



LOCAL SEO FOR GOOD

Day 1

Wednesday, September 3



11:00	Welcome and Introduction
11:15	Opening Keynote: Building a Brand That Locals Love, and How That Just Might Help You Battle Against the Big Behemoths Wil Reynolds
11:45	From Google Maps to TikTok: Adapting Local Content for Every Platform Melissa Popp
12:15	Rad Ranking Roadmap for Reddit Andrew Shotland
12:45	Break
13:45	The New Customer Journey: How Local Searchers Find and Choose Lawyers Greg Sterling, Mike Blumenthal, David Mihm
14:30	Technical SEO for Local Websites and Why It Matters Iva Jovanovic
15:00	Fireside Chat - GBP Problems and How to Solve Them Joy Hawkins, Ben Fisher
15:45	Closing Remarks

Day 2

Thursday, September 4



11:00	Welcome and Introduction
11:15	Opening Keynote: Marketing Advice from the Best Marketer You've Never Heard Of Andi Jarvis
11:45	A Conversation with Google Gurenda Bilbao
12:15	Choose Wisely: GBP Category Strategies for Maximizing Google Maps Visibility Elizabeth Rule
12:45	Break
13:45	Mining Gold from Customer Feedback Julian Hooks
14:15	Keeping Humans in Marketing Leighanne Jones (Rayome)
14:45	Local SEO: How To Make More Customers Click, Choose and Walk Through Your Doors Krystal Taing, Paul Modaley
15:30	Closing Remarks

Eastern Time (ET)