

## Syndicate 3 & 4

(400 Capacity) Moderator: [Anna Corbett](#)

TIME	EVENT
10:00	<b>SEO &amp; SOCIETY</b> <b>Cameron Wildridge</b> - Beyond Pride: making digital marketing and SEO LGBTQ+ authentically inclusive <b>Anna Bravington</b> - How to get diverse thoughts and opinions into your marketing strategy <b>Mo Kanjilal</b> - Why inclusive teams are crucial to your success
11:15	<b>BREAK</b>
11:45	<b>TECH SEO</b> <b>Zahid Mahmood</b> - Programmatic SEO with Next.js <b>Lidia Infante</b> - Headless SEO - How to not fuck up your technical setup
13:00	<b>LUNCH BREAK</b>
14:30	<b>INTERNATIONAL SEO</b> <b>Hinde Lamrani (Accolad)</b> - Congratulations, you're going global! What you wish someone told you <b>Sarah Presch</b> - The psychology behind inclusive international SEO strategies
15:45	<b>BREAK</b>
16:10	<b>TECH SEO</b> <b>Ash New</b> - Ash New - Optimising your web server for TTFB <b>Jon Moore</b> - The Xpath to discovery <b>Mufaddal Sadriwala</b> - How to get your tech SEO changes implemented FAST!
17:15	<b>FINISH</b>
17:30	<b>KEYNOTE IN AUDITORIUM 1</b>

## Skyline - Showcase Stage

(300 Capacity) Moderator: [Maret Reutelingsperger](#)

**TBC**

# brightonSEO. April 2023

## AGENDA

# Friday

HEADLINE SPONSORS

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## Auditorium 1

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

TIME	EVENT
10:00	<b>SERP FEATURES</b> <b>Niki Mosier</b> - The value of feature snippets <b>Rohan Ayyar</b> - STOP Dissing Rankings! <b>Carrie Rose</b> - How to create ads that don't look like ads through search-first content
11:15	<b>BREAK</b>
11:45	<b>CONTENT PRODUCTION</b> <b>Andy Timmins</b> - Using Python with GPT-3/GPT-J to help automate content creation <b>Greta Munari</b> - The redemption of content automation: how to scale unique content to 4M+ pages
13:00	<b>LUNCH BREAK</b>
14:30	<b>UX</b> <b>Ashleigh Noon &amp; Sunny Matharu</b> - Your metrics are my metrics: Aligning SEO, CRO and UX to increase revenue <b>Ammar Badr</b> - How to balance between UX and SEO <b>Dr Kiran Webster</b> - Why empathy should be a key player in your marketing strategy
15:45	<b>BREAK</b>
16:10	<b>CONTENT STRATEGY</b> <b>Prashant Puri and Lomit Patel</b> - Data-driven SEO & content strategy to reduce your customer acquisition costs <b>Dirk Schembri</b> - Creating a future-proof content strategy with Topical Clusters <b>Sante J. Achille</b> - Methods and tools to plan and create your content
17:15	<b>BREAK</b>
17:30	<b>KEYNOTE</b> <b>Toju Duke</b> - The new era: embracing AI technologies in marketing
18:00	<b>AFTER PARTY</b>

JOIN US  
FOR A DRINK  
WITH YOUR  
VOUCHER  
FROM 18.00

## Auditorium 2 - Dragon Metrics Stage

(600 Capacity) Moderator: **Sabine Langmann**

TIME	EVENT
10:00	<b>VIDEO</b> <b>Phil Nottingham</b> - Turning an unloved corporate YouTube channel into a traffic generation machine <b>Dan Morehead</b> - SEO For television: the rise of streaming <b>Ahmed Khalifa</b> - Cut the crap-tion! - How *real* captions can take you and your video engagements to the next level
11:15	<b>BREAK</b>
11:45	<b>DATA DRIVEN</b> <b>Julien Deneuve</b> - Prevent "SEO horror stories" from happening with automated testing <b>Rickard Broberg (Nordic Morning)</b> - Make more informed decisions based on search data
13:00	<b>LUNCH BREAK</b>
14:30	<b>IMPLEMENTATION</b> <b>Maddie McCartney</b> - How to get your SEO work prioritised in-house <b>Abhishek Lakhera</b> - Optimize your website changes with No-Code
15:45	<b>BREAK</b>
16:10	<b>CORE WEB VITALS</b> <b>Hannah Rogers</b> - How to deliver actionable insights on core web vital improvements <b>Vanda Pokecz</b> - How to get from 2% to 99% good URLs - a core web vitals success story <b>Nicole Bingham</b> - How to improve site speed and CWV for eCommerce sites
17:15	<b>FINISH</b>
17:30	<b>KEYNOTE IN AUDITORIUM 1</b>

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**DRAGON  
METRICS**

## Syndicate 1 & 2 - Storyblok Stage

(400 Capacity) Moderator: **Crystal Carter**

TIME	EVENT
10:00	<b>WORKPLACE</b> <b>Jo Blood</b> - The 10 most common mistakes people make when working from home <b>Tom Vaughton</b> - How to rethink the traditional SEO workspace to promote team wellbeing and productivity. <b>Myriam Jessier</b> - SEO + ADHD = 🧡
11:15	<b>BREAK</b>
11:45	<b>USER RESEARCH</b> <b>Emma Travis</b> - How to think like a User Researcher <b>Sarah Sal</b> - Forget about sugar daddies; turn customer interviews into high ROI content
13:00	<b>LUNCH BREAK</b>
14:30	<b>LOCAL SEO</b> <b>Amanda Jordan</b> - Opportunity is knocking: how to identify growth and expansion opportunities with local SEO data <b>Claire Carlile</b> - Google's local knowledge panel - the CMS you never knew you had
15:45	<b>BREAK</b>
16:10	<b>LINK BUILDING</b> <b>Bibi the Link Builder</b> - Y U no reply? How to write outreach emails that convert <b>Greg Gifford</b> - The fast and furious guide to real world link building
17:15	<b>FINISH</b>
17:30	<b>KEYNOTE IN AUDITORIUM 1</b>

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