WEDNESDAY, 30
PACIFIC DAYLIGHT TIME

08:00       Developing Your E-E-A-T Strategy for Local SEO Harmony Huskinson       08:00       SEO A Audit Aleyda         08:50       Marketing to Get Ahead of the Competition Azeem Ahmad       08:00       Set A Beyon 08:45         09:30       Break       09:10       TikTo Jason         09:45       Surviving the AI Apocalypse: Separating Fact from Fiction in Machine Learning Jess Peck       09:30       Break         10:20       PANEL: Overlooked and Underrated Tactics for Google Business Profile Amy Toman, Andy Simpson, Gyi Tsakalakis       09:45       Hom Cryster         11:00       Break       10:20       Sec A Bean Diama DiTomaso       11:00       Break         12:40       CA4: We're Stuck With It Now Dana DiTomaso       11:00       Break       12:30       A Ver         13:15       Break       12:00       Anver       13:00       Break         14:30       End of Day 1       Image Sec Gifford       13:50       PANEL: Or Phane Iurious Guide to Real World Link Kryster         14:30       End of Day 1       Image Sec Gifford       13:50       PANE         14:30       End of Day 1       Image Sec Gifford       14:30       End of Day 1				
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## THURSDAY, 31 PACIFIC DAYLIGHT TIME

08:00	SEO Auditing in 2023: How to Develor Audits That Get Executed Aleyda Solis
08:45	<b>Beyond SEO: The Power of Persona Digital Marketing</b> Dayana Nikolova
09:10	<b>TikTok SEO for Local Business</b> Jason Davis
09:30	Break
09:45	Homepage SEO for Domain-Wide ( Crystal Carter
10:20	<b>The Local SERP: What New User Tes</b> <b>about Searcher Behavior</b> Near Media's Greg Sterling, Mike Blumen David Mihm
11:00	Break
12:00	How Hotels Can Still Thrive in Restr Tim Capper
12:30	A Very Special Local SEO Trivia Qui
13:00	Break
13:15	<b>7 Ways the Local Algorithm Differs</b> Joy Hawkins
13:50	PANEL: How SGE Could Impact Loco Krystal Taing and Ben Fisher
14:30	End of Day 2
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