

THURSDAY, 12

EASTERN TIME

11:00 Kick Off

11:15

The Familiarity Factor: Tackle Local SEO with Cognitive Insights
Myriam Jessier

11:45

User-friendly SEO: Shifting Focus from Search Engines to Your User's Needs
Preeti Gupta

12:15 Short Break

12:30

Land Grab: How to Win Business from Your Local Competitors with Google PPC
Tanisha Austen

13:00

Next Level Tactics: Leveraging New and Hidden Features of Google Business Profile
Stefan Somborac, Krystal Taing and Claudia Tomina

13:45 Hour Break

14:45

The Power of Cross-functional Collaboration: How Other Teams Make Us Better SEOs
Sofia Tyson

15:15

Using User Behaviour Data for Better Conversion
Celeste Gonzalez

15:45 Short Break

16:00

Does Link Building Actually Influence Local Pack Rankings?
Joy Hawkins

16:30

Does Your Local Visibility Have You Down Bad? You Can Fix It (No, Really You Can)
Elizabeth Linder

17:00

The Future of Business Discovery
Ben Fisher and Dale Bertrand

17:25 Final Words

 **brightlocal**

LOCAL SEO FOR G*OOD

THANK YOU

