized the importance of spinning the two digital marketing strategies together to generate leads and conversions.

Next, Darius Ameri, Senior Account Manager at Google, described the term “micro-moments.” He showed guests how to capitalize on the short period of time it takes for users to begin a search and then pinpoint a product or service using mobile devices. To succeed in a micro-moment world, he explained, marketers must take on a [mobile-first mentality](#). He elaborated on a few key takeaways, including being there for customers, being useful, being quick and connecting the dots.

Then, Dr. Aaron Shilo, a client of 1SEO, began the discussion on social media, demonstrating how posting and being involved with different platforms has helped him create a buzz about his practice. CJ Bachmann, VP of Operations at 1SEO, guided the conversation by illustrating how focusing on a targeted audience and [utilizing paid ads on social media](#) works to increase engagement.



The presentation wrapped up at 2 p.m.

When asked about the event, Lance Bachmann said, "It was an exciting afternoon. Having Darius here was great, too. I hope everyone left with a few more tools they can use to increase online visibility for their businesses and draw more customers."

Bachmann will also be speaking about "The Evolution of SEO" at the 2017 Rocks Digital Marketing Conference on June 29th in Addison, Texas.

To learn more about the Google Partner Connect Event, other upcoming events or the services available through 1SEO, please reach out to the agency today.



#### About 1SEO.com Digital Agency

1SEO.com Digital Agency is a Philadelphia, PA-based digital marketing firm that provides end-to-end solutions for their clientele, which is comprised of hundreds of businesses in countless industries that operate in several sectors, from the niche to the mainstream. Using a full suite of services like search engine optimization (SEO), pay per click (PPC), social media optimization (SMO), website design, content writing and email marketing, 1SEO.com Digital Agency helps their clients win online by cultivating online presences and harvesting leads, closes, conversions and profits.

For more information, please visit <https://1seo.com/>.

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