



Regional Conference February 27-28, 2023

AT&T Conference Center
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Welcome to Pubcon Austin 2023.

This is our 8th Austin conference, and we are excited to continue this popular and informative series. Our faculty and staff have spent long hours preparing for this weeks sessions. Attendees may move freely among the various tracks at will. The presentation decks will be available for download after the conference. Please let us know if there is anything else we can do for you while you're with us today.

*Brett Tabke,
Founder, Pubcon Inc.*

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Schedule of Events

<i>Monday February 27</i>	
8:30a – 8:35a	Introduction, Brett Tabke
8:35a – 9:20a	Keynote with Google: Gary Illyes
9:25a – 10:20a	Sessions
10:25a – 11:20a	Sessions
11:25a – 12:20p	Sessions
12:20p – 1:20p	Lunch
1:25p – 2:15p	Keynote: Brett Tabke, ChatGPT
2:20p – 3:15p	Sessions
3:20p – 4:10p	Sessions
4:15p – 5:00p	Sessions
5:00p – 6:30p	Reception
<i>Tuesday February 28</i>	
8:30a – 8:35a	Introduction, Brett Tabke
8:35a – 9:20a	Keynote with Bing: Fabrice Canal
9:25a – 10:20a	Sessions
10:25a – 11:20a	Sessions
11:25a – 12:20p	Sessions
12:20p – 1:20p	Lunch
1:25p – 2:15p	Agency Keynote Panel
2:20p – 3:15p	Sessions
3:20p – 4:10p	Sessions
4:15p – 5:00p	Sessions

Sponsors and Exhibitors

Premier Platinum Sponsor:

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- Loud.US
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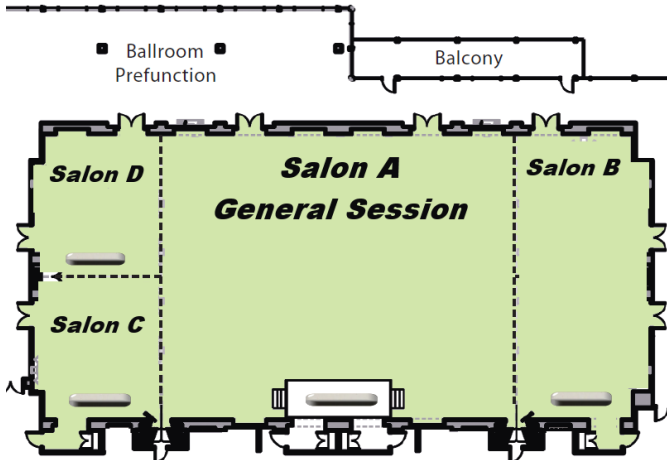
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Salon Locations

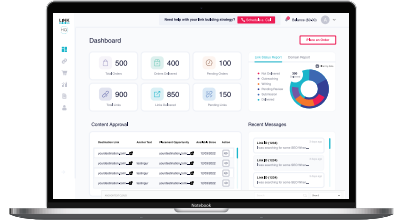


Third Floor AT&T Conference Center



	<i>Monday Feb 27</i>	<i>Tuesday Feb 27</i>
Salon A	<i>Organic SEO</i>	<i>Organic SEO</i>
Salon B	<i>Tech Tools</i>	<i>Agency and In-House</i>
Salon C	<i>Marketing Potpourri</i>	<i>Local GMB/GBP</i>
Salon D	<i>Content Marketing</i>	<i>SEM – PPC</i>

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Sessions Monday Feb 27, 2023

	Organic SEO <i>Salon A</i>	Mar. Tech Tools & Analytics <i>Salon B</i>
8:00a	<i>Registration Opens and Continental Breakfast</i>	
8:30a – 9:20a	Kickoff Keynote with Google: Gary Illyes	
9:25a –10:20a	SEO For E-commerce <i>Dave Rohrer, Aleyda Solis</i> <i>Moderator: Elmer Boutin</i>	GA4 <i>Janet Driscoll Miller</i> <i>Moderator: Khalid Saleh</i>
10:20a– 11:20a	Top Ways to Use Schema <i>Martha Vanberkel, Pat Strader</i> <i>Moderator: Ann Smarty</i>	GA4 <i>Janet Driscoll Miller</i> <i>Moderator: Khalid Saleh</i>
11:25a–12:20p	Top Ways to Use Schema <i>Martha Vanberkel, Pat Strader</i> <i>Moderator: Ann Smarty</i>	Audience-Driven Content: Tools & Types to Grow Your Reach <i>Cari O'Brien</i> <i>Moderator: Scott Hendison</i>
12:20p – 1:20p	Lunch	
1:25p – 2:15p	<i>Keynote with Brett Tabke: ChatGPT: Red Alert, This is not a Drill</i>	
2:20p – 3:15p	Top Ways to Use Schema <i>Martha Vanberkel, Pat Strader</i> <i>Moderator: Ann Smarty</i>	SEO Reports <i>Greg Gifford</i> <i>Moderator: Robert Brady</i>
3:20p – 4:10p	Top Ways to Use Schema <i>Martha Vanberkel, Pat Strader</i> <i>Moderator: Ann Smarty</i>	SEO Triage & Diagnostics; Query & Intent Mismatch <i>Arsen Rabinovich</i> <i>Moderator: Keith Goode</i>
4:15 – 5:00p	SEO Coming of Age: From Gaming the System to Customer-Centric <i>Eric Enge, Duane Forrester</i> <i>Moderator: Joe Laratro</i>	GA4 Tips and Tricks <i>Scott Hendison, Adam Proehl</i> <i>Moderator: Michael Bonfils</i>
5:00p – 6:30p	Networking Reception	

