



LOCAL SEO FOR GOOD

Day 1

Wednesday, September 3



08:00	Welcome and Introduction
08:15	Opening Keynote: Building a Brand That Locals Love, and How That Just Might Help You Battle Against the Big Behemoths Wil Reynolds
08:45	From Google Maps to TikTok: Adapting Local Content for Every Platform Melissa Popp
09:15	Rad Ranking Roadmap for Reddit Andrew Shotland
09:45	Break
10:45	The New Customer Journey: How Local Searchers Find and Choose Lawyers Greg Sterling, Mike Blumenthal, David Mihm
11:30	Technical SEO for Local Websites and Why It Matters Iva Jovanovic
12:00	Fireside Chat - GBP Problems and How to Solve Them Joy Hawkins, Ben Fisher
12:45	Closing Remarks

Day 2

Thursday, September 4



08:00	Welcome and Introduction
08:15	Opening Keynote: Marketing Advice from the Best Marketer You've Never Heard Of Andi Jarvis
08:45	A Conversation with Google Gurenda Bilbao
09:15	Choose Wisely: GBP Category Strategies for Maximizing Google Maps Visibility Elizabeth Rule
09:45	Break
10:45	Mining Gold from Customer Feedback Julian Hooks
11:15	Keeping Humans in Marketing Leighanne Jones (Rayome)
11:45	Local SEO: How To Make More Customers Click, Choose and Walk Through Your Doors Krystal Taing, Paul Modaley
12:30	Closing Remarks