Regional Conference
February 27-28, 2023
AT&T Conference Center
Austin, Texas

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Google
Gary Illyes

PUBCON
Brett Tabke

Microsoft Bing
Fabrice Canel

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We are accredited by the Independent Awards Trust Mark Standards as “Outstanding” across our award competitions to ensure our awards have validity and so that employees, business partners and clients can trust in the accolades.

Our Awards include the Search Awards Series which includes the US Search Awards and Global Search Awards, and the Agency Awards which delivers the US Agency Awards and Global Agency Awards.

Contact Us.
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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

### Monday February 27

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<th>Time</th>
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<tbody>
<tr>
<td>8:30a – 8:35a</td>
<td>Introduction, Brett Tabke</td>
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<tr>
<td>8:35a – 9:20a</td>
<td>Keynote with Google: Gary Illyes</td>
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<tr>
<td>9:25a – 10:20a</td>
<td>Sessions</td>
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<td>10:25a – 11:20a</td>
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<tr>
<td>11:25a – 12:20p</td>
<td>Sessions</td>
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<tr>
<td>12:20p – 1:20p</td>
<td>Lunch</td>
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<tr>
<td>1:25p – 2:15p</td>
<td>Keynote: Brett Tabke, ChatGPT</td>
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<tr>
<td>2:20p – 3:15p</td>
<td>Sessions</td>
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<tr>
<td>3:20p – 4:10p</td>
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<td>4:15p – 5:00p</td>
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<tr>
<td>5:00p – 6:30p</td>
<td>Reception</td>
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### Tuesday February 28

<table>
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<tr>
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<tbody>
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<td>1:25p – 2:15p</td>
<td>Agency Keynote Panel</td>
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<td>Sessions</td>
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<td>3:20p – 4:10p</td>
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<tr>
<td>4:15p – 5:00p</td>
<td>Sessions</td>
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Sponsors and Exhibitors

Premier Platinum Sponsor:
- Internet Marketing Ninjas

Gold Sponsors:
- Loud.US
- Link Building HQ
- PureLinq
- Search Laboratory
- SEO Werkz

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- FE International
- Resolve
- SERanking
- SearchEngineJournal
- Tandem Interactive
- Termageddon
- Web Traffic Advisors
Salon Locations

Third Floor AT&T Conference Center

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<tr>
<th>Monday Feb 27</th>
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<tr>
<td><strong>Salon A</strong></td>
<td><strong>Salon D</strong></td>
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<tr>
<td>Organic SEO</td>
<td>Content Marketing</td>
</tr>
<tr>
<td><strong>Salon B</strong></td>
<td><strong>Salon A</strong></td>
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<tr>
<td>Tech Tools</td>
<td>General Session</td>
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<td><strong>Salon C</strong></td>
<td><strong>Salon B</strong></td>
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<td>Marketing Potpourri</td>
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<tr>
<td><strong>Salon D</strong></td>
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Link Building Done Right!

A simple, cost-effective way to deliver relevant, trustworthy links to your clients on a consistent basis.

