

### Auditorium 1

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

TIME	EVENT
10:00	CONTENT MARKETING <b>Ross Tavendale</b> - Data Journalism: A practical guide to winning big links <b>Sarah Bradley</b> - Getting Millenials' Attention on Social Media <b>Bobbi Brant</b> - How to Use Live Video in Content Marketing
11:15	BREAK
11:45	CONTENT STRATEGY <b>Matt Siltala</b> - Are you a content creator, or a content documenter? <b>John Brasington</b> - Contextual optimisation: How to create value led content for your ecosystem? <b>Meg Fenn</b> - Using stunning dseign to leverage your SEO
13:00	LUNCH BREAK
14:30	SERPS <b>Hannah Thorpe</b> - SEO without Traffic <b>Izzi Smith</b> - Practical Insights into Winning Featured Snippets <b>Patrick Reinhart</b> - Indexation, Cannibalization, Experimentation, Oh My!
15:45	BREAK
16:10	RANKING FACTORS <b>Björn Beth &amp; Svetlana Stankovic</b> - Making Data Dreams come true: Bridging the Gap between Ranking Factors and SEO Strategy <b>Marie Haynes</b> - Super Practical Nuggets from Google's Quality Raters' Guidelines <b>Luke Sherran</b> - Video ranking factors in YouTube
17:15	BREAK
17:30	KEYNOTE <b>Rand Fishkin</b> - 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 <b>Mike King</b> - Software Testing for SEO <b>Barry Adams</b> - Information Architecture and SEO: Laying The Foundations of Success <b>JP Sherman</b> - Deliver Discovery & Revenue by Optimizing On-Site Search
11:15	BREAK
11:45	TECHNICAL SEO <b>Dominic Woodman</b> - If you take one thing from technical SEO... learn how to debug <b>Francois Goube</b> - What I learned crawling 10 billion URLs and Analyzing 5 trillion log lines. <b>Mark Thomas</b> - 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: <b>Nigel Gwilliam IPA</b>
14:30	LINK BUILDING <b>Laura Hogan</b> - Use Your Competitors For Freeeee Links <b>Stacey MacNaught</b> - Securing Your Links Before You've Even Produced Your Content <b>Elli Bishop</b> - How to recruit and train a killer PR and Outreach team
15:45	BREAK
16:10	REPORTING <b>Grant Kemp</b> - Diving into DataStudio <b>Kim Dewe</b> - How To Automate Key SEO Processes using API's and Google Sheets <b>Sam Marsden</b> - 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 <b>Fili Wiese</b> - Accelerate: Page Speed Optimization Tips <b>Chris Simmance</b> - 2 Seconds is the New Slow: How businesses can build a better web <b>Aleh Barysevich</b> - Winning with mobile page speed: killer technologies, tools, and tips
11:15	BREAK
11:45	SEO TOOLS <b>Christoph C. Cemper</b> - 20 Free SEO Tools You Should be using <b>Prabhat Shah</b> - Amazon SEO tools that I wouldn't avoid <b>Grant Simmons</b> - The Batman SEO Toolbelt to Vanquish Google's SERP
13:00	LUNCH BREAK
14:30	VOICE SEARCH <b>Greg Gifford</b> - How to use local to rock in mobile and voice search <b>Stuart Shaw</b> - A Voice Assistant Investigation <b>Purna Virji</b> - Marketing in the AI-Era of Search: Your Guide to Creating Exceptional Customer Experiences
15:45	BREAK
16:10	SMALL BUDGET <b>Joe Doveton</b> - Small is Beautiful: Site Optimisation for SMBs <b>Izabela Wisniewska</b> - 13 ways to build links without big budgets <b>Dom Hodgson</b> - 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 <b>Jack Barmby</b> - Reviewing Success: A Proactive Approach to Reputation Management <b>Aiden Carroll</b> - It's A Stitch Up! Sewing Up Consumer Intent With Keywords <b>Ronell Smith</b> - 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 <b>Emily Grossman</b> - Mobile Performance Optimization for Marketers <b>Miracle Inameti-Archibong</b> - We made our website a progressive web app and why you should too <b>Natalie Mott</b> - AMP Implementation on Non-Standard Content Management Systems
13:00	LUNCH BREAK
14:30	CRAWL MANAGEMENT <b>Gianna Brachetti-Truskawa</b> - Crawl Frequency: What to do when it drops suddenly <b>Aysun Akarsu</b> - Crawl-First SEO <b>Sean Butcher</b> - How to Improve Your Website's Indexation
15:45	BREAK
16:10	ECOMMERCE TRENDS <b>Gianluca Fiorelli</b> - The future of Visual Search <b>Max Prin</b> - PWA + AMP: The Future Of E-Commerce? <b>Barrie Tynemouth</b> - 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 <b>Rachel Costello</b> - How to Tackle Enterprise Sites: Examples from the BIGGEST Brands <b>Eloi Casali</b> - SEO in big media agencies <b>Cosmin Negrescu</b> - Using Jobs-to-be-done to win more customers
11:15	BREAK
11:45	PROJECT MANAGEMENT <b>Briony Gunson</b> - Effective planning for small-medium agencies/consultancies <b>Vicki Jakes</b> - The Final 10 Percent <b>Beth Cook</b> - Prioritising SEO In-House
13:00	LUNCH BREAK
14:30	ECOMMERCE PPC <b>Alex Major</b> - Comparison Shopping - The future of Shopping Ads on Google <b>Jack Cooper</b> - Scaling large e-commerce catalogues for paid advertising <b>Weldon W. Whitener, PhD</b> - The Power of Price Data
15:45	BREAK
16:10	Paid Social <b>Jon Quinton</b> - 5 Truths The Gurus Don't Tell You About Facebook Ads <b>Byron Marr</b> - Using Facebook Funnels To Improve E-Commerce Campaign Targeting <b>Gareth Hoyle</b> - 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 <b>Helen Pollitt</b> - Technical SEO Audit Top Tips for Beginners <b>Clark Boyd</b> - How to Optimise for Visual Search <b>Charlie Marchant</b> - Ways to Definitely Get Links for Your Business
11:15	BREAK
11:45	PERSONAL DEVELOPMENT <b>Arianne Donoghue</b> - Why Failure Should Be An Option For All Of Us <b>Steve Hammer</b> - Keeping your wits while working in Digital Marketing <b>Ricky Whiting</b> - How to Build an e-commerce business off SEO
13:00	LUNCH BREAK
14:30	JAVASCRIPT AND SEO <b>Martin Splitt</b> - Building search-friendly web apps with JavaScript <b>Jamie Alberico</b> - SEO for AngularJS
15:45	BREAK
16:10	MIGRATIONS <b>James Brown</b> - Six Site Migration Fails & How To Avoid Them <b>Esteve Castells</b> - Learnings of Migrating 100,000 Subdomains to Subfolders <b>Dan Patmore</b> - 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 <b>Jitka Jizerova</b> - Search beyond Google: The other search engines <b>Daiana Damacus</b> - Putting the social into social search engines
11:15	BREAK
11:45	EUROPEAN MARKET <b>Alban Renard</b> - The subtleties of Google search in French <b>Anna Troidl</b> - How to succeed with German SEO
13:00	LUNCH BREAK
14:30	INTERNATIONAL EXPANSION <b>Zanna Pupele</b> - Site adaptation for foreign markets: trust signals <b>Barbara Bazzoli</b> - 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

### Venu map

