

Auditorium 1

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

TIME	EVENT
10:00	CONTENT MARKETING Ross Tavendale - Data Journalism: A practical guide to winning big links Sarah Bradley - Getting Millenials' Attention on Social Media Bobbi Brant - How to Use Live Video in Content Marketing
11:15	BREAK
11:45	CONTENT STRATEGY Matt Siltala - Are you a content creator, or a content documenter? John Brasington - Contextual optimisation: How to create value led content for your ecosystem? Meg Fenn - Using stunning dseign to leverage your SEO
13:00	LUNCH BREAK
14:30	SERPS Hannah Thorpe - SEO without Traffic Izzi Smith - Practical Insights into Winning Featured Snippets Patrick Reinhart - Indexation, Cannibalization, Experimentation, Oh My!
15:45	BREAK
16:10	RANKING FACTORS Björn Beth & Svetlana Stankovic - Making Data Dreams come true: Bridging the Gap between Ranking Factors and SEO Strategy Marie Haynes - Super Practical Nuggets from Google's Quality Raters' Guidelines Luke Sherran - Video ranking factors in YouTube
17:15	BREAK
17:30	KEYNOTE Rand Fishkin - The Future of SEO is on the SERP
18:00	AFTER PARTY

JOIN US
FOR A DRINK
WITH YOUR
VOUCHER
FROM 18.00

Botify Stage - Auditorium 2

(600 Capacity) Moderator: **Mark Thomas**

TIME	EVENT
10:00	ONSITE TECH SEO Mike King - Software Testing for SEO Barry Adams - Information Architecture and SEO: Laying The Foundations of Success JP Sherman - Deliver Discovery & Revenue by Optimizing On-Site Search
11:15	BREAK
11:45	TECHNICAL SEO Dominic Woodman - If you take one thing from technical SEO... learn how to debug Francois Goube - What I learned crawling 10 billion URLs and Analyzing 5 trillion log lines. Mark Thomas - Why auditing your rel=canonical configuration is a shrewd move
13:00	LUNCH BREAK
13:15	LUNCH TALENT PANEL Mastering your business growth through talent strategy', hosted by the IPA and Performics. Moderator: Nigel Gwilliam IPA
14:30	LINK BUILDING Laura Hogan - Use Your Competitors For Freeeee Links Stacey MacNaught - Securing Your Links Before You've Even Produced Your Content Elli Bishop - How to recruit and train a killer PR and Outreach team
15:45	BREAK
16:10	REPORTING Grant Kemp - Diving into DataStudio Kim Dewe - How To Automate Key SEO Processes using API's and Google Sheets Sam Marsden - Efficient AF: Automating SEO Reporting With Google Data Studio
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

Syndicate 1 & 2

(400 Capacity) Moderator: **Jennifer Hoffman**

TIME	EVENT
10:00	SITE SPEED Fili Wiese - Accelerate: Page Speed Optimization Tips Chris Simmance - 2 Seconds is the New Slow: How businesses can build a better web Aleh Barysevich - Winning with mobile page speed: killer technologies, tools, and tips
11:15	BREAK
11:45	SEO TOOLS Christoph C. Cemper - 20 Free SEO Tools You Should be using Prabhat Shah - Amazon SEO tools that I wouldn't avoid Grant Simmons - The Batman SEO Toolbelt to Vanquish Google's SERP
13:00	LUNCH BREAK
14:30	VOICE SEARCH Greg Gifford - How to use local to rock in mobile and voice search Stuart Shaw - A Voice Assistant Investigation Purna Virji - Marketing in the AI-Era of Search: Your Guide to Creating Exceptional Customer Experiences
15:45	BREAK
16:10	SMALL BUDGET Joe Doveton - Small is Beautiful: Site Optimisation for SMBs Izabela Wisniewska - 13 ways to build links without big budgets Dom Hodgson - Shit, we've launched. Now what do I do?
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

