



## **Michael Taggart Speaks About SEO and Press Releases at TBBO Cruise 2015**

*October 22, 2015*

October 22, 2015 - PRESSADVANTAGE -

Michael Taggart SEO expert and founder of Meridian, Idaho based company, Adventure Marketing, has been asked to speak at the upcoming Tampa Bay Business Owners (TBBO) Marketers Cruise. The cruise is set for October 22nd through the 26th, 2015. His presentation will be on "How to Double Your Leads and Sales Conversions in 7 Days or Less." He explains, "I will be focusing on how to use the press release to effectively rank your site and products."

Michael has also been invited to provide "an inside look on how I've built my online business." He states that this is his fourth year speaking on the cruise. He hopes to convince marketers on the importance of a good press release, whatever the niche. He explains, "Many just don't stop to think about press releases and how they can draw attention to a particular business or product. I plan to stress these issues and how very important it is to not only create and distribute a press release, but to ensure that it is professionally written and offers the benefit that they are created for."

This is the fourth year of the annual event, and this year's cruise is headed for Cozumel, Mexico. The cruise will start from Tampa and attendees will enjoy educational sessions while at sea. Cocktail hours, breakout

sessions, and networking opportunities will be plentiful.

The TBBO was founded in 2008 as a means of putting businesses and marketers together to assist each other with future growth. Michael Taggart, who has spoken at every cruise since the start, states that it is an excellent opportunity for those interested to meet others in their industry and to branch out a bit. "You just have to be there to understand how great it is to have all these brilliant minds in one place," he says.

A list of all speakers planning to attend the TBBO Marketers Cruise is available on the TBBO official website, as well as the detailed itinerary and information about registration. The aim of the cruise is to provide networking opportunities as well as sharing business knowledge and support for fellow marketers.

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For more information about Adventure Marketing, contact the company here: Adventure Marketing Michael Taggart 208-908-0626 support@adventuremarketingllc.com 33 East Idaho Ave. Meridian, Idaho 83646

## **Adventure Marketing**

*Adventure Marketing is a strategic marketing and business consultancy based in Boise, Idaho.*

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