

Just Search CTO speaking at Reykjavik Internet Marketing Conference

Neil Walker, Group CTO for [Just Search](#), spoke at the prestigious [Reykjavik Internet Marketing Conference 2011](#) (RIMC).

The conference took place on March 11th and Neil delivered his presentation on search, organic and pay per click marketing to a wealth of internet marketing experts who attended the conference.

The RIMC is now in its eighth year and continues to attract experts from across the industry who spoke on current topics affecting the internet marketing industry today. Because of its reputation, RIMC only uses the most respected experts from the industry and this year, Neil was one of the chosen few.

Neil spoke as part of the 'Search/Display Case Studies' session at the RIMC and reviewed research about Organic Search and how to build a business case for why companies should use this form of marketing, using real examples of traffic increases and return on investment.

Neil has worked for Just Search since it was founded in 2004. During his time with Just Search, he has developed specialist knowledge in SEO, PPC and research and development. He started out as SEO manager before being promoted to CTO at the company in 2007.

Neil said: 'The Reykjavik Internet Marketing Conference is always a great opportunity to hear the latest developments in the industry. There are so many impressive speakers each year who are internationally respected so I feel honoured to be part of such a prestigious event. It was a great opportunity to share my views and my experiences with industry experts and of course, it's a fantastic opportunity for Just Search as a whole.'

Paul Yates, Group Chief Executive Officer for Just Search, said: 'It's great that Just Search can be represented at such an influential event by someone as knowledgeable as Neil. Neil has always been ahead of the game when it comes to industry news and developments and has presented some ground breaking speeches in the past; so it will be interesting to see the impact he had on our counterparts at RIMC.'

The conference was split into two tracks with keynote speakers on social media marketing and strategy and search and display.

For further information please contact

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Just Search is an SEO and internet marketing company based near Manchester. The company provides marketing solutions right across Europe and packages include [SEO](#), [PPC](#), [social media](#), online PR, [content writing](#), [design](#), development and affiliate marketing.