

Auditorium 1

(3000 Capacity) Moderator: **Kelvin Newman**

TIME	EVENT
10:00	CONTENT MANAGEMENT - SPONSORED BY STORYBLOK Anna Gregory-Hall - How to get more traffic with less content Tim Soulo - The elusive ROI of content marketing Sam Colebrook - Content prioritisation: Approaching infinite opportunities with finite resources
11:15	BREAK
11:45	AUDITING - SPONSORED BY ABSOLUTE Lucy Dodds - You want me to look at HOW MANY pages?! How to do a content audit for thousands of URLs Sophie Gibson - How to conduct a core web vitals audit Grace Frohlich - The ultimate SEO maturity audit
13:00	LUNCH BREAK
14:30	SEO STRATEGY - SPONSORED BY ABSOLUTE Arpun Kaur Bhuhi - Holistic search - developing an organic first strategy Crystal Carter - Tech SEO for the Omni channel Michael Smith - How to do SEO in a huge multinational
15:45	BREAK
16:10	CONTENT SUCCESS - SPONSORED BY WHITEPRESS Araminta Robertson - How to create content that actually brings in leads - not just traffic Tasha Antwi - Using brand archetypes to build search strategy Katie Swann - Data pitfalls and keeping campaigns on the right side of digital PR twitter
17:15	BREAK
17:30	KEYNOTE Krista Seiden - Why SEOs should love (not fear) GA4
18:00	AFTER PARTY



Auditorium 2

(600 Capacity) Moderator: **Claire Carlile**

TIME	EVENT
10:00	ECOMMERCE - SPONSORED BY STORYBLOK Areej AbuAli - Unlocking the hidden potential of product listing pages Luke Carthy - A definitive talk on perfecting faceted navigation for SEO and sales growth Monet Blake - David vs Goliath: the rise of sustainable fashion against fast fashion giants
11:15	BREAK
11:45	EAT - SPONSORED BY CROUD Alice Rowan - What the (cluster)f*ck? Convince Google you're an expert and plan your content faster Izabela Wisniewska - EAT is not SEO Mat Bennett - Do the public trust AI writing?
13:00	LUNCH BREAK
14:30	AI & SEO - SPONSORED BY WHITEPRESS Katie Thompson - Content writers: will AI take your job? Danny Richman - How to use GPT-3 for keyword research Patrick Stox - Machine learning use cases for technical SEOs
15:45	BREAK
16:10	KEYWORD RESEARCH - SPONSORED BY ABSOLUTE Rumble Romagnoli - An airtight keyword research strategy to beat any SEO competitor Dateme Tubotamuno - The representation of beliefs as an important element in user intent analysis Azahara Corrales - Students' decision-making process in an altered perspective world
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

Syndicate 1 & 2

(400 Capacity) Moderator: **Stewart Butcher**

TIME	EVENT
10:00	INDEXING - SPONSORED BY WHITEPRESS Serge Bezborodov - Logs analysis guru level. Take control on Googlebot Fili Wiese - Why URLs matter for Google! Simon Lesser - How to leverage indexation tracking to monitor issues and improve performance
11:15	BREAK
11:45	CONTENT DESIGN & MARKETING - SPONSORED BY WHITEPRESS Margaret MacArthur - Declutter your design Yagmur Simsek - To 'B' or not to 'B': B2B content strategy for startups Ellen Cole - How to create accessible social media content
13:00	LUNCH BREAK
14:30	LAUNCHES - SPONSORED BY STORYBLOK Amir Jirbandey - Putting together a search strategy for a totally new category Dave Cousin - Using search to ensure success launching 'new concept' products & services in new markets Andi Jarvis - Launching DTC. Why SEO isn't the answer (...and what is)*
15:45	BREAK
16:10	SOFT SKILLS - SPONSORED BY STORYBLOK Caitlin Hathaway - Level up meeting productivity with action-oriented meeting agendas Greta Koivikko - Networking for SEOs (and why it matters) Daniel Cartland - How to get 10x better at SEO, without learning any more SEO
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

