

A photograph of Heather Lutze, a woman with short reddish-brown hair, wearing glasses and a gold necklace. She is smiling and sitting on a couch with several pillows. A laptop is open in front of her. The background is a dark wood-paneled wall.

# Heather Lutze (LUT-ZEE) Findability Expert

Heather is the widely acclaimed speaker, trainer, and consultant who literally wrote the book on search engine marketing. Three books, in fact—*The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing*, *Thumbonomics: The Essential Business Roadmap for Social Media & Mobile Marketing* and the BRAND-NEW *Marketing Espionage: How to Spy on Yourself, Your Prospects and Your Competitors to Dominate Online*.

Her writing and in-demand keynotes and workshops are delivered with the same witty, “no-geek-speak” style that has managed to demystify internet marketing for countless business owners.

Breaking free of corporate “cubicle” jobs well over ten years ago with nothing more than a dream of entrepreneurship and a basement computer, Heather has built her business into a multimillion dollar Denver SEM company — the Findability Group.

These days, you will usually find Heather either preparing to leave for a speaking engagement or just getting back from one. (Apparently, jet-lag is not an issue.) As for her “street cred,” Heather spent three years training advertisers in Paid Search techniques for Yahoo! Search Marketing. **She is a member of the National Speaker's Association, a sought-after Vistage International Speaker** and has shared the stage with Tony Robbins Business Mastery in Fiji and London. And yes, Heather has even been on Oprah, and will tell you all about it if you ask!

Heather founded Findability Group in 2000 in response to all the frustrated web site owners who had paid good money for beautiful, high-tech web sites that weren't bringing in business. She sold Findability Group and founded Findability University. As Dean and Master Trainer, her team empowers businesses to dominate online with coaching, online training, and onsite workshops.

**Visit [Findability.com](http://Findability.com) for more details.**