Sessions Monday Feb 27, 2023

	Marketing Potpourri <i>Salon C</i>	Content Marketing / Amazon <i>Salon D</i>
8:00a	<i>Registration Opens and Continental Breakfast</i>	
8:30a – 9:20a	<i>Kickoff Keynote with Google: Gary Illyes</i>	
9:25a –10:20a	Personalization and Customization <i>Michelle Dvorak-Held</i> <i>Moderator: Joe Laratro</i>	Scalable Always-On Content Marketing Strategy with LinkedIn <i>Purna Virji</i> <i>Moderator: Melissa Fach</i>
10:20a– 11:20a	LinkedIn Automation <i>Marty Weintraub</i> <i>Moderator: Dave Rohrer</i>	Amazon Hot Topics <i>Colby Almond, Frank Watson</i> <i>Moderator: Robyn Johnson</i>
11:25a–12:20p	Email Marketing 2023 <i>Hank Hoffmeier</i> <i>Moderator: Matt Craine</i> AI and Automate Email Marketing <i>Brent Payne</i>	Create Wikipedia Pages, Content, Links, Tips & Tricks <i>Pierre Zarokian</i> <i>Moderator: Lindsey Barber</i>
12:20p – 1:20p	<i>Lunch</i>	
1:25p – 2:15p	<i>Keynote with Brett Tabke: ChatGPT: Red Alert, This is not a Drill</i>	
2:20p – 3:15p	Digital Marketing Playbook for B2B SaaS Customer Acquisition <i>Dave Roth</i> <i>Moderator: Pat Strader</i>	Amazon Creative and Impact <i>Robyn Johnson, Colby Almond, Nate Johnson</i> <i>Moderator: Frank Watson</i>
3:20p – 4:10p	Reputation Management <i>Tony Wright, Erin Jones, Matt Craine</i> <i>Moderator: Joe Laratro</i>	Brand Search and Content Marketing <i>Ann Smarty, Lindsey Barber</i> <i>Moderator: Michelle Dvorak-Held</i>
4:15 – 5:00p	Improving Content Quality at Scale and with AI <i>Jake Bohall</i> <i>Moderator: Tony Wright</i>	Content Marketing 2023 <i>Amanda Milligan,</i> <i>Moderator: Cari O'Brien</i>
5:00p – 6:30p	<i>Networking Reception</i>	



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Kevin Rowe
Founder & Head of Strategy



The Missing Linq Podcast

Scan & listen to Kevin exploring the missing link between google's guidelines on link building and tactics that work.

Link Building

When Quality Matters

How it Works

Onboarding & Strategy

Audit content & link profiles to prioritize destination urls & anchor text



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Sessions Tuesday Feb 28, 2023

	Organic SEO <i>Salon A</i>	Agency and In-house <i>Salon B</i>
8:00a	<i>Registration Opens and Continental Breakfast</i>	
8:30a – 9:20a	<i>Kickoff Keynote with Bing: Fabrice Canel</i>	
9:25a – 10:20a	A Deep Dive in the Latest Google Updates <i>Jennifer Slegg, Lily Ray</i> <i>Moderator: Joe Laratro</i>	Managing an SEO Agency <i>Sarah Carling, Kristopher Jones</i> <i>Moderator: Julie Ewald</i>
10:20a – 11:20a	Helpful Content, Trust, and Holistic Marketing <i>Brian Ussery, Julie Ewald</i> <i>Moderator: Jennifer Slegg</i>	InHouse SEO <i>Melissa Fach, Shelly Fagin</i> <i>Moderator: Sarah Carling</i>
11:25a – 12:20p	Traffic Drop and Advanced SEO Audits <i>Casey Markee, Prashant Puri</i> <i>Moderator: Elmer Boutin</i>	Improving CRM Systems to Nurture and Increase Leads <i>Steve Hammer</i> <i>Moderator: Adam Proehl</i>
12:20p – 1:20p	<i>Lunch</i>	
1:25p – 2:15p	<i>Keynote: Marketing Agency Panel: Julie Ewald, Joe Laratro, Lily Ray, Tony Wright, Arsen Rabinovich, Jim Boykin, Kristopher Jones</i>	
2:20p – 3:15p	Practical SEO Tips from a Small In-house B2B Team <i>Chris Scherting</i> <i>Moderator: Joy Hawkins</i>	InHouse Project Management <i>Keith Goode, Jesse McDonald</i> <i>Moderator: Dave Roth</i>
3:20p – 4:10p	SEO and UX - SEO is all about User Experience <i>Kenichi Suzuki</i> <i>Moderator: Eric Enge</i>	Building World Class Enterprise Level Team <i>Peter Leshaw, Tessa Nadik</i> <i>Moderator: Jesse McDonald</i>
4:15 – 5:00p	Google Crawling, Rendering, and Indexing <i>Patrick Stox</i> <i>Moderator: Melissa Fach</i>	Modern Corporate SEO Manager <i>Ash Nallawalla</i> <i>Moderator: Shelly Fagin</i>

