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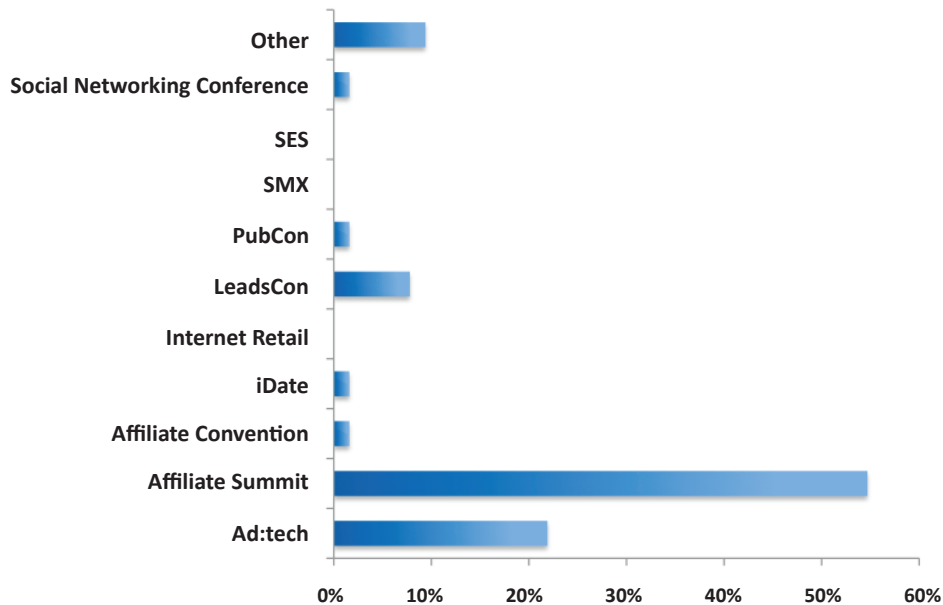
## Tatto Media Report Finds SEO Conferences Have Zero Value

Tatto Media, one of the largest display advertising networks in the world, just put out a very interesting 17 page report which posts responses to survey questions to over 2,500 affiliate marketers.

One thing I found particularly strange is that while over 30% of affiliates surveyed say they promote via search, when asked what conferences they find of value SMX and SES shows got 0% of the vote... not 1 person in 2500? Seems crazy!



### Select Which Tradeshows/Conferences are Most Valuable to Your Business



Let me be perfectly honest. I have not been to a SES or SMX event for 2+ years so I am not going to say either way. But I would like to hear from you guys. Why do you find so little value in these events?

The report has a bunch of other interesting information about how affiliates gain information about industry information and offers.

2 things surprised me a bit...

1) that blogs dominated how news travels in the affiliate industry and....

2) that ShoeMoney.com was voted the most read affiliate industry blog with almost 45% of respondents reading. I am truly humbled by that! (and also off to raise our ad rates).

One correction to the report.... it says I have been blogging since 1992... eh I have been doing business as ShoeMoney since 1992... mostly mowing lawns but I did not start blogging until late 2004

You can read the full report at <http://www.tattomedia.com/surveys/>