	WEDNESDAY, 30 BRITISH SUMMER TIME		
16:00	Developing Your E-E-A-T Strategy for Local SEO Harmony Huskinson	16:00	SEO A Audit Aleydd
16:50	How Local Businesses Can Utilize Audio and Video Marketing to Get Ahead of the Competition Azeem Ahmad	16:45	Beyo Digite
17:30	Break		Dayar
17:45	Surviving the AI Apocalypse: Separating Fact from Fiction in Machine Learning Jess Peck	17:05	TikTo Jason
		17:30	Breal
18:20	PANEL: Overlooked and Underrated Tactics for Google Business Profile Amy Toman, Andy Simpson, Gyi Tsakalakis	17:45	Hom Crysto
19:00	Break	18:20	The L abou Near N
20:00	Local PPC: Local Service Ads vs Traditional PPC Navah Hopkins		David
20:40	GA4: We're Stuck With It Now Dana DiTomaso	19:00 20:00	Breal How
21:15	Break	20:30	A Ver
21:30	PANEL: Dominating Your Neighborhood with Smarter Competitor Analysis Tactics Amanda Jordan, Dayna Lucio, and Niki Mosier	21:00	Breal
22:00	The Fast and Furious Guide to Real World Link Building	21:15	7 Wa Joy Ho
	Greg Gifford	21:50	PANE Krystc
22:30	End of Day 1	22:30	End c
		3	\checkmark

THURSDAY, 31 BRITISH SUMMER TIME

16:00	SEO Auditing in 2023: How to Devel Audits That Get Executed Aleyda Solis	
16:45	Beyond SEO: The Power of Persona Digital Marketing Dayana Nikolova	
17:05	TikTok SEO for Local Business Jason Davis	
17:30	Break	
17:45	Homepage SEO for Domain-Wide Crystal Carter	
18:20	The Local SERP: What New User Tes about Searcher Behavior Near Media's Greg Sterling, Mike Blumen David Mihm	
19:00	Break	
20:00	How Hotels Can Still Thrive in Restr Tim Capper	
20:30	A Very Special Local SEO Trivia Qui	
21:00	Break	
21:15	7 Ways the Local Algorithm Differs Joy Hawkins	
21:50	PANEL: How SGE Could Impact Loco Krystal Taing and Ben Fisher	
22:30	End of Day 2	

