

Krista LaRiviere

Cofounder & CEO at gShift Labs

Barrie, ON, CA

Shift your web presence into high gear with gShift Labs experienced entrepreneur, who is shifting the way people think about and perform SEO

Krista LaRiviere, Chairperson of the Board, CoFounder & CEO, is an entrepreneur to the core. gShift is Krista's third software startup having co-founded cgk Technologies Group (1999) and Hot Banana Software (2004), both of which were purchased by Lyris, Inc in 2006. Krista drives the strategic direction of gShift and is responsible for the overall operations and results of the company. Krista holds a degree in Economics, a Bachelor of Business Administration (Honours) and a post-graduate degree in Information Technology. She has been recognized by numerous organizations for her leadership and business success including being awarded Barrie's Business Woman of the Year, named by the BDC as one of Canada's Top Ten Young Entrepreneurs and honoured by Nipissing University as Alumni of the Year for success in her chosen career. While not working, Krista spends time with her family, is an active Rotarian and sits on a handful of volunteer boards including the York Technology Association.

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Information Technology and Services, Internet, Social Media, VC and Private Equity, Computer Software, Management Consulting, IT Services/Consulting

SEO, Seo and Social Media, Entrepreneurship & Ceo Stuff

8 Steps to Leveraging PR for SEO

Public relations and press releases are an important part of any organization's digital marketing mix. But did you know press releases are also the secret weapon in your SEO strategy? A well-executed PR campaign can instantly improve your organic search rankings and your entire web presence. Find out how your company's press releases play positively into Google's Panda, Social Signals and Freshness updates giving the most important search engine on the web exactly what it wants.

Why Facebook Should be Part of Your SEO Strategy

Krista LeRiviere of gShift Labs lists 10 reasons why Facebook activity is now essential for successful SEO, such as that much of Facebook's content is indexed by the search engines; having a Facebook presence is critical for web presence optimization (WPO) which is the overriding concept into which SEO is now wrapped; and, not incidentally, ?Your Facebook presence adds quality backlinks to your website.?

Ten things you didn't know about SEO

Noting that SEO is more difficult to control than email marketing or paid search because ?Tracking, measuring and reporting results has become increasingly complicated, especially since factors affecting SEO change on a daily basis,? Krista LaRiviere of gShift Labs identifies 10 key concepts to understand for SEO success, among them keyword research, legitimate backlinks, quality content and social signals.

Future of Organic Search

Krista LaRiviere will share key strategies to significantly improve a company's organic search rankings by optimizing their content marketing strategy. Marketers can better connect with customers and prospects by publishing and distributing relevant content into the various online streams that align a company's digital footprint with those keyword phrases that rank highly in Google.

Content Marketing Optimization

The core of any search or social media marketing program is content. Online marketing is increasingly competitive, and brand marketers worldwide are seeking real advantages that will improve the efficiency and impact of their social media and SEO efforts. This session will provide unique insight into content-based optimization strategies and processes as well as tactics for sourcing, creating, and promoting optimized content on the social web.

Future of Organic Search

WSI E&I Convention

Content Marketing Optimization

SES Toronto

Why Content Strategy Is Crucial for Social Search

SES London

Social SEO: A Case Study on the impact of social media

Get Down to Business: Cracking the Code on Social Media for Small Business & Nonprofits

How gShift Labs Optimizes Web Presence

OnMedia NYC 2011

Nipissing University

Bachelor of Arts Economics

Nipissing University

Bachelor of Business Administration Business

iti Information Technology Institute

Post Graduate Degree, Information Technology Information Technology

CoFounder & CEO ? gShift Labs

gShift Labs Web Presence Optimization Software helps marketers and agencies get control of their entire web presence to rank higher organically in the search engines. Our automated SEO software simplifies the search engine optimization process by guiding, tracking, measuring and reporting your efforts all in one place. In addition to gShift's SEO software, Web Presence Optimizer?, we offer both Coaching and Managed Services through our Client Success Management Team.

Board of Directors ? York Technology Alliance (YTA)

The YTA is an economic development hub dedicated to the growth of companies in the technology cluster, providing learning and networking opportunities to help tech company leaders grow and succeed in their technology business. Our members are at the forefront when it comes to obtaining information, insight and action on matters of importance in the technology cluster. The YTA provides the setting for tech company leaders to learn from those who may have been there before.

Advisory Board Member ? SpringBOARD Innovation Centre

SpringBOARD Innovation Centre has been established by private sector, public and community partners to accelerate the creation, growth and maturing of innovative new business ideas and help existing companies launch new products and services that provide demonstrable economic benefit to the Greater Simcoe County region through the creation of jobs, investment, retention and attraction of talent. Our primary focus is on companies that have an environmental benefit.

Recipient ? Barrie Business Woman of the Year

In 2007, Krista was named as the Barrie Business Woman of the Year. The event shines a spotlight on some of the region's most successful and driven business ladies who either own or operate a business in the Barrie (Ontario) area.

Recipient ? YTA Most Promising Start-up

In 2010, Krista received the York Technology Alliance (YTA) Most Promising Start-up of the year award, which recognized her work as Co-Founder & CEO of gShift Labs. This award is presented to a York and Greater Toronto Region organization that has the greatest potential to demonstrate excellence in their business.

Recipient ? Canada's Hottest Innovative Companies

In 2010, gShift Labs was named as one of Canada's Hottest Innovative Companies by the Canadian Innovation Exchange (CIX). Each year, the Canadian Innovation Exchange seeks out the hottest, most innovative technology-based products, services and companies in Canada in the Clean Technology, Digital Media, and Information and Communication Technology (ICT) sectors.

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