Sessions Tuesday Feb 28, 2023

	Local Search and GMB/GBP <i>Salon C</i>	SEM - PPC -Paid Media <i>Salon D</i>
8:00a	Registration Opens and Continental Breakfast	
8:30a – 9:20a	Kickoff Keynote with Bing: Fabrice Canel	
9:25a –10:20a	SEO Audits - Local Focus <i>Kevin Doory</i> <i>Moderator: Ryan Jones</i>	Solving For Underspending, Overspending, and Successfully Scaling Budget <i>Navah Hopkins, Chris Boggs</i> <i>Moderator: Steve Hammer</i>
10:20a– 11:20a	GMB / GBP and Advanced Local Search <i>Joe Laratro, Elmer Boutin</i> <i>Moderator: Amanda Milligan</i>	Writing Better Responsive Search Ads <i>Mark Irvine</i> <i>Moderator: Navah Hopkins</i>
11:25a–12:20p	Google Reviews - Acquisition and Management <i>Joy Hawkins</i> <i>Moderator: Greg Gifford</i>	Auditing Google Ads in The Age of Automation <i>Robert Brady, Kevin Adams</i> <i>Moderator: Chris Boggs</i>
12:20p – 1:20p	<i>Lunch</i>	
1:25p – 2:15p	Keynote: Marketing Agency Panel: Julie Ewald, Joe Laratro, Lily Ray, Tony Wright, Arsen Rabinovich, Jim Boykin, Kristopher Jones	
2:20p – 3:15p	The Progression of Service Areas and Google's Concept of Proximity <i>Seth Price</i> <i>Moderator: Ben Fisher</i>	Paid Search in Healthcare Space <i>Damon Gochneur</i> <i>Moderator: Mark Irvine</i>
3:20p – 4:10p	Google GMB/GBP Profiles -Advanced Tips and Tricks <i>Ben Fisher</i> <i>Moderator: Erin Jones</i>	YouTube Profitable Campaigns <i>William Leake</i> <i>Moderator: Casey Markee</i>
4:15 – 5:00p	Multi-location SEO Magic for SERP Nerds <i>Andrew Shotland</i> <i>Moderator: Joy Hawkins</i>	Audience Targeting and Refinement <i>Brooke Osmundson</i> <i>Moderator: Kevin Adams</i>



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Sessions Descriptions Monday Feb 27, 2023



08:30 am - 9:20 am



Keynote: Gary Illyes from Google

Salon A - Session ID: #pubcon1135

What's new with Google, crawling, index, SERP's, and optimization? This is where you find out.

Moderator: Joe Laratro

Speakers:

Gary Illyes, Webmaster Trends Analyst, Google (@methode)



09:25 am - 10:20 am



SEO For E-commerce

Salon A - Session ID: #pubcon1206

This session will walk you through some things you can do no matter your target audience along with some tips for each of those that have some specific targeting. Key Takeaways include: what to do (and not) for when your Ecommerce site is targeting a certain type of GEO

- Find out what is and isn't working when it comes to optimizing Ecommerce sites

Moderator: Elmer Boutin

Speakers:

Dave Rohrer, Founder, NorthSide Metrics (@daver)

Aleyda Solis, International SEO Consultant & Founder, Orainti (@aleyda)



GA4

Salon B - Session ID: #pubcon1219

The move to GA4 as the *single source of truth* for digital marketers later this year (July 1, 2023), it's important to understand not only how to access data and reports you've been using in Universal Analytics but also learn some of the new, fantastic reports available in GA4. In this session.

Moderator: Khalid Saleh

Speakers:

Janet Driscoll Miller, Pres. & CEO, Marketing Mojo (@janetdmiller)



Personalization and Customization

Salon C - Session ID: #pubcon1121

Why personalization is important. A quick guide to get more from your eCommerce efforts.

Moderator: Joe Laratro

Speakers:

Michelle Dvorak-Held, CEO, METRONY LLC (@metrony)



Scalable Always-On Content Marketing Strategy with LinkedIn

Salon D - Session ID: #pubcon1120

The pressure is real for marketers to constantly be churning out fresh content and be "always on." Research shows time and again that the brands that do always-on marketing well are often considered more recognizable and relevant. In this session, LinkedIn's Senior Content Solutions Evangelist Purna Virji will share how marketers can re-think their content planning approach and share frameworks and best-in-class examples for designing a scalable and sustainable always on content strategy. Key takeaways include:

- Discover how to effectively audit existing content to identify hidden gems.
- Learn how to strategically remix, reuse, and recycle hit content so it can serve you consistently for years on end.
- Learn the perfect recipe for strategically planning content to boost efficiencies and conversions.

Moderator: Melissa Fach

Speakers:

Purna Virji, Senior Content Solutions Evangelist , LinkedIn (@purnavirji)



10:25 am - 11:20 am



Top Ways to Use Schema

Salon A - Session ID: #pubcon1128

When people talk about schema markup (aka structured data), they tend to talk about the code, where the commas go, what properties to use, etc. I'll start with a 3 minute refresher on what is schema markup to get us all on the same page, then I will take the conversation from code to strategy.

Moderator: Ann Smarty

Speakers:

Martha Vanberkel, CEO, Schema App (@marthavanberkel)
Pat Strader, Founder/CEO, Digital Relativity (@patstrader)



Conversion Optimization AB Testing Tips & Tricks

Salon B - Session ID: #pubcon1217

The average success rate of most AB testing programs hovers around 12%. Yep, for every 100 experiments you run, only 12 of them will generate an increase in conversions. That is worse than a coin toss. This session will look

at various ways you can expertly optimize your conversion rates.