Syndicate 3 & 4

(400 Capacity) Moderator: **Rachel Finch**

TIME	EVENT
10:00	CUSTOMER EXPERIENCE Jack Barmby - Reviewing Success: A Proactive Approach to Reputation Management Aiden Carroll - It's A Stitch Up! Sewing Up Consumer Intent With Keywords Ronell Smith - Found vs. Chosen: Why Earning the Long Click Should be the Goal for Your Brand's Web Content
11:15	BREAK
11:45	MOBILE & AMP Emily Grossman - Mobile Performance Optimization for Marketers Miracle Inameti-Archibong - We made our website a progressive web app and why you should too Natalie Mott - AMP Implementation on Non-Standard Content Management Systems
13:00	LUNCH BREAK
14:30	CRAWL MANAGEMENT Gianna Brachetti-Truskawa - Crawl Frequency: What to do when it drops suddenly Aysun Akarsu - Crawl-First SEO Sean Butcher - How to Improve Your Website's Indexation
15:45	BREAK
16:10	ECOMMERCE TRENDS Gianluca Fiorelli - The future of Visual Search Max Prin - PWA + AMP: The Future Of E-Commerce? Barrie Tynemouth - Online Price Tracking and Price Wars
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

American Express Stage - The Restaurant

(300 Capacity) Moderator: **Jon Quinton**

TIME	EVENT
10:00	ENTERPRISE Rachel Costello - How to Tackle Enterprise Sites: Examples from the BIGGEST Brands Eloi Casali - SEO in big media agencies Cosmin Negrescu - Using Jobs-to-be-done to win more customers
11:15	BREAK
11:45	PROJECT MANAGEMENT Briony Gunson - Effective planning for small-medium agencies/consultancies Vicki Jakes - The Final 10 Percent Beth Cook - Prioritising SEO In-House
13:00	LUNCH BREAK
14:30	ECOMMERCE PPC Alex Major - Comparison Shopping - The future of Shopping Ads on Google Jack Cooper - Scaling large e-commerce catalogues for paid advertising Weldon W. Whitener, PhD - The Power of Price Data
15:45	BREAK
16:10	Paid Social Jon Quinton - 5 Truths The Gurus Don't Tell You About Facebook Ads Byron Marr - Using Facebook Funnels To Improve E-Commerce Campaign Targeting Gareth Hoyle - Advanced PPC and Paid Social Tactics
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

Meeting Room 1

(300 Capacity) Moderator: **Dixon Jones**

TIME	EVENT
10:00	FUNDAMENTALS Helen Pollitt - Technical SEO Audit Top Tips for Beginners Clark Boyd - How to Optimise for Visual Search Charlie Marchant - Ways to Definitely Get Links for Your Business
11:15	BREAK
11:45	PERSONAL DEVELOPMENT Arianne Donoghue - Why Failure Should Be An Option For All Of Us Steve Hammer - Keeping your wits while working in Digital Marketing Ricky Whiting - How to Build an e-commerce business off SEO
13:00	LUNCH BREAK
14:30	JAVASCRIPT AND SEO Martin Splitt - Building search-friendly web apps with JavaScript Jamie Alberico - SEO for AngularJS
15:45	BREAK
16:10	MIGRATIONS James Brown - Six Site Migration Fails & How To Avoid Them Esteve Castells - Learnings of Migrating 100,000 Subdomains to Subfolders Dan Patmore - Navigating the pitfalls of website migration
17:15	FINISH
17:30	KEYNOTE IN AUDITORIUM 1

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Webcertain Expo Stage

(50 Capacity)

TIME	EVENT
10:00	INTERNATIONAL MARKETING Jitka Jizerova - Search beyond Google: The other search engines Daiana Damacus - Putting the social into social search engines
11:15	BREAK
11:45	EUROPEAN MARKET Alban Renard - The subtleties of Google search in French Anna Troidl - How to succeed with German SEO
13:00	LUNCH BREAK
14:30	INTERNATIONAL EXPANSION Zanna Pupele - Site adaptation for foreign markets: trust signals Barbara Bazzoli - Expanding internationally? Tips for choosing your next country to target
15:45	FINISH

THEATRE	FLOOR	WHICH LIFT?	CAPACITY
Auditorium 1	First & Third	South	3000
Botify Stage Auditorium 2	First	South	600
Syndicate 1 & 2	Ground	North	400
Syndicate 3 & 4	Third	North	400
American Express Stage - The Restaurant	Third	South	300
Meeting Room 1	Ground	South	300
Webcertain Expo Stage	Ground	South	50

Room Directory