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<table>
<thead>
<tr>
<th>Time</th>
<th>Organic SEO</th>
<th>Mar. Tech Tools &amp; Analytics</th>
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<tbody>
<tr>
<td>8:00a</td>
<td>Registration Opens and Continental Breakfast</td>
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<td>8:30a – 9:20a</td>
<td>Kickoff Keynote with Google: Gary Illyes</td>
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</tbody>
</table>
| 9:25a – 10:20a| SEO For E-commerce  
*Dave Rohrer, Aleyda Solis*  
*Moderator: Elmer Boutin* | GA4  
*Janet Driscoll Miller*  
*Moderator: Khalid Saleh* |
| 10:20a – 11:20a| Top Ways to Use Schema  
*Martha Vanberkel, Pat Strader*  
*Moderator: Ann Smarty* | GA4  
*Janet Driscoll Miller*  
*Moderator: Khalid Saleh* |
| 11:25a – 12:20p| Top Ways to Use Schema  
*Martha Vanberkel, Pat Strader*  
*Moderator: Ann Smarty* | Audience-Driven Content:  
Tools & Types to Grow Your Reach  
*Cari O'Brien*  
*Moderator: Scott Hendison* |
| 12:20p – 1:20p| Lunch                                                                       |                                             |
| 1:25p – 2:15p| Keynote with Brett Tabke: ChatGPT: Red Alert, This is not a Drill           |                                             |
| 2:20p – 3:15p| Top Ways to Use Schema  
*Martha Vanberkel, Pat Strader*  
*Moderator: Ann Smarty* | SEO Reports  
*Greg Gifford*  
*Moderator: Robert Brady* |
| 3:20p – 4:10p| Top Ways to Use Schema  
*Martha Vanberkel, Pat Strader*  
*Moderator: Ann Smarty* | SEO Triage & Diagnostics; Query & Intent Mismatch  
*Arsen Rabinovich*  
*Moderator: Keith Goode* |
| 4:15 – 5:00p| SEO Coming of Age: From Gaming the System to Customer-Centric  
*Eric Enge, Duane Forrester*  
*Moderator: Joe Laratro* | GA4 Tips and Tricks  
*Scott Hendison, Adam Proehl*  
*Moderator: Michael Bonfils* |
<p>| 5:00p – 6:30p| Networking Reception                                                        |                                             |</p>
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<thead>
<tr>
<th>Time</th>
<th>Marketing Potpourri</th>
<th>Content Marketing / Amazon</th>
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| 9:25a – 10:20a | Personalization and Customization  
Michelle Dvorak-Held  
Moderator: Joe Laratro | Scalable Always-On Content Marketing Strategy with LinkedIn  
Purna Virji  
Moderator: Melissa Fach |
| 10:20a – 11:20a | LinkedIn Automation  
Marty Weintraub  
Moderator: Dave Rohrer | Amazon Hot Topics  
Colby Almond, Frank Watson  
Moderator: Robyn Johnson |
| 11:25a – 12:20p | Email Marketing 2023  
Hank Hoffmeier  
Moderator: Matt Craine  
AI and Automate Email Marketing  
Brent Payne | Create Wikipedia Pages, Content, Links, Tips & Tricks  
Pierre Zarokian  
Moderator: Lindsey Barber |
| 12:20p – 1:20p | Lunch |                           |
| 1:25p – 2:15p | Keynote with Brett Tabke: ChatGPT: Red Alert, This is not a Drill |                           |
Dave Roth  
Moderator: Pat Strader | Amazon Creative and Impact  
Robyn Johnson, Colby  
Almond, Nate Johnson  
Moderator: Frank Watson |
| 3:20p – 4:10p | Reputation Management  
Tony Wright, Erin Jones, Matt Craine  
Moderator: Joe Laratro | Brand Search and Content Marketing  
Ann Smarty, Lindsey Barber  
Moderator: Michelle Dvorak-Held |
| 4:15 – 5:00p | Improving Content Quality at Scale and with AI  
Jake Bohall  
Moderator: Tony Wright | Content Marketing 2023  
Amanda Milligan,  
Moderator: Cari O’Brien |
| 5:00p – 6:30p | Networking Reception |                           |
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Combining data science with intricate digital strategies, Search Laboratory identifies the questions that bring data to life, leading to evidence-based, strategic growth.

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CUSTOMER INSIGHTS
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inquiries@searchlaboratory.com
(512) 271-9077
316 W 12th Street, 6th Floor
Austin, TX 78701
Link Building
When Quality Matters

How it Works

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

Expectations Alignment
Establish expectations on link quality, contextually, & metrics.