Moderator: Prashant Puri

Speakers:

Khalid Saleh, CEO, Invesp (@KhalidH)
Brian Massey, Conversion Scientist, Conversion Sciences (@bmassey)



LinkedIn Automation

Salon C - Session ID: #pubcon1123

Automated networking engagement tactics that help generate focused inbound connection requests with LinkedIn ads having nearly one to one targeting variables to the organic crawl to gain market busting brand familiarity with lists of actual people.

Moderator: Dave Rohrer

Speakers:

Marty Weintraub, Founder, Aimclear (@aimclear)



Amazon Hot Topics

Salon D - Session ID: #pubcon1119

Over the past few years Amazon has been building and releasing tools for sellers to drive traffic off Amazon. One of their biggest releases, Amazon Stores has begun indexing for major non-branded keywords on Google and other search engines. This session will give you tips and strategies with a focus on SEO to ensure your Brand Store captures profitable traffic from its ranking on Google and other search engines.

The second part of this session, Frank will look at Amazons relationship with Affiliate marketers.

Moderator: Robyn Johnson

Speakers:

Colby Almond, Senior Ecommerce Manager, ViscoSoft (@colbyalmond)
Frank Watson, CEO, Kangamurra Media



11:25 am - 12:20 pm



Machine Learning And Search 2023

Salon A - Session ID: #pubcon1133

In this session, we'll look at some of the major algorithms that are being used and/or discussed by Google and how they do or might impact search results. Additionally, we'll be looking at what papers Google AI has been releasing that help us paint a picture of the direction machine learning is going as it relates to search. The second part will look specifically at using Google's Machine Learning API for usage in SEO.

Moderator: Joe Laratro

Speakers:

Lazarina Stoy, SEO & Data Science Senior Manager, Intrepid Digital (@lazarinastoy)

Dave Davies, Awareness Team Lead, Weights & Biases (@onlineinference)



Audience-Driven Content: Tools & Types to Grow Your Reach

Salon B - Session ID: #pubcon1129

Maximizing organic reach in 2023 isn't just about finding and using the right keywords. It is about homing in on your ideal customer avatar so you can create content that stops the scroll, garners clicks, connects with your customers and leads to sales. In this session, you will hear about advanced tactics to use when creating an ICA. You will then learn about tactics and content types to use that will help you rise above the noise and connect with those who you serve best.

Moderator: Scott Hendison

Speakers:

Cari O'Brien, Chief Word Nerd & Founder, Custom Content Solutions LLC (@thecariobrien)



Email Marketing 2023

Salon C - Session ID: #pubcon1114

The pandemic changed how we interact and use Email. This session will look at current topics in email marketing and how to do currently effective email marketing.

Moderator: Matt Craine

Speakers:

Hank Hoffmeier, Strategic Insights Manager, iContact (@hankhoffmeier)



AI and Automated Email Marketing

Salon C - Session ID: #pubcon1115

When we used ChatGPT to rewrite email templates just slightly enough to get delivered to inboxes but not so much as to change the readability of the email. This allowed us to get a 5% - 10% positive response rate on their unsolicited email outreach link-building campaigns. Link juice for days!

Moderator: Matt Craine

Speakers:

Brent Payne, Founder & CEO, Loud Interactive



Create Wikipedia Pages, Content, Links, Tips & Tricks

Salon D - Session ID: #pubcon1118

- Notability Requirements for getting a Wikipedia page approved.
- Citation guidelines. What types of publications are acceptable as a citation
- Disclosure Requirements for paid editing or self editing

Moderator: Lindsey Barber

Speakers:

Pierre Zarokian, CEO/Pres., Submit Express (@submitexpress)



12:20 pm - 01:20 pm

Buffet Lunch

In the Z-Tejas dining room



01:25 pm - 02:15 pm



ChatGPT : Red Alert, This is not Drill

Salon A - Session ID: #pubcon1130

In this conference session, we will explore the latest developments in AI technology and their potential impact on the field of search engine marketing. From machine learning-powered keyword research to natural language processing-driven content optimization, attendees will learn about the cutting-edge tools and services that are set to revolutionize the way we approach SEO and SEM. We will also discuss the challenges and opportunities presented by these technologies, and provide practical tips for incorporating them into your marketing strategy. Join us for a glimpse into the future of search engine marketing, and gain a competitive edge in the ever-evolving digital landscape.

Moderator: Joe Laratro

Speakers:

Brett Tabke, Founder & CEO, Pubcon Inc. (@btabke)



02:20 pm - 3:15 pm



Multilingual SEO and Global Websites

Salon A - Session ID: #pubcon1231

This session will detail every step needed to launching a site using SEO, PPC and Social on a global level. This

session would provide everything that works, vs what does not work in order for you to put together a perfect international growth plan for your business.

Moderator: Aleyda Solis

Speakers:

Michael Bonfils, Managing Partner, SEM International (@michaelbonfils)
Veruska Anconitano, Multilingual SEO and Localization Consultant, (@lacuochina)



SEO Reports

Salon B - Session ID: #pubcon1228

How to create SEO reports that clients will love. Topics include

- Why some things aren't worth including on the report, even though we think they're important.
- How design influences the report
- How the overall story told with the data is the key

Moderator: Robert Brady

Speakers:

Greg Gifford, VP of Search, SearchLab (@greggifford)



Digital Marketing Playbook for B2B SaaS Customer Acquisition

Salon C - Session ID: #pubcon1117

This session will walk the audience through the progression from crawling to walking to running in paid media acquisition for B2B SaaS companies.

