

Syndicate 3 & 4

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

TIME	EVENT
10:00	SELF DEVELOPMENT Alex Wright - The 3 pillars of high performance teams Anna Morrish - The Boss Baby - overcoming the fear of taking time off Louise Ali - Self esteem optimisation: the most important type of SEO
11:15	BREAK
11:45	MANAGEMENT Sean Butcher - Listen up SEOs! Here's why you need to get involved in your new employee's onboarding Cheryl Luzet - We must have equality by now? Why unconscious bias in the agency world is holding you back Ian Benjamin - The future of work
13:00	LUNCH BREAK
14:30	EQUALITY Azeem Ahmad - How do you align digital marketing with equality? Fabio Embalo - How to align Equality with SEO Andi Jarvis - Where does Equality fit in your marketing strategy?
15:45	BREAK
16:10	CRAWLING AND INDEXING Sally Raymer - Crawl budget: everything you need to know Patrick Stox - Everything you really need to know about canonicalization
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

Skyline - Showcase Stage

(300 Capacity) Moderator: **Lidia Infante**

TBC

brightonSEO. April 2023

AGENDA

Thursday

HEADLINE SPONSORS

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Auditorium 1

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

TIME	EVENT
10:00	SOCIAL MEDIA & CONTENT Rachel Pearson - TikTok for search marketing Carlos Meza - Is content the king in modern SEO? Dale Bertrand - Stop writing SEO articles: templated content that ranks
11:15	BREAK
11:45	AUTOMATION Sam Oh - Fully automated link building – is it really possible? Tom Pool - Basic automation hacks for SEO Robin Allenson - Automation recipes for SEO success
13:00	LUNCH BREAK
14:30	SCIENCE OF SEARCH Emma Russell - Exploring the psychological theory, Cognitive Load Giulia Panozzo - Neuroscience of search
15:45	BREAK
16:10	MEASUREMENT Nitesh Sharoff - Hacking GA4 for SEO Nitin Manchanda - Data driven approach to scale SEO Jason Yip - Using UTM codes like a boss and building beautiful dashboards
17:15	BREAK
17:30	KEYNOTE Areej AbuAli - The future of SEO: What the past decade can teach us about the next
18:00	AFTER PARTY

JOIN US
FOR A DRINK
WITH YOUR
VOUCHER
FROM 18.00

Auditorium 2 - Dragon Metrics Stage

(600 Capacity) Moderator: **Veronika Holler**

TIME	EVENT
10:00	WEB PERFORMANCE Nick Vines - Why page speed matters, WITHOUT mentioning conversions once Aymen Loukil - What your Google Lighthouse score hides from you Amir Glatt - Optimizing 1 million websites for Google core web vitals
11:15	BREAK
11:45	STRATEGY Helen Pollitt - SEO-first organisations - how to focus your business on growth Rebecca Berbel - Why you need technical SEO to build a great online strategy
13:00	LUNCH BREAK
14:30	ONSITE SEO Genie Jones - Entity SEO: how to use the SameAs tag in schema to completely revolutionise the game Ian Helms - How I convinced four picky editors to get more serious about SEO Anthony Barone - How to future-proof SEO strategy for SME businesses
15:45	BREAK
16:10	LINKS Isa Lavahun - When links aren't enough - showing the value of link acquisition beyond coverage and links Brenton Thomas - How to generate backlinks without breaking the bank Lauren Henley - Do product page links = impact? What I learned from building 2,000 in a year
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

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METRICS**

Syndicate 1 & 2 - Storyblok Stage

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

TIME	EVENT
10:00	ECOMMERCE Duane Brown - How to automate and share ecom data with Google Ads Kestra Walker and Sam Rutley - Making Adobe Magento sing and dance for ecommerce marketers
11:15	BREAK
11:45	MIGRATION Kathryn Bevan - How to ace your website migration: overcoming common migration red flags Damien Robert - The gamble of (authority) domain consolidation and how it can work way better than you think
13:00	LUNCH BREAK
14:30	INFORMATION ARCHITECTURE Manuel Martin Morante - Using graph theory and data science to build a correct information architecture Kavi Kardos - Extreme makeover: site architecture edition
15:45	BREAK
16:10	UPDATES Jessica Maloney - Help! My site has been hit by an algorithm update Adriana Stein - How to combat SERP volatility Simon Lesser - Google Bard, ChatGPT, the sky is falling, and SEO is dead (again)
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

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