Syndicate 3 & 4

(400 Capacity) Moderator: **Becky Simms**

TIME	EVENT
10:00	SELF DEVELOPMENT - SPONSORED BY CROUD James George - Intern to SEO pro - How to gain confidence fast Georgia Gadsby - How to have a successful agency career and side business without burning out Eb Adeyeri - Dismantling the job factory - the future of work
11:15	BREAK
11:45	CLIENT MANAGEMENT - SPONSORED BY WHITEPRESS Kathryn Monkcom - Stress is contagious: don't catch it from your clients Billie Geena Hyde - How to use coaching to create stronger client relationships Sophie Brannon - Results are good, so why do clients really leave?
13:00	LUNCH BREAK
14:30	PROJECT MANAGEMENT - SPONSORED BY STORYBLOK Parth Suba - Agile SEO: Prioritise SEO activities with cadence and risk radius Richard Petersen-hall - How to write dev tickets to get them implemented to the letter Iliia Markov - How to make sure you run a profitable client project every time... even during a recession
15:45	BREAK
16:10	LINK BUILDING - SPONSORED BY ABSOLUTE Dixon Jones - What's in a Link? Eva Cheng - How to ideate to land links in publications that really impact search
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

Meeting Room 1 - Expo stage

(400 Capacity) Moderator: **Maret Reutlingsperger**

TIME	EVENT
10:00	AGENCIES Jamie Riddell - How to escape gravity (or how to grow your agency with no funding & succeed) Deepak Shukla - How to build a successful 4 hour a week 7-figure SEO agency Amy Hopper - Triumph over adversity: growing my agency with a broken spine
11:15	BREAK
11:45	ONLINE PR Surena Chande - How to implement expert comment to make your pitches go further Stacey MacNaught - Journo requests: How to get more out of HARO with less wasted time Hana Bednarova - Proactive and reactive PR: going beyond just awareness calendars
13:00	LUNCH BREAK
14:30	SUCCESS Greg Gifford - Pulling back the curtain: how to run a successful agency Satomi Masters - TurnKey solutions for convincing stakeholders Bethan Vincent - Getting executive buy-in for your work
15:45	END

Room Directory

THEATRE	Floor	Which Lift?	Capacity
Auditorium 1	1st & 3rd	South	3000
Auditorium 2	1st	South	600
Syndicate 1 & 2	Ground	North	400
Syndicate 3 & 4	3rd	North	400
The Restaurant - Showcase Stage	3rd	South	300
Meeting Room 1 - Expo Stage	Ground	South	120

The Restaurant - Showcase Stage

(300 Capacity) Moderator: **Robin Lord**

TIME	EVENT
10:00	SHOWCASE - SEARCH PERFORMANCE- SPONSORED BY STORYBLOK Gareth Simpson - Stating the business case for links Will Critchlow - What we can learn from losing tests - the importance of paying attention to negative outcomes Matt Allfrey & Carl Sadecki Delivering total performance in B2B through content-led SEO
11:15	BREAK
11:45	SHOWCASE - SEARCH SKILLS - SPONSORED BY ABSOLUTE Louis Venter and Sam Pennington - Redefining SEO = People + Technology Ashley Berman Hale - The evolution of SEO: how our roles are expanding Tom Brennan: I am a donut: how to avoid international SEO mistakes
13:00	LUNCH BREAK
14:30	SHOWCASE - ONSITE SEO - SPONSORED BY WHITEPRESS Pierre-Olivier Danhaive - Automating a scalable long tail keyword strategy for ecommerce Pierre Couzy - Automation + Organic Search: How to Use AI-Driven Insights to Inform and Action Your SEO Priorities Michael Boosalis - Start by looking at your "head": jamstack SEO
15:45	BREAK
16:10	SHOWCASE - SERP ANALYSIS - SPONSORED BY CROUD Rachel Ellen - ¡¡¡¡¡'¡¡¡¡¡ la vida local! - The changing landscape of local search Jon Earnshaw - The zero click SERP - taking you closer to the money Emily White & James Wolman - Serpr: Know thy (search) enemy
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

