



## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

### **Xavier University Marketing Students Welcome Search Engine Experts LLC President as Panel Speaker**

**CINCINNATI, OH – April 12, 2008** – Search Engine Experts LLC, a leading provider of search engine optimization services, announced that President Kenneth E. Saunders will address students of a Xavier University *Marketing for Non-Profit and Small Business* course from 12:30 to 1:30 p.m. today.

Focusing on marketing strategies for “for-profit” small businesses, Saunders, alongside other industry professionals, will outline marketing strategies from a service industry perspective. Highlighting search engine optimization efforts and other complementary marketing tactics, Saunders will discuss his own personal experience throughout the founding of Search Engine Experts LLC and the Company’s fast-paced growth.

The only certified search engine marketing strategist in the Cincinnati region, Saunders leads Search Engine Experts’ innovative website optimization services that focus on providing clients with unmatched awareness through higher web rankings on the world’s most important Internet search engines. Search Engine Experts offers a full host of services, including initial website optimization capabilities, as well as powerful, ongoing website Search Engine Optimization (SEO) maintenance.

Xavier is rated as the 11th best university in the nation for entrepreneurs according to *The Princeton Review* and *Entrepreneur* magazine. More than 700 schools were surveyed for the 2007 list. Xavier has been among the top 15 schools in the list for the last three years. It stands as the third-largest independent institution in Ohio, the sixth-oldest Catholic university in the nation, and one of 28 Jesuit colleges and universities nationwide. Xavier is included as one of the nation’s best institutions for undergraduate education according to *The Princeton Review’s* 2007 annual guide,

"The Best 361 Colleges." Only 15 percent of all four-year colleges in the United States are in the book.

**About Kenneth E. Saunders**

Saunders founded Search Engine Experts LLC following more than two decades of information technology, marketing and web design experience. Saunders stands as a true industry leader in search engine optimization, leading Search Engine Experts' innovative, comprehensive optimization services, including on-page and off-page items, external linking programs, as well as monthly reporting of results.

Previously, Saunders served as director of product marketing for one of the country's largest property management software firms where he led website designs and optimization, as well as the merging of marketing programs due to strategic acquisitions. Past positions include director of product management, program manager, and senior developer, both in the United States and the United Kingdom. Saunders is a member of the American Marketing Association and holds a Bachelor of Science degree in Applied Science from Miami University.

**About Search Engines Experts LLC**

Search Engine Experts LLC is Cincinnati's leading provider of Search Engine Optimization (SEO) services. Led by Kenneth E. Saunders, the region's only certified search engine marketing strategist, Search Engine Experts offers all sizes of businesses the opportunity to dramatically increase their rankings and position on the world's most important search engines – providing unmatched awareness and increased revenues. Through clear strategy and technical ability, Saunders' team of optimization experts stands as the answer to the often daunting tasks surrounding true website optimization. Visit [www.SearchEngineExpertsLLC.com](http://www.SearchEngineExpertsLLC.com).

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