

WEDNESDAY, 30

PACIFIC DAYLIGHT TIME

08:00 Developing Your E-E-A-T Strategy for Local SEO
Harmony Huskinson

08:50 How Local Businesses Can Utilize Audio and Video Marketing to Get Ahead of the Competition
Azeem Ahmad

09:30 Break

09:45 Surviving the AI Apocalypse: Separating Fact from Fiction in Machine Learning
Jess Peck

10:20 PANEL: Overlooked and Underrated Tactics for Google Business Profile
Amy Toman, Andy Simpson, Gyi Tsakalakis

11:00 Break

12:00 Local PPC: Local Service Ads vs Traditional PPC
Navah Hopkins

12:40 GA4: We're Stuck With It Now
Dana DiTomaso

13:15 Break

13:30 PANEL: Dominating Your Neighborhood with Smarter Competitor Analysis Tactics
Amanda Jordan, Dayna Lucio, and Niki Mosier

14:00 The Fast and Furious Guide to Real World Link Building
Greg Gifford

14:30 End of Day 1

THURSDAY, 31

PACIFIC DAYLIGHT TIME

08:00 SEO Auditing in 2023: How to Develop Successful Audits That Get Executed
Aleyda Solis

08:45 Beyond SEO: The Power of Personal Branding in Digital Marketing
Dayana Nikolova

09:10 TikTok SEO for Local Business
Jason Davis

09:30 Break

09:45 Homepage SEO for Domain-Wide Gains
Crystal Carter

10:20 The Local SERP: What New User Testing Reveals about Searcher Behavior
Near Media's Greg Sterling, Mike Blumenthal, and David Mihm

11:00 Break

12:00 How Hotels Can Still Thrive in Restricted SERPs
Tim Capper

12:30 A Very Special Local SEO Trivia Quiz

13:00 Break

13:15 7 Ways the Local Algorithm Differs from Organic
Joy Hawkins

13:50 PANEL: How SGE Could Impact Local Search
Krystal Taing and Ben Fisher

14:30 End of Day 2

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**LOCAL SEO FOR
GOOD**