Auditorium 1

(3000 Capacity) Moderator: **Kelvin Newman**

TIME	EVENT
10:00	SEO & BRAND - SPONSORED BY WHITEPRESS Bethany Joy - The nine immutable laws of brand voice Rona Leslie - The power of brand Chris Pitt - Why big brands are now prioritising SEO
11:15	BREAK
11:45	DATA ANALYSIS - SPONSORED BY CROUD Matt Greenwood - Spreadsheet sorcery: a Google Sheets guide for the aspiring wizard Andrew Charlton - The power of probabilistic thinking in SEO Martijn Scheybeler - SEO testing: what you can do when you really want to find out what works for SEO
13:00	LUNCH BREAK
14:30	IDEATION & CONTENT PLANNING - SPONSORED BY CROUD Jo Walters - How to think differently, get out of a rut and generate new ideas Steph Naylor - How to come up with content ideas without relying on search volume Steve Paine - Visibility leaders: performance content blueprints
15:45	BREAK
16:10	ONSITE SEO - SPONSORED BY ABSOLUTE Chima Mmeje - On-page optimization lessons from analyzing over 400 blog posts Martin Splitt - A guided tour of JavaScript for SEOs Felipe Bazon - On-page Optimisation 4.0: from intention to conversion
17:15	BREAK
17:30	KEYNOTE John Mueller, Lizzi Sassman and Myriam Jessier: Search off the record: live Q&A from brightonSEO
18:00	AFTER PARTY

JOIN US
FOR A DRINK
WITH YOUR
VOUCHER
FROM 18.00

Auditorium 2

(600 Capacity) Moderator: **Amy Hopper**

TIME	EVENT
10:00	SEARCH SUCCESS - SPONSORED BY CROUD Evie Collins - How SEO can eliminate friction and super-charge your customer journey Krystian Szastok - Competitor topical authority audits: the how and the why James Brockbank - 0 to 400k monthly organic sessions in 12 months: here's how we did it
11:15	BREAK
11:45	MEASUREMENT - SPONSORED BY CROUD Rowenna Fielding - Cookie consent: mechanisms and practices for GDPR and ePrivacy compliance Farhad Divecha - How SEO changes as we say bye bye to cookies Riaz Kanani - Shining a light onto the dark funnel
13:00	LUNCH BREAK
14:30	ACCESSIBILITY & UX - SPONSORED BY STORYBLOK Miracle Inameti-Archibong - Creating an inclusive web - quick and actionable fixes with a little cheat sheet Jessica Mackereth - The intersection between SEO and accessibility Beth Barnham - Accessibility, strategy and schema - do they go hand in hand?
15:45	BREAK
16:10	SEARCH ANALYSIS - SPONSORED BY ABSOLUTE Lazarina Stoy - How to incorporate machine learning into your SERP analysis Daniel Waisberg - Making Google search data available at scale Tom Vaughton - Understanding your competitors' business to be truly successful at SEO
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

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(400 Capacity) Moderator: **Stewart Butcher**

TIME	EVENT
10:00	SOCIAL MEDIA - SPONSORED BY CROUD Freya Jones - How does social and influencer marketing affect SEO? Yumna Kumran - How to sell creative social media to anyone Eleni Cashell - Swipe left: Why your social content is getting ghosted
11:15	BREAK
11:45	ECOMMERCE SEO - SPONSORED BY STORYBLOK Margo Howie - Commerce platforms content strategy: Amazon and beyond Levi Williams-Clucas - Review generation and management: how to do it and why it matters Dan Taylor - Generating better indexing signals for ecommerce websites
13:00	LUNCH BREAK
14:30	INNOVATION - SPONSORED BY WHITEPRESS Nadya Birca - Why short-form video rules: the difference between Reels, Shorts and TikTok Nicolas Basoalto - Staying in tune: Know your industry and conquer SEO Thomas Johnson - How you can map intent with conversion rate to plan future content with a high ROI
15:45	BREAK
16:10	AUTOMATION - SPONSORED BY CROUD Robin Allenson - ABCs of no-code SEO automation Richard Lawrence - How to create your own search quality evaluation algorithms Jérôme Salomon - Using APIs and automation to resolve SEO challenges
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

