<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday, 30</th>
<th><strong>THURSDAY, 31</strong></th>
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</table>
| 16:00  | Developing Your E-E-A-T Strategy for Local SEO  
Harmony Huskinson | SEO Auditing in 2023: How to Develop Successful Audits That Get Executed  
Aleyda Solis |
| 16:50  | How Local Businesses Can Utilize Audio and Video Marketing to Get Ahead of the Competition  
Azeem Ahmad | Beyond SEO: The Power of Personal Branding in Digital Marketing  
Dayana Nikolova |
| 17:30  | Break | 17:05  
TikTok SEO for Local Business  
Jason Davis |
| 17:45  | Surviving the AI Apocalypse: Separating Fact from Fiction in Machine Learning  
Jess Peck | 17:30  
Break |
| 18:20  | PANEL: Overlooked and Underrated Tactics for Google Business Profile  
Amy Toman, Andy Simpson, Gyi Tsakalakis | 17:45  
Homepage SEO for Domain-Wide Gains  
Crystal Carter |
| 19:00  | Break | 18:20  
The Local SERP: What New User Testing Reveals about Searcher Behavior  
Near Media’s Greg Sterling, Mike Blumenthal, and David Mihm |
| 20:00  | Local PPC: Local Service Ads vs Traditional PPC  
Navah Hopkins | 19:00  
Break |
| 20:40  | GA4: We’re Stuck With It Now  
Dana DiTomaso | 20:00  
How Hotels Can Still Thrive in Restricted SERPs  
Tim Capper |
| 21:15  | Break | 20:30  
A Very Special Local SEO Trivia Quiz |
| 21:30  | PANEL: Dominating Your Neighborhood with Smarter Competitor Analysis Tactics  
Amanda Jordan, Dayna Lucia, and Niki Mosier | 21:00  
Break |
| 22:00  | The Fast and Furious Guide to Real World Link Building  
Greg Gifford | 21:15  
7 Ways the Local Algorithm Differs from Organic  
Joy Hawkins |
| 22:30  | End of Day 1 | 21:50  
PANEL: How SGE Could Impact Local Search  
Krystal Taing and Ben Fisher |
| 22:30  | End of Day 2 | 22:30  
End of Day 2 |