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## Speaker Profile: **Benu Aggarwal**

**Benu Aggarwal**, founder, and president of Milestone Inc., is a highly recognized expert in Digital marketing solutions, SEO, Local. Benu oversees product development, client services, technology and strategic vision for the company. Under her leadership, the company has launched several award-winning websites and software products. With her technical marketing experience, entrepreneurial spirit and motivating attitude, Benu has the ability to communicate technical ideas into tangible practice.

### Why Select Benu as a Speaker?

Benu started Milestone 20 years ago out of her home office after working as a Marketing Director for several major branded hotels. In the early days of her venture, she was trained as an SEO specialist, programmer, designer, marketer, sales person, trainer, accountant, and speaker - whatever it took to make things happen. From a one-woman show, Milestone blossomed into a Digital marketing powerhouse that is making a difference on how to maximize marketing on the Web. For two decades, Benu has worked with clients every step of the way, learning every element of Internet marketing and understanding every aspect of technical marketing, to ensure the success of the businesses Milestone represents.

With her unique marketing and technical expertise, Benu today oversees a talented team of 200+ Digital marketing specialists, graphic designers, writers, and programmers. Benu has penned several articles on Search Engines Marketing and has written a well-known Internet marketing handbook called "Hotels to HTMLs." Benu has firsthand experience of deploying SEO throughout the development cycle of the website. Every speaking engagement is packed with practical real-life experience, easy to implement recommendations, and cost-effective strategies that audiences can take home and implement right away. She has the unique ability to turn high-tech theory into actual, tangible practice.

### What Do Audiences Like About Her Speaking?

Drawing on years of professional marketing experience, Benu truly understands how to promote any business – from traditional marketing to innovative technical mediums. Her most essential speaking quality is her ability to easily communicate the most technical ideas and theories, providing step by step instructions on why, how, and what all the way to impact and results.

With her down-to earth leadership style, decades of technical and practical marketing experience, entrepreneurial spirit, and motivating "can do" attitude, Benu is a perfect fit for your next seminar. This successful entrepreneurial mom communicates very technical information with a lighthearted approach that leads you to learning. She is recognized for her capacity to stay in touch and connected to her audience.

## An Experienced Speaker

Benu brings to the marketplace a broad spectrum of speaking expertise on a diversity of topics. She has been a speaker for ClickZ – New York, Chicago, San Jose, SMX – Advanced East, West, Phocuswright, and several conferences focused on travel, search engines and online promotions. Benu was a key speaker in the Pushing your Profit seminar series throughout the entire country, sponsored by the AMLA and American Express. Check out her impressive speaking profile.

## Previous Speaking Engagements

- Optimizing Content For Voice Search & Virtual Assistants – *SMX West 2018*
- Going All-In on AMP – *SMX West 2018*
- What Matters In Digital Marketing This Year – *Milestone Webinar 2018*
- Rethinking Digital Marketing for Customer Experience – *Milestone Engage Conference 2017*
- Optimizing Content for Voice Search and Virtual Assistants – *SMX West 2017*
- How Your Customer Journey Impacts Your Conversation Funnel – *Milestone Webinar Panelist 2016*
- Winning the Customer in a World of Commodity Marketing Services – *LSA San Francisco 2016*
- Putting Your Business On the Virtual Map – *SMX West 2016*
- The Journey of a Woman Entrepreneur: Innovation, Leadership, and Balance – *AAHOA's Women's Conference 2015*
- Your Customer Journey: The Intersection of Local, Mobile, and Social – *ClickZ Live San Francisco 2015*
- SEO and Analytics: The Best Method for Determining ROI – *SES Atlanta 2015*
- Sales Transformation and Solving the SMB Retention Challenge – *LSA Hollywood 2015*
- Women LEADING IN LOCAL – LEADING IN LOCAL: *Interactive Local Media 2014*
- Dominating the Local Ecosystem: Trends, KPI's and Ranking Factors – *ClickZ Chicago 2014*
- The Customer's Journey Through the Local Ecosystem – *ClickZ San Francisco 2014*
- Ensuring Your Site is Found: Next Generation Site Architecture – *ClickZ San Francisco 2014*
- All About Responsive – *Moz Webinar 2014*
- Top 10 Conversion Factor Trends, Backed by Science – *Searchmetrics' Enterprise Marketing Conference 2014*
- 2014 Digital Marketing Trends: Big Campaign Wins – *ClickZ New York 2014*
- Responsive Design, Dynamic Serving, m-dot: Which Mobile Approach is Right for You? – *ClickZ New York 2014*
- Structured Data Super Session: What You Need to Be Doing Now – *SMX West 2014*
- Search Engine Marketing Strategies for Hotels – Hummingbird, Schema's, Authorship, and More – *HSMAI Digital Marketing Strategy Conference 2014*
- Responsive, Dynamic, Serving Mobile – Which Patch is Right for Me? – *SES Chicago 2013*
- World Class Local: Optimizing Listings, Place Pages, and Beyond – *SES Chicago 2013*
- Responsive, Dynamic, Serving Mobile – Which Path is Right for Me? – *SES San Francisco 2013*
- Schema and RDF – Secret Weapon for Your Youth Website Architecture – *SES New York 2013*
- Schema 201: Real World Markup for Success – *SMX West 2013*
- Hardcore Local Strategies – *SES Chicago 2012*
- Schema 201: Real World Markup for Success – *SMX East 2012*
- Semantic Search: SCHEMAS and CMS – *SES San Francisco 2012*
- Schema & Authorship: 1 Year Later – *SMX Advanced Seattle 2012*
- SO/LO/MO: Local Myth Buster – Local Optimization Facts Proven Debunked – *SES New York 2012*
- SEOmoz Webinar: Google Places – Do's Don'ts, and Best Practices 2012
- PPC or SEO? The Ultimate Search Marketing Battle – *SES San Francisco 2010*
- Local Search Ranking Factors – *SES Chicago 2010*
- Advanced Paid Search Tactics – *SES New York 2010*

