

Kurt Anagnostopoulos

Internet Channel Marketing Authority

As Partner of KeywordFIRST, Chicago's premier search marketing agency, Kurt Anagnostopoulos offers a deep understanding of Fortune 500 level marketing strategies and tactics. He's able to integrate both paid search and sustainable search methodologies such as SEO and social media, along with the more traditional channels (email, affiliate, and display marketing), to achieve the business goals of his clients. He has set up search engine marketing programs in diverse verticals, including apparel, retail and travel, maximizing profits through increased leads and sales.

Kurt draws upon a stellar background of leadership that spans more than ten years and includes establishing the first search programs at W.W. Grainger, Inc. (NYSE: GWW), North America's leading supplier of facility maintenance, repair, and operating products. He spearheaded the organic optimization of over 200,000 pages of content for the website and ran paid search campaigns for more than 100,000 products. The Pay-Per-Click campaigns averaged \$450K in monthly incremental revenue, a 350% return on investment, while his SEO programs increased natural search engine traffic by 30%.

Additionally, while with SMG Search, the dedicated search unit of Starcom MediaVest Group, Kurt was responsible for the strategic direction and execution of SEM and SEO projects that ranged from small branding efforts to multi-million dollar campaigns for national and international companies including Disney, ESPN, Macy's, National Car Rental, Philip Morris, Sun Microsystems, and Walgreens. His expertise encompasses everything from optimizing sites to facilitating 1,000,000+ keywords across multiple search engines.

He co-founded KeywordFIRST in 2005, and he has been an active speaker and enthusiast regarding Internet marketing innovation at such events as executive roundtables and industry seminars. He enjoys presenting best practices for search campaigns as well as future trends. Kurt has a Bachelors of Science in Marketing from Northern Illinois University. He is certified in Google Adwords and a Microsoft adExcellence Member.



Partial Listing of Clients



Coldwater Creek





The Strategy of Online Marketing

Kurt Anagnostopoulos provides tactical presentations that answer the question, "What's your next move?" Attendees leave equipped with the tools, techniques, and tips that they need to succeed.

Social Media and Search Integration 101

While very different in nature, social media and search can enhance each other's effectiveness. Discover how creating an integrated approach improves SEO rankings, increases SEM revenue, and achieves greater online engagement from consumers.

Paid Search is Not an Island

One of the biggest mistakes made in search is running Pay-Per-Click as a standalone marketing program. By incorporating paid search into your overall marketing strategy, you'll improve your results and you can use your search data findings to help drive better results throughout all your marketing channels.

Measuring Search Results Beyond the Click

Despite the ease of measuring search programs, most marketers are not taking full advantage of the marketing analytics that search provides. Learn how to set multi-faceted search criteria and measure performance to a granular scale using tools that you already possess.



For Bookings, Please Contact:

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