

# Interview with Chris Sherman - Noviseo.fr

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Sylvain Fouillaud



Chris Sherman

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***Hi Chris, some people don't know you yet in this side of the Atlantic, can you introduce yourself?***

I'm Founding Editor, along with Danny Sullivan, of Search Engine Land and Partner & VP Event Programming of our company Third Door Media, which produces the Search Marketing Expo shows throughout the world. In a nutshell, I write for our blogs and program our conferences, and help our international partners with their events. Before we started Third Door Media 7 years ago, Danny and I were the guys running Search Engine Watch and the SES conferences. So we've been doing this for a long time...



***If I am right, you are in the SMX adventure since the beginning. What was the goal of the first edition? Was it planned to be renewed over the years?***

Yes. After we left SES, we had the opportunity to do what we thought of as the 2.0 version of search marketing conferences. We designed SMX to be everything we wanted, improving everything from content and structure to little details like the quality of food served. We set out to create the best search marketing event possible, and we keep pursuing that goal today.

***I guess you are happy with the fact it became an international event. Does it mean something special to you?***

Yes, I've always been interested in making our conferences relevant to everyone, anywhere, and I love working with our partners in different countries. I've been fortunate to be involved in search marketing conferences in more than a dozen

countries throughout the world, and love to learn about the unique needs and challenges faced by each different region. The core principles of search marketing are universal - but every place in the world has special requirements and we try to tailor our content to fill those needs.

***So does it mean we can have a chance to see you during a French edition in the next few years?***

Yes! I would travel to France in a heartbeat. In my forward-looking thinking, I love to envision what things will be like in five years or so, but that's far too long for something like a trip to interact with search marketers in your country. So let's say one or two years - and looking forward to seeing you soon!

***Let's talk about search marketing now and more specifically SEO, there are lots of changes and it seems the objective is to reward quality, but how can we determine quality (of content, of links, etc.) ?***

Quality is THE most important part of building a successful web presence, regardless of business type or your marketing goals. And it sounds really simple (or simple-minded), but honestly I believe most people recognize quality when they see it. There are no special rules, no magic formulas, no tricks or clever tactics - just create content that other people LIKE. Do this, and do basic SEO, and you'll be fine.

***At the end of each interview in this blog, you can find this question I ask to you: if you had only one advice for a beginner who wants to start SEO, what would it be?***

Simple: Dive in, learn everything you can, experiment, make mistakes, learn from them, then repeat again and again, and soon you'll be an expert!

***Thank you very much for answering Chris !***