- Ads in a Quality Score World – *SES New York 2010*
- Internet Marketing and Social Media – *AAHOA Chicago 2010*
- SEO deployment and Information Architecture – *PubCon Austin 2009*
- Four Paths to success in a Tough Travel Economy – *SES San Jose 2009*
- Duplicate Content and URL - *SES San Jose, Chicago (Search Engine Strategies)*
- Maximizing SEP Returns with User Generated Content - *SES San Jose*
- Enhanced Listings - *SMX New York*
- Geo-Targeting / Day-Parting - *SMX New York*
- Winning From The Start: Getting Ad Copy Right - *SMX Advance*
- Video & Image Search - *SMX West*
- Why Local is Different? - *SES (Local in LA)*
- Images and Maps - *SES New York*
- Enhanced Listings - *SMX New York*
- Maps API - Maps: They're Not Just for Driving Any More? – *SES New York*
- Tracking Travel Conversions – *SES Travel*
- Pack Your Tool Bag; Blog, Video, Map, UGC – *SES Travel*
- Pushing your Profit Seminar Series – *AHLA*
- Hotels to HTMLs Seminar Series – *AAHOA & CLEA*

## Sample Speaking Topics

### Topics Related to Search (Basic to Advance)

- Site Architecture & Technical SEO
- Web Usability & Conversion Optimization
- Advance Paid Search Factors
- International SEO
- Nuts and Bolts of Search Friendly Development and Promotion
- Fundamental of Search Friendly Website
- Secret Recipe of Ranking High in Search engines
- Fundamental of writing Content for Search engines
- Tips and Tricks of improving Search Engine listings through site links
- Ways to Measure ROI
- Tips and Tricks for Ranking High on Local Search in Blended Results

### Topics Related to Local Search

- Local Search Ranking Factors
- Up-Close with Google Places
- 360 Degree View of Local Search

### Topics Related for Developers

- Maximizing SEO Returns with User Generated Content
- Duplicate Content and 301 Redirects
- Give It Up –Tools & Tips

### Topics Related to Social Media and Web 2.0

- Pack Your Tool Bag: Widgets, RSS, & More
- Video, Images & Blended Results
- Social Media and Search -
- Web 2.0 - Blogs, Video, and Community Maps

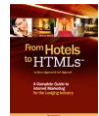
- Best Practices for Blogging – Tools, Platform, and Promotion