Starting with the basics - content strategy, thought leadership, organic and paid social media, and on to the more advanced topics like google ads for B2B, Salesforce/CRM integration, offline conversions and down-funnel optimization B2B Software as a service (SaaS) is everywhere now. Startups are still getting VC funding. Marketers are well-employed already, which makes

hiring and execution of digital marketing challenging for SaaS companies. How do startups acquire new customers with velocity and efficiency via digital marketing?

Moderator: Pat Strader

Speakers:

Dave Roth, CEO, Emergent Digital (@daverothsays)



Amazon Creative and Impact

Salon D - Session ID: #pubcon1113

This session will outline the impact of creative that is designed for Amazon users to decrease ad costs and increase overall revenue. We will cover examples of creative best practices for Amazon, tips for proper research and testing, and finally how strong creative can allow them to more profitably scale their ad campaigns.

Moderator: Frank Watson

Speakers:

Robyn Johnson, Amazon Advertising and Listing Specialist, Marketplace Blueprint (@AMZRobynJohnson)

Colby Almond, Senior Ecommerce Manager, ViscoSoft (@colbyalmond)

Nate Johnson, Senior Analyst, Marketplace Blueprint



3:20 pm - 4:10 pm



What is Forward SEO

Salon A - Session ID: #pubcon1127

When covid hit we had to drastically change how we performed SEO. The future no longer resembled the past. Those changes led to what we call a now, forward approach.

We'll look at new ways of doing keyword research, new data sources, new ways to visualize SEO data and extract insights, and explore new tools to help us automate some of this.

Moderator: Dave Davies

Speakers:

Ryan Jones, Sr. SEO Director, Razorfish (@RyanJones)

Lea Scudamore, Lead SEO, Aimclear (@LeaScudamore)



SEO Triage & Diagnostics; Query & Intent Mismatch

Salon B - Session ID: #pubcon1215

Whether you're an in-house SEO, a webmaster, blogger, business owner, developer or an SEO agency, being able to quickly and accurately identify why a website is not performing well in search or is experiencing a decline in organic referrals is an important skill to possess. Topics Include:

- Exploration: What kind of data to collect based on the symptoms and which tools to use for data collection in each scenario.
- Diagnosis: How to organize and analyze the collected data, as well as how to correlate data to symptoms and timelines to help with establishing a diagnosis.
- Treatment: Which evidence-based strategies should be executed to treat the diagnosis, procedure best practices, and processes.

Moderator: Keith Goode

Speakers:

Arsen Rabinovich, Founder Director of SEO, TopHatRank.com (@tophatarsen)



Reputation Management

Salon C - Session ID: #pubcon1132

This session will address navigating through good times and bad. With tips, tools, and strategies, attendees will leave this session with actionable strategies for managing their brand online.

Moderator: Joe Laratro

Speakers:

*Tony Wright, CEO/Founder,
WrightIMC (@tonynwright)*

*Erin Jones, Local SEO Analyst &
Account Manager, Sterling Sky
(@erinjones)*

*Matt Craine, Owner and Pres.,
MattCraine.com (@mattcraine)*



Brand Search and Content Marketing

Salon D - Session ID: #pubcon1201

Have you googled yourself or your company recently? Brand-driven search is so much more than URLs you see ranking for your brand name. It's an ongoing process that will result in higher conversions and more predictable buying journeys.

Moderator: Michelle Dvorak-Held

Speakers:

Ann Smarty, Community and Branding Manager, Internet Marketing Ninjas (@seosmarty)

Lindsey Barber, CEO, SocialCents Media (@SocialCentsMktg)



4:15 pm - 5:00 pm



SEO Coming of Age: From Gaming the System to Customer-Centric

Salon A - Session ID: #pubcon1108

This presentation will help attendees understand Google's direction and how to align their strategies with where Google is heading. Topics Include:

1. What drives Google
2. How indirect signals like EAT are becoming a much bigger part of the world of SEO.
3. Several examples of companies that are implementing a full-funnel content strategy and the makeup of

their content, and why content depth and breadth wins.

4. The role of full-funnel content and what is important.
5. The impact of the Helpful Content Update.
6. How/why this will evolve to a customer-centric mindset.

Moderator: Joe Laratro

Speakers:

Eric Enge, President, Pilot Holding (@stonetemple)

Duane Forrester, VP, Industry Insights, Yext (@duaneforrester)



GA4 Tips and Tricks

Salon B - Session ID: #pubcon1111

- What are the absolute must-haves with a GA4 implementation
- How the planning for a GA4 implementation is completely different than what you may be used to
- So what happens on 7/1/23 when Universal Analytics sunsets?
- What to do if you already have implemented GA4, but find yourself underwhelmed by what you're getting (Hint: It's not plug & play like GA universal was).

Moderator: Michael Bonfils

Speakers:

Scott Hendison, CEO & Pres., Search Commander, Inc. (@shendison)

Adam Proehl, Partner & Co-Founder, NordicClick Interactive (@adamproehl)



Improving Content Quality at Scale

Salon C - Session ID: #pubcon1221

This session, will look at sites with large scale content quality issues caused by UGC and the process for developing and implementing a solution. This session will look at a site with 5 million pages

and a process we used to improve quality.

