

## WEDNESDAY, 30

EASTERN DAYLIGHT TIME

- 11:00** Developing Your E-E-A-T Strategy for Local SEO  
Harmony Huskinson
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- 11:50** How Local Businesses Can Utilize Audio and Video Marketing to Get Ahead of the Competition  
Azeem Ahmad
- 
- 12:30** Break
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- 12:45** Surviving the AI Apocalypse: Separating Fact from Fiction in Machine Learning  
Jess Peck
- 
- 13:20** PANEL: Overlooked and Underrated Tactics for Google Business Profile  
Amy Toman, Andy Simpson, and Gyi Tsakalakis
- 
- 14:00** Break
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- 15:00** Local PPC: Local Service Ads vs Traditional PPC  
Navah Hopkins
- 
- 15:40** GA4: We're Stuck With It Now  
Dana DiTomaso
- 
- 16:15** Break
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- 16:30** PANEL: Dominating Your Neighborhood with Smarter Competitor Analysis Tactics  
Amanda Jordan, Dayna Lucio, and Niki Mosier
- 
- 17:00** The Fast and Furious Guide to Real World Link Building  
Greg Gifford
- 
- 17:30** End of Day 1

## THURSDAY, 31

EASTERN DAYLIGHT TIME

- 11:00** SEO Auditing in 2023: How to Develop Successful Audits That Get Executed  
Aleyda Solis
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- 11:45** Beyond SEO: The Power of Personal Branding in Digital Marketing  
Dayana Nikolova
- 
- 12:10** TikTok SEO for Local Business  
Jason Davis
- 
- 12:30** Break
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- 12:45** Homepage SEO for Domain-Wide Gains  
Crystal Carter
- 
- 13:20** The Local SERP: What New User Testing Reveals about Searcher Behavior  
Near Media's Greg Sterling, Mike Blumenthal, and David Mihm
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- 14:00** Break
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- 15:00** How Hotels Can Still Thrive in Restricted SERPs  
Tim Capper
- 
- 15:30** A Very Special Local SEO Trivia Quiz
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- 16:00** Break
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- 16:15** 7 Ways the Local Algorithm Differs from Organic  
Joy Hawkins
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- 16:50** PANEL: How SGE Could Impact Local Search  
Krystal Taing and Ben Fisher
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- 17:30** End of Day 2

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GOOD**

