



# KATHERINE WATIER ONG

**VETERAN SEO  
STRATEGIST AND COACH**

**CUTTING EDGE  
TECH MARKETER**

## GET IN TOUCH



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## BIO

Katherine Watier Ong is the owner of WO Strategies LLC, a boutique organic traffic consultancy. WO Strategies LLC focuses on optimizing its clients' presence across any platform that has a search ranking algorithm (Google, YouTube, social, voice).

With over 25 years of experience, Katherine loves helping in-house marketers improve their organic traffic results for enterprise-level websites.

She has run digital marketing campaigns for organizations ranging from federal agencies, foreign governments, startups, nonprofits, and Fortune 500 companies focused on G2C, B2B, and B2C audiences.

Her campaigns have had an impact. She's lost sites due to too much traffic (to EWG.org for 4 days, but still 1.2 million visits up from 300K), helped NYer's get registered on the NY Health Exchange, pivoted search query volume toward electronic health records for HealthIT.gov, and helped Cancer.gov grow from 1.5 million to nearly 5 million searches/mo. She has a BA in social psychology from Hampshire College and an MA in Tech Marketing and Business from Georgetown where she conducted the first study of consumer adoption of wearable computers.

## SEGMENT IDEAS

- How to know if your brand has a voice search opportunity
- How to create internal SEO capacity
- Latest on SEO changes and updates
- How to lead an internal organizational change program to make your marketing more effective
- How to train college students to be marketing superheroes
- Why federal .gov websites need SEO

## TESTIMONIALS

- Katherine is extremely thoughtful and strategic in her approach, and is consistently focused like a laser beam on achieving measurable outcomes. ~Gur Tsabar, EVP, Social Issues, Digital Strategy and Innovations
- Katherine gave us some great tips for voice search optimization, that takes the biggest sources of voice results into account – Amazon, Bing and Google ~Rice Media on BrightonSEO Summit 2020
- I learned almost everything I know about SEO and Analytics from Katherine. Katherine knows what's trending, what's changed, what works and what doesn't, and what the SEO community is talking about any given time, making her an invaluable resource. ~ Ryan Thornton, Digital Marketing Director, Sony Music Entertainment