Moderator: Tony Wright

Speakers:

Jake Bohall, Co-Founder, Hive Digital Inc. (@jakebohall)



Content Marketing 2023

Salon D - Session ID: #pubcon1216

Branded search and Content generation is harder than ever before and the pace of content even faster. This session will focus on brand search and tools that repurpose existing content for SEO and with great user experience. Let's make our jobs a whole lot easier using AI. AI for Content. AI for Video and AI for social media automation.

Moderator: Cari O'Brien

Speakers:

Amanda Milligan, Head of Marketing, Stacker Studio (@millanda)



5:00 pm - 6:30 pm

Networking Reception

Open bar and appetizers.

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Sessions Descriptions Tuesday Feb 28, 2023



08:00 am-02:00 pm



Registration Open

Registration opens at AT&T Executive Education and Conference Center.



08:30 am - 9:20 am



Keynote: The Bing Secret Sauce - Indexing and Crawling

Salon A - Session ID: #pubcon1232

Search used to be very simple and straight forward--bots crawled the web to index content. Searchers input a search query to generate 10 blue links. As the web and technology have evolved, so too has the use of AI in search. Learn how Bing is making Bingbot more effective at crawling and indexing content including JavaScript, how we are using modern machine learning (include Deep Learning) to improve overall relevance of the search results, and why using the search engine APIs is becoming even more important.

Moderator: Shelly Fagin

Speakers:

Fabrice Canel, Principal Program Manager, Microsoft Bing (@facan)



09:25 am - 10:20 am



A Deep Dive in the Latest Google Updates

Salon A - Session ID: #pubcon1234

With Google's new Helpful Content Update, search marketers are forced to reconsider the value of every single piece of content on their site. Looking at content through the lens of Google Panda, E-A-T and Needs Met from the Google Rater Guidelines, and the new Helpful Content Update, learn how to analyze current content on a scale of helpfulness, how to make the tough decisions on content to remove, and how to read between the lines of all Google's content related documentation to create the types of content Google wants to see ranking at the top of the search results.

Moderator: Joe Laratro

Speakers:

Jennifer Slegg, Founder & Editor, The SEM Post (@jenstar)

Lily Ray, SEO Director, Path Interactive (@lilyraynyc)



Managing an SEO Agency

Salon B - Session ID: #pubcon1224

This session will look at managing a SMB SEO agency.

Moderator: Julie Ewald

Speakers:

Sarah Carling, VP of Growth, Buoy Health (@SarahCarling)

Kristopher Jones, Founder, LSEO.com (@krisjonescom)



SEO Audits - Local Focus

Salon C - Session ID: #pubcon1125

Website audits can be performed by almost anyone, yet the key will be to show attendees how a good auditor will incorporate factors that impact the performance in Google's local pack. A local SEO audit is more than just reviews and citations. I will also discuss how small businesses should expect to see a local link audit within their quality audits.

Moderator: Ryan Jones

Speakers:

Kevin Doory, Director, SEO, Razorfish (@KevinDoory)



Solving For Underspending, Overspending, and Successfully Scaling Budget

Salon D - Session ID: #pubcon1218

It's tough to say which is worse: overspending or underspending. If you overspend, your client/boss will lose trust in the channel and see marketing as a cost instead of investment. If you underspend, you can lose budget and more importantly opportunities for profit.

Topics in this session:

- Troubleshooting overspending budgets by checking for hidden budget busters including settings, duplicate keywords, and tangential auctions.
- Unshackling underspending budgets through structure audits including number of ad groups and targets, and bid to budget ratios.
- Scaling successful campaigns without tanking them through gradual budget adjustments, as well as how to calculate investment to return projections based on profit vs revenue.

Moderator: Steve Hammer

Speakers:

Navah Hopkins, Director of Paid Media, Justuno (@navahf)
Chris Boggs, Founder and CEO, Web Traffic Advisors (@boggles)



10:25 am - 11:20 am



Helpful Content, Trust, and Holistic Marketing

Salon A - Session ID: #pubcon1116

Historically people have trusted brands whose names appear on stadiums and skyscrapers. During the Covid-19 pandemic, we began to see acceleration in the evolution of the concept of online "trust". The Pandemic taught people to trust sites with fast, frictionless, mobile experiences but most importantly sites that provide helpful content. The data shows this strategy will be critical moving forward.

During this session I'll show attendees how to make their existing content more helpful, share examples and illustrate ROI potential.

Moderator: Jennifer Slegg

Speakers:

Brian Ussery, Director of SEO, SapienRazorfish (@beussery)
Julie Ewald, Chief Everything Officer, Imprensa Solutions, LLC (@julieewald)



InHouse SEO

Salon B - Session ID: #pubcon1213

Thinking about going in-house enterprise? We are going to start at the beginning and provide the ins and outs you need to know before making the move. If enterprise sounds like a fit for you, learn about applying agile methodology to SEO strategy, building strong business cases & strategies to overcome lack of cross-functional alignment or leadership buy-in.

Moderator: Sarah Carling

Speakers:

Melissa Fach, Lead SEO Content Manager, Kelley Blue Book & Autotrader (@seoaware)

Shelly Fagin, Dir Growth Marketing, SEO, Credit Karma (@shellyfagin)



GMB / GBP and Advanced Local Search

Salon C - Session ID: #pubcon1124

For many local businesses, such as car dealerships, their Google My Business page is becoming the single point of contact with their customers. This session will discuss the changes and improvements GMB is rolling out. I will highlight strategies for dealing with Google's Local algorithmic changes.

