

# Hall Team to Attend SearchLove Boston



**Portland, Me** - [Hall Internet Marketing](#) is sending five staff members to SearchLove Boston, a conference dedicated to the latest in online search, analytics, content creation and website optimization. The conference will be held April 30 and May 1 at the Joseph B. Martin Conference Center at Harvard Medical School.

Last year Hall sent four members of its SEO team to the event. This year, the full service marketing agency is broadening its perspective by sending a member of the development staff as well. "As a developer, I feel it is important to continue learning more about the techniques and practices of the marketers and business owners whose tools I build," said WordPress Developer Gary Thayer. "By developing a more holistic view of how sites are searched for and used, our team can build better websites for our clients."

Hall Internet Marketing prides itself on keeping its staff ahead of industry developments and new technology. "SearchLove provides an opportunity to validate some of the trends that we've been seeing in our own testing, and to share ideas with some of the smartest people in our profession," said Mike Johnston, Director of Web Performance at Hall.

SearchLove is hosted by [Distilled](#), an online marketing agency with offices in New York, London, and Seattle.

For more information about SearchLove Boston, visit the conference website:

<https://www.distilled.net/events/searchlove-boston/>

## **About Hall Internet Marketing**

[Hall Internet Marketing](#) is a 16 year old digital marketing agency based in Portland, Maine made up of a diverse team of web marketers, designers and developers. They work collaboratively to create and execute comprehensive marketing strategies for Retail and B2B clients. Hall is a recipient of the 2014 Governor's Award for Business Excellence and is a 2014 Best Places to Work in Maine.