

LOCAL SEO FOR G D

Day 1



Wednesday, September 3

16:00	Welcome and Introduction
16:15	Opening Keynote: Building a Brand That Locals Love, and How That Just Might Help You Battle Against the Big Behemoths Wil Reynolds
16:45	From Google Maps to TikTok: Adapting Local Content for Every Platform Melissa Popp
17:15	Rad Ranking Roadmap for Reddit Andrew Shotland
17:45	Break
18:45	The New Customer Journey: How Local Searchers Find and Choose Lawyers Greg Sterling, Mike Blumenthal, David Mihm
19:30	Technical SEO for Local Websites and Why It Matters Iva Jovanovic
20:00	Fireside Chat - GBP Problems and How to Solve Them Joy Hawkins, Ben Fisher
20:45	Closing Remarks

Day 2

Thursday, September 4



16:00	Welcome and Introduction
16:15	Opening Keynote: Marketing Advice from the Best Marketer You've Never Heard Of Andi Jarvis
16:45	A Conversation with Google Gurenda Bilbao
17:15	Choose Wisely: GBP Category Strategies for Maximizing Google Maps Visibility Elizabeth Rule
17:45	Break
18:45	Mining Gold from Customer Feedback Julian Hooks
19:15	Keeping Humans in Marketing Leighanne Jones (Rayome)
19:45	Local SEO: How To Make More Customers Click, Choose and Walk Through Your Doors Krystal Taing, Paul Modaley
20:30	Closing Remarks