Syndicate 3 & 4

(400 Capacity) Moderator: **Paige Hobart**

TIME	EVENT
10:00	TECH SEO - SPONSORED BY ABSOLUTE Josephine Haagen - NLP for SEOs: How to optimise your content for BERT Dino Kukic - Using command line to save time on common SEO tasks Steven van Vessum - Get content crawled & ranked faster with log file insights
11:15	BREAK
11:45	TEAM MANAGEMENT - SPONSORED BY ABSOLUTE Julia Weißbach - How to structure / develop your SEO department Gisele Navarro - How to lead a team away from burnout Reza Moaiandin - Optimising Organisation Movement: Speeding up professional growth using data
13:00	LUNCH BREAK
14:30	INTERNATIONAL - SPONSORED BY WHITEPRESS Laura McInley - How to produce great multilingual content, even when you can't read it Hinde Lamrani - Bridging the content divide: Removing the language barrier for international success Sarah Presch - Cultural sociology & SEO: How culture impacts buyer behaviour and can help improve rankings
15:45	BREAK
16:10	COLLABORATION - SPONSORED BY STORYBLOK Becky Simms - Your customer doesn't care what channel you use: How to integrate SEO and Paid Himani Kankaria - Remarketing SEO: a no-paid targeting technique to multiply organic traffic Prachi Keshavani - Conquering Imposter Syndrome as a Beginner
17:15	FINISH
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Meeting Room 1 - Expo stage

(400 Capacity) Moderator: **Petra Kis-Herczegh**

TIME	EVENT
10:00	DIVERSITY Rejoice Ojiaku & Wilhemina Gilbertson-Davis - What building a community can teach you about tackling diversity & inclusion issues Mo Kanjilal - The power of being different Fabio Embalo - Where are all the Black owned companies in the SERPs?
11:15	BREAK
11:45	SUSTAINABILITY Rebekah Conway - How to put together a corporate social responsibility strategy and why it matters Stuart Davies - How your website impacts the planet - and what you can do about it! Khyara Ranaweera - Marketing in the impact and change-driven space
13:00	LUNCH BREAK
14:30	SUCCESS Jasmine Granton - How to find your perfect job in digital Jo Juliana Turnbull - How to build relationships when remote working Craig Dewart - The dark side of SEO: how to lead a team when you need help the most
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The Restaurant - Showcase Stage

(300 Capacity) Moderator: **Pete Reis-Campbell**

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Whats going on with the parties?

brightonSEO is about learning but also meeting people, that's why the parties are a huge part of the event. We've got stuff planned for every night of the event. Find out more about what's happening where and when at brightonseo.com/parties

GROUND FLOOR

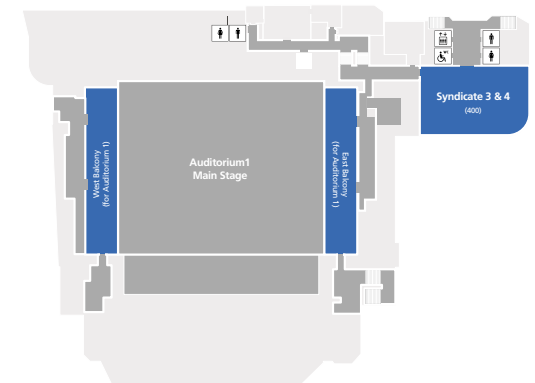


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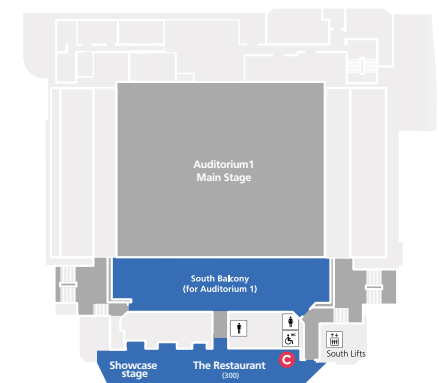


- CONFERENCE TRACK
- PUBLIC AREAS
- EXHIBITION AREA
- ⓧ FOOD
- ☺ CAFÉ
- ☺ BAR
- 🚪 CLOAKROOM - COATS
- 🚪 CLOAKROOM - BAGS & SUITCASES
- 👋 WORKSHOPS & ACTIVITIES

SECOND FLOOR



THIRD FLOOR



- C COMPLIMENTARY TEA & COFFEE
- i INFORMATION
- F FRIENDS
- 💧 WATER FOUNTAIN