Moderator: Amanda Milligan

Speakers:

Joe Laratro, Pres., Tandem Interactive (@jlaratro)

Elmer Boutin, VP of Operations, WrightIMC (@rehor)



Writing Better Responsive Search Ads

Salon D - Session ID: #pubcon1225

With both Google & Bing killing the Expanded Text Ad in 2022, the best practices for writing PPC ads from the past 20 years are now outdated. Even if Google and Bing assure advertisers

that these ads powered by Machine Learning are designed to perform better than our handcrafted ads, most marketers know they are far from perfect. When you're accountable for the performance of these machine-optimized ads, how can you begin to optimize them with fewer controls? How can you identify trends with less data? How can you teach a machine to learn better and faster? In this session, I'll cover the trends we've seen emerge in these responsive ad formats over the past few years and how you can improve your ads' performance on the SERPs.

Moderator: Navah Hopkins

Speakers:

Mark Irvine, Director of Paid Media, SearchLab (@MarkIrvine89)



11:25 am - 12:20 pm



Traffic Drop and Advanced SEO Audits

Salon A - Session ID: #pubcon1211

With Google continuously updating the search algo, traffic drops are common to the average site owner. Traffic drops can affect direct, organic, non-organic, and overall traffic and be caused by a myriad of issues. In this session, learn about the different types of traffic drops, how to conduct a traffic drop audit, and what steps site owners should take to recover lost traffic!

Moderator: Elmer Boutin

Speakers:

Casey Markee, Founder, Media Wyse (@mediawyse)

Prashant Puri, Co-Founder & CEO, AdLift (@puriprashant)



Improving CRM Systems to Nurture and Increase Leads

Salon B - Session ID: #pubcon1220

This session will look at advanced ways to optimize customer paths within your CRM system to increase your agency leads.

Moderator: Adam Proehl

Speakers:

Steve Hammer, Pres., RankHammer (@armondhammer)



Google Reviews - Acquisition and Management

Salon C - Session ID: #pubcon1122

Some of the questions addressed in this session: Do reviews actually impact where you rank on Google? How does Google determine what reviews to highlight? Does showing keywords into reviews help you rank higher? The results of some of these tests shocked us and will likely shock you too.

Moderator: Greg Gifford

Speakers:

Joy Hawkins, Owner, Sterling Sky Inc (@joyannehawkins)



Auditing Google Ads in The Age of Automation

Salon D - Session ID: #pubcon1222

Google Ads has been accelerating the move to automation. ETAs are gone, replaced with Responsive Search Ads (RSAs) that dynamically create ads on the fly. Google is strongly recommending Performance Max which automates ad creation, placement across several networks (search, display, Gmail, Discovery, YouTube & shopping) and targeting.

With these increasingly automated features, reporting/tracking has not kept pace. This means advertisers

have to be more savvy to understand what is/isn't working and how to guide the machines.

This session will discuss where to look in Google reports to find the most detail and insightful data as well as how to piece together insights from different places so you can put appropriate guard rails on your campaigns and improve performance.

Moderator: Chris Boggs

Speakers:

Robert Brady, Founder, Righteous Marketing (@robert_brady)
Kevin Adams, Founder, CEO, Predictive Online Marketing (@KevinAdamsPPC)



12:20 pm - 01:20 pm



Buffet Lunch

In the Z-Tejas dining room.

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01:25 pm - 02:15 pm



Keynote Panel: Agency Growth, Life, and Success Salon A - Session ID: #pubcon1212

This round table session features some of the internet's leading SEO agencies. It will be candid and informative.

Moderator: Shelly Fagin

Speakers:

Joe Laratro, Pres., Tandem Interactive (@jlaratro)

Tony Wright, CEO/Founder, WrightIMC (@tonynwright)

Arsen Rabinovich, Founder Director of SEO, TopHatRank.com (@tophatarsen)

Jim Boykin, Founder & CEO, Internet Marketing Ninjas (@jimboykin)

Kristopher Jones, Founder, LSEO.com (@krisjonescom)

Lily Ray, SEO Director, Path Interactive (@lilyraynyc)

Julie Ewald, Chief Everything Officer, Imprensa Solutions, LLC (@julieewald)



InHouse Project Management

Salon B - Session ID: #pubcon1209

SEOs fight battles on many fronts, whether it's proving value to a content director for including keyword research into the content planning process or overcoming objections that arise from dealing with bad SEO agencies. One of the biggest battles is getting prioritization with the development team. It seems that updating buttons and color schemes get immediate priority while SEO requests, like minimizing scripts in the or improving Core Web Vitals, take a backseat and are often held to a higher standard when it comes to proving value.

Moderator: Dave Roth

Speakers:

Keith Goode, SEO Product Director, Cox Automotive (@keithgoode)

Jesse McDonald, Global SEO Strategist, IBM (@jesseseogeek)



The Progression of Service Areas and Google's Concept of Proximity

Salon C - Session ID: #pubcon1112

This session will explore how the concept of "proximity" has changed through the years including a discussion on how teaching the bot about your proximity has changed.