Custom List Prospecting
Custom list of domains & pitch strategy

Reporting & Analysis
Weekly updates & monthly link reports

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

Get a free link profile analysis from Kevin Rowe

krowe@purelinq.com
www.PureLinq.com
## Sessions Tuesday Feb 28, 2023

<table>
<thead>
<tr>
<th>Time</th>
<th>Organic SEO</th>
<th>Agency and In-house</th>
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<tbody>
<tr>
<td>8:00a</td>
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<td>Managing an SEO Agency</td>
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<tr>
<td>9:25a – 10:20a</td>
<td>A Deep Dive in the Latest Google Updates Jennifer Slegg, Lily Ray Moderator: Joe Laratro</td>
<td>Sarah Carling, Kristopher Jones Moderator: Julie Ewald</td>
</tr>
<tr>
<td>10:20a – 11:20a</td>
<td>Helpful Content, Trust, and Holistic Marketing Brian Ussery, Julie Ewald Moderator: Jennifer Slegg</td>
<td>InHouse SEO Melissa Fach, Shelly Fagin Moderator: Sarah Carling</td>
</tr>
<tr>
<td>12:20p – 1:20p</td>
<td>Lunch</td>
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<tr>
<td>2:20p – 3:15p</td>
<td>Practical SEO Tips from a Small In-house B2B Team Chris Scherting Moderator: Joy Hawkins</td>
<td>InHouse Project Management Keith Goode, Jesse McDonald Moderator: Dave Roth</td>
</tr>
<tr>
<td>3:20p – 4:10p</td>
<td>SEO and UX - SEO is all about User Experience Kenichi Suzuki Moderator: Eric Enge</td>
<td>Building World Class Enterprise Level Team Peter Leshaw, Tessa Nadik Moderator: Jesse McDonald</td>
</tr>
<tr>
<td>4:15 – 5:00p</td>
<td>Google Crawling, Rendering, and Indexing Patrick Stox Moderator: Melissa Fach</td>
<td>Modern Corporate SEO Manager Ash Nallawalla Moderator: Shelly Fagin</td>
</tr>
<tr>
<td>Time</td>
<td>Local Search and GMB/GBP</td>
<td>SEM - PPC - Paid Media</td>
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<tr>
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</tbody>
</table>
| 9:25a – 10:20a | SEO Audits - Local Focus Kevin Doery  
**Moderator:** Ryan Jones | Solving For Underspending, Overspending, and Successfully Scaling Budget  
Navah Hopkins, Chris Boggs  
**Moderator:** Steve Hammer |
| 10:20a – 11:20a | GMB / GBP and Advanced Local Search  
Joe Laratro, Elmer Boutin  
**Moderator:** Amanda Milligan | Writing Better Responsive Search Ads  
Mark Irvine  
**Moderator:** Navah Hopkins |
| 11:25a – 12:20p | Google Reviews - Acquisition and Management  
Joy Hawkins  
**Moderator:** Greg Gifford | Auditing Google Ads in The Age of Automation  
Robert Brady, Kevin Adams  
**Moderator:** Chris Boggs |
| 12:20p – 1:20p | Lunch | |
| 2:20p – 3:15p | The Progression of Service Areas and Google’s Concept of Proximity  
Seth Price  
**Moderator:** Ben Fisher | Paid Search in Healthcare Space  
Damon Gochneaur  
**Moderator:** Mark Irvine |
| 3:20p – 4:10p | Google GMB/GBP Profiles - Advanced Tips and Tricks  
Ben Fisher  
**Moderator:** Erin Jones | YouTube Profitable Campaigns  
William Leake  
**Moderator:** Casey Markee |
| 4:15 – 5:00p | Multi-location SEO Magic for SERP Nerds  
Andrew Shotland  
**Moderator:** Joy Hawkins | Audience Targeting and Refinement  
Brooke Osmundson  
**Moderator:** Kevin Adams |
Drive quality traffic to your business

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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 Relativitiy (@patstrader)

**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

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)
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)

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)

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)

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

- 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
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, VisaSoft (@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 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.
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)

SEOComing 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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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 straightforward—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)
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, SapientRazorfish (@beussery)
   Julie Ewald, Chief Everything Officer, Impressa 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 that 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)

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 (@armondhhammer)

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 shoving 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.
White label marketing fulfillment

Onshore client support

offshore efficiency

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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, Impressa Solutions, LLC (@julieewald)

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)

InHouse Project Management
Salon B - Session ID: #pubcon1209

SEO's 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)

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 Gochneaur, Director | Paid Search, Boathouse Agency Inc. (@DamonGochneaur)*

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### 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)*

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### 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)*

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### 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? Cana. 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)*

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### 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)

**Google Crawling, Rendering, and Indexing**  
Salon A - Session ID: #pubcon1131

A review of top topics from leading SEO’s on Googles current indexing pipeline.

**Moderator:** Melissa Fach  
**Speakers:**  
Patrick Stox, Product Advisor, Technical SEO, & Brand Ambassador, Ahrefs (@patrickstox)

**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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