### Topics Related to Paid Search

- Geo Targeting and Day Parting
- Winning From the Start – Getting Ad Copy Right

## Articles and Books Written

- [6 Digital Marketing Trends that will Matter in 2018](#)
- [Google to roll out Accelerated Mobile Pages \(AMP\) to Main Search Engine Results Pages \(SERPs\) – August 2016](#)
- [2015 Top Digital Marketing Trends for the Hospitality Industry Webinar](#)
- [The Power of Finding What You Love To Do - July 2014](#)
- [Keys to Successful People in Life and Business – July 2014](#)
- [9 Things Successful People Do Differently – July 2014](#)
- [2014 Top Digital Marketing Trends Affecting the Hospitality Industry](#)
- [Leveraging the Latest Search Trends – Strategies to Improve Site Freshness, Local Relevancy, Semantic Search and More – April 2012](#)
- [Top 10 Internet Marketing Resolutions for 2012](#)
- [Top 10 eCommerce Initiatives for Hoteliers in 2011](#)
- [Are You Ready for Mobile? – June 2010](#)
- Hotels to HTMLs: A Complete Guide to Internet Marketing for Lodging Industry by Benu Aggarwal & Anil Aggarwal – [Amazon.com: From Hotels to HTMLs](#)
- [2011 Top 10 eCommerce Initiatives for Hoteliers](#)
- [2010 Top 10 Internet Marketing Solutions](#)
- [2009 Online Marketing Predictions](#)
- [Hotelier's Top Internet Marketing Resolutions For 2008](#)
- [Impact of Local Search](#)
- [Are You Blogging Yet? Blogging for Lodging](#)
- [Top 10 Electronic Marketing Must Dos](#)
- [GMs eCommerce Checklist](#)
- [2007 Internet Marketing Must Dos and Web 2.0 for the Adventurous](#)  
(PDF Version )
- [Milestone Top 10 SEO Tips](#)
- [Are You Social Networking?](#)
- [Distribution Channel Revenue Management](#)  
(November, 2005 - 77kb )
- [Are you driving a fast car with no wheels?](#)  
(Published In Annual Buyers Guide by the California Lodging Industry Association )
- [Hits On The Web, Put Heads In Beds!](#)  
(Published By AAHOA Hospitality)
- [Independent and Successful - What Makes the Difference?](#)  
(Published By AAHOA Hospitality - 700kb)
- [The 21st Century Traveler - New Trends in Hotel Hospitality](#)  
(Published By AAHOA Hospitality - 800kb)
- [The Front Office - Converting Services to Tangible Sales](#)  
(Published By AAHOA Hospitality - 600kb)
- [Front Desk Follies - How to Ensure That Your Property is Well Represented](#)  
(Published By AAHOA Hospitality - 300kb)



## Speaking Reviews

"I recently moderated a panel Benu spoke on at Webmaster World's Pubcon South 2009. I was impressed by the way she engaged with her audience and gave real life examples from her experience of dealing with systems architecture and some of the challenges that face a company. Not one person left the room when she spoke and the comments I received from the attendees afterwards were that they truly appreciated how Benu was so willing to give away useful information and action items that they could use to do their job better. In fact, a couple people commented they couldn't write it all down fast enough and were looking forward to downloading her presentation to go through in more detail!

- Melanie Mitchell, Vice-President Marketing of Foliofn Investments Inc.

"We selected Benu to do series of internet marketing seminars nationwide because of her unique hospitality industry background, internet marketing expertise, practical knowledge and audience feedback..."

- Jessica Lytle, Senior Director, Member Services, AHLA

"Hotel marketing has turned upside down in the era of the internet. Benu Aggarwal's *Hotels to HTMLs*™ handbook is the best source I've seen for explaining this new landscape, as well as providing tactical strategies for maximizing your hotel's exposure on the Internet."

- Chip Conley, CEO and President of JDV Hospitality

## Interviews Done / Given



[Tips on Social Media for small Businesses – President of Human Business works at Pubcon Vegas 2010](#)

- Interview of Chris Brogan by Milestone Internet Marketing President Benu Aggarwal



[Google News Optimization – Chicago Tribune – SES Chicago 2010](#)

- Interview of Brent Payne by Milestone Internet Marketing President Benu Aggarwal



[5 Tips for Better Site Indexing – Google Webmaster – SES Chicago 2010](#)

- Interview of Maile Ohye by Milestone Internet Marketing President Benu Aggarwal



[Milestone President Talks to Matt Cutts from Google Regarding Best Practices for Promoting Hotels Online...](#)

- Interview of Matt Cutts (Google) by Milestone Internet Marketing President Benu Aggarwal



[Milestone Founder Interviews Matt Cutts of Google - Part 2](#)

- Interview of Matt Cutts (Google) by Milestone Internet Marketing President Benu Aggarwal



[Benu Aggarwal on Solutions to Web Duplicate Content](#)

- Interview of Matt Cutts (Google) by Milestone Internet Marketing President Benu Aggarwal



[Brett Crosby Interview With Benu Aggarwal of Milestone Internet](#)

- Interview of Brett Crosby by Milestone Internet Marketing President Benu Aggarwal




[Milestone founder talks to Bruce Clay about Best Kept SEO Secrets, KPI for Small Business](#)







[Nathan Buggia Lead Program Manager for live Search Webmaster Center Interviewed by Milestone](#)

## Twitter Profile | twitter.com/MilestoneMktg

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 <p>Reading through @milestonemktg's presentation from PubCon South. Good, sound SEO site basics: <a href="http://cli.gs/Bz2SDr">http://cli.gs/Bz2SDr</a></p> <p>keithgoode, Mon 16 Mar 13:55 via Search</p>	 <p>@MilestoneMktg Nice job on the Site Architecture presentation at #Pubcon Lots of great information. Thanks.</p> <p>gaeblerdotcom, [+] Thu 12 Mar 09:50 via web</p>
 <p>RT @MilestoneMktg: PPT for Information Architecture and SEO Deployment is posted on <a href="http://tinyurl.com/bpjyl5">http://tinyurl.com/bpjyl5</a> #pubcon</p> <p>whoisgregg, Thu 12 Mar 09:51 via Search</p>	 <p>@milestonemktg Great presentation</p> <p>jennstafford, [+] Thu 12 Mar 09:50 via mobile web</p>