Moderator: Ben Fisher

Speakers:

Seth Price, Founder & CEO, BluShark Digital & Price Benowitz LLP (@blusharkdigital)



02:20 pm - 3:15 pm



Practical SEO Tips from a Small In-house B2B Team Salon A - Session ID: #pubcon1204

This session will provide a checklist of practical items that can result in an immediate impact on your website's rankings.

Moderator: Joy Hawkins

Speakers:

Chris Scherting, (@chrisscherting)



Paid Search in Healthcare Space

Salon D - Session ID: #pubcon1229

Healthcare is an entirely unique proposition in the Ad world.

Regulation, requirements, and tastes very wildly from sector to sector. This session will look at best practices for creating and managing successful Healthcare ad campaigns.

Moderator: Mark Irvine

Speakers:

Damon Gochneur, Director | Paid Search, Boathouse Agency Inc. (@DamonGochneur)



3:20 pm - 4:10 pm



SEO and UX - SEO is all about User Experience

Salon A - Session ID: #pubcon1126

Google uses Page Experience Signals such as HTTPS, Mobile-Friendly and Core Web Vitals, but there's more than that. UX is everything users experience on your sites: for example, articles, images, videos, speed, readability, design, usefulness, helpfulness, etc. A client of mine won the 1st position for a competitive keyword after improving a few UX elements, which were not ranking factors. Another client increased its search traffic by 40% after implementing a UX tweak, which Google didn't use as a ranking factor, either. Topics Include:

- What is UX from an SEO perspective?
- Case studies where improvements of UX, which aren't ranking factors, produced SEO success as well as CRO success
- Best ways to improve UX regardless of their impact on rankings

Moderator: Eric Enge

Speakers:

Kenichi Suzuki, Search Advocate, Faber Company Inc. (@suzukik)



Building World Class Enterprise Level Team

Salon B - Session ID: #pubcon1226

Recruiting Top Tier Talent to Build a Power House Team in a Competitive Job Market is difficult and time consuming. This session will look at two extremely successful inhouse SEO's that have built teams, worked, and maintained teams in both the SMB as well as corporate environments.

Moderator: Jesse McDonald

Speakers:

Peter Leshaw, President / Partner, (@Peterleshaw)
Tessa Nadik, Sr. Director of Product Management, Content & SEO, Cox Automotive Inc (@tessabonacci)



Google GMB/GBP Profiles - Advanced Tips and Tricks

Salon C - Session ID: #pubcon1110

Everything you wanted to know about Google Business Profiles and some things you did not.

What makes local business tick? Can a GBP be manipulated to help you grow ranking? What happens when you are removed from search?

Moderator: Erin Jones

Speakers:

Ben Fisher, Founder, Steady Demand (@TheSocialDude)



YouTube Profitable Campaigns

Salon D - Session ID: #pubcon1223

Everyone has probably heard by now that YouTube is the second most popular search engine in the US and Europe, but how successful have your campaigns been there? Did you know that with a little elbow grease and some applied brainpower, it is quite possible to get your YouTube channel

to where it outperforms *both* Facebook and classic Google search and display campaigns? Topics include:

- How to engage the right viewer early, so they actually watch the ad
- How to benefit from YouTube's overlooked "learner mindset"
- How to create calls to action that work beyond the video
- How to cost effectively create multiple conversion-focused ads for testing
- How to properly target
- How to scale your campaign once it gets traction

Moderator: Casey Markee

Speakers:

William Leake, CEO, Apogee Results (@Marketing_Bill)



4:15 pm - 5:00 pm



Google Crawling, Rendering, and Indexing

Salon A - Session ID: #pubcon1131

A review of top topics from leading SEO's on Google's current indexing pipeline.

Moderator: Melissa Fach

Speakers:

Patrick Stox, Product Advisor, Technical SEO, & Brand Ambassador, Ahrefs (@patrickstox)



Modern Corporate SEO Manager

Salon B - Session ID: #pubcon1227

Actionable tips on how to get the most from a tight budget, or working with difficult colleagues whose work can disrupt your best SEO efforts. How you can combine your efforts in keyword research and content management

with a keyword register. How low-priced, or free tools can help you deliver a great result. Ash will share a couple of spreadsheets he has used for many years to track dozens of small and large client accounts.

Moderator: Shelly Fagin

Speakers:

Ash Nallawalla, Senior Enterprise SEO, Carsales.com.au (@ashnallawalla)



Multi-location SEO Magic for SERP Nerds

Salon C - Session ID: #pubcon1134

Using big data and machine learning for multi-location scaling can be a game changer that seems like magic. We'll talk about local SEO best practices for multi-locations and how to use AI and machine learning to take your local SEO to the next level. This session will look at how to use big data for local SEO, GBP, and the role of distance to the centroid for local rankings. The presentation will include case studies that demonstrate how to increase local rankings at scale.

Moderator: Joy Hawkins

Speakers:

Andrew Shotland, CEO, Local SEO Guide (@localseoguide)



Audience Targeting and Refinement

Salon D - Session ID: #pubcon1230

Audience crafting for PPC (Search/Social/Analytics) and how to leverage audiences to improve marketing efficiency.

Moderator: Kevin Adams

Speakers:

Brooke Osmundson, Leader of Digital Marketing, Smith Micro Software (@BrookeOsmundson)



“ In 1999, I started this company with the mission statement, ‘We will work toward bringing in the greatest amount of relevant traffic to our clients’ websites, using the most ethical methods available.’ That mission remains true today.”

Jim Boykin, CEO & Founder of Internet Marketing Ninjas

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