KATHERINE WATIER ONG

| Media One Sheet |

Bio

- Katherine Watier Ong is the owner of WO Strategies LLC, a boutique organic traffic consultancy specializing in science-based, enterprise-sized science organizations.
- With over 25 years of experience, Katherine 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. Her digital marketing plan for HealthIT.gov pivoted search query volume toward electronic health records (vs. electronic medical records), and helped Cancer.gov increase their rankings to nearly 5 million keywords per month.
- 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 use AI to double your marketing output
- How to know if your brand has a voice search opportunity
- How to create internal SEO capacity
- 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
- Why science websites need SEO
- Latest on SEO changes and updates

Testimonials

- "Yay @kwatier is a must-follow and read! Anytime I got to talk with her during a @techseowomen chat she gave ideas that were so useful and hands-on, I could implement them right away and they were game-changers! Thank you Katherine." ~ **Isaline Muelhauser @isaline_margot, SEO Consultant**
- "Oh. My. Days. This is my favourite episode so far. I found myself laughing with @kwatier as she laughed. PLUS I was reminded again the depth of SEO experience and knowledge that I lack. Incredible!"
  ~ **Daniel K Cheung @danielkcheung, SEO Manager at Adobe**

Podcast Interviews & Appearances

Podcasts where Katherine was interviewed and events where she was a keynote speaker:

brightonSEO. **VOICE** TECHSEO WOMEN IN TECH SEO **oncrawl** **Search Engine Land**

Connect With Katherine

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