<table>
<thead>
<tr>
<th><strong>WEDNESDAY, 30</strong></th>
<th><strong>THURSDAY, 31</strong></th>
</tr>
</thead>
</table>
| 11:00 | Developing Your E-E-A-T Strategy for Local SEO  
Harmony Huskinson |
| 11:50 | How Local Businesses Can Utilize Audio and Video Marketing to Get Ahead of the Competition  
Azeem Ahmad |
| 12:30 | Break |
| 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 |
| 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 |
| 16:30 | PANEL: Dominating Your Neighborhood with Smarter Competitor Analysis Tactics  
Amanda Jordan, Dayna Lucia, and Niki Mosler |
| 17:00 | The Fast and Furious Guide to Real World Link Building  
Greg Gifford |
| 17:30 | End of Day 1 |
| 11:00 | SEO Auditing in 2023: How to Develop Successful Audits That Get Executed  
Aleyda Solis |
| 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 |
| 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 |
| 14:00 | Break |
| 15:00 | How Hotels Can Still Thrive in Restricted SERPs  
Tim Capper |
| 15:30 | A Very Special Local SEO Trivia Quiz |
| 16:00 | Break |
| 16:15 | 7 Ways the Local Algorithm Differs from Organic  
Joy Hawkins |
| 16:30 | PANEL: How SGE Could Impact Local Search  
Krystal Taing and Ben Fisher |
| 17:30 | End of Day 2 |