

A photograph of Heather Lutze, a woman with short brown hair and glasses, wearing a gold sequined cardigan over a white top and a gold necklace. She is sitting on a couch with several pillows (one yellow, one patterned) and has a laptop open in front of her. The background is a dark wood-paneled wall.

# Heather Lutze (LUT-ZEE) Introduction

## ASK YOUR AUDIENCE THIS

- ▶ Are you ready to surge past your sales estimates with a website that delivers amazing online results?
- ▶ Do you want your company to be found on page one of search results?
- ▶ Are you frustrated that your competition shows up on page one of Google search results but you don't?

### **If they answered “Yes” to any of these questions, you are in exactly the right place!**

Since 2002, Heather Lutze has presented in the US, Canada, UK and the South Pacific to groups like Vistage International and toured with Anthony Robbins. A Certified Speaking Professional, she excels at turning what can be a somewhat dry topic into a fun, empowering and inspiring learning experience.

In her past, she worked at Yahoo, helping clients rule the web with pay per click advertising. She founded and sold her own agency and now is a Search Engine Optimization expert and creator of the renowned Findability Formula, causing SEO buzz wherever she goes.

When she is not plane hopping to speaking gigs, helping clients with SEO strategy, or running Findability University webinars so people can learn about SEO, she is enjoying the Rocky Mountains at home with her ruggedly handsome husband, sons Evan 18 and Kyle 14, and two adorable Wheaton Terriers. She's also sneaking Godiva chocolates when no one is looking. At least she thinks no one is looking.

Her books, [Marketing Espionage: How to Spy on Yourself, Your Prospects and Your Competitors to Dominate Online](#), [The Findability Formula](#) and [Thumbonomics](#) have gotten rave reviews and helped thousands of people get their businesses found!

**Please join me in welcoming speaker, author, chocolate fanatic and Food Network junkie Heather Lutze.**