

## Day 1 - Monday October 9th

	South Side Music Hall	Lone Star Room	Brazos	South Side Session Space
7:30 – 8:30	Registration / Breakfast			
8:30 – 8:45	Conference Welcome / Opening Remarks			
8:45 – 9:35	<b>Opening Keynote – Paradigm Shifts: Will SEO Survive Google?</b> Dr Pete Meyers, Moz			
9:35 – 10:15	<b>The State of Research Keynote – Study Release: AMP Top to Bottom</b> Eric Enge, Stone Temple Consulting			
10:15 – 10:25	Day 1 instructions/Lunch details			
10:25 – 10:45	Morning Snack - Sponsored by Cash Store			
10:45 – 11:15	<b>Rethink Your Marketing</b> Tom Shapiro, Stratabeat  <small>Agency Growth</small>	<b>Content Quality, Going Beyond “I Know It When I See It”</b> Mark Traphagen, Stone Temple Consulting  <small>Content Development</small>	<b>Meaningful SEO Reporting Without Google Analytics</b> Nicole Bullock, iProspect  <small>Analytics</small>	<b>The Mad Science of Paid Search</b> Blake Burch, PMG  <small>PPC</small>
11:15 – 11:25	Break			
11:25 – 11:55	<b>Is Digital Marketing Ground Zero For Mental Health Issues?</b> Steve Hammer, RankHammer  <small>Personal Growth</small>	<b>Building A Cross-Channel Agency: Combining SEO and PPC Into a Lead Gen Machine</b> John Leo Weber, Geek Powered Studios  <small>Agency Growth</small>	<b>Cool Infographics: Design, Publishing and Promotion</b> Randy Krum, InfoNewt  <small>Content Development</small>	<b>Advanced Reporting With Google Data Studio</b> Adrian Vender, Remark Media  <small>Analytics</small>
11:55 – 1:20	Lunch			
1:20 – 2:00	<b>Get Real or Go Home: Marketing Therapy for SMBs and Freelancers</b> Duane Forrester + panelists to be announced Moderated by Sean Dolan  <small>Small Business/Freelance</small>			
2:00 – 2:10	Break			
2:10 – 2:40	<b>How To Scale Editorial Content</b> Kelsey Jones, Moxiedot  <small>Content Development</small>	<b>Increase Your Revenue By Including Everyone!</b> Adam Riemer, Adam Riemer Marketing  <small>eCommerce</small>	<b>Battle Of The Third Party Platforms!</b> Natalie Barreda, Point It  <small>PPC</small>	<b>How To Systematically Increase 1,000’s of Locations Visibility In Search</b> Matthew Hunt, Powered By Search  <small>Local Search</small>
2:40 – 2:50	Break			
2:50 – 3:20	<b>Make Fast Sites</b> Jon Henshaw, TapClicks  <small>Technical SEO</small>	<b>How To Create A Killer Local SEO Strategy By Spying On Your Competitors</b> Joy Hawkins, Sterling Sky Inc  <small>Local Search</small>	<b>Are You Really Prepared For The Future Of Voice Search</b> Jon Earnshaw, Pi Datametrics  <small>Emerging Trends</small>	<b>Leveraging Content and Social Media to Drive eCommerce Sales</b> Brandon Doyle, Wallaroo Media  <small>Local Search</small>
3:20 – 3:40	Afternoon Snack - Sponsored by Cash Store			
3:40 – 4:10	<b>Search and Social: Friend or Foe?</b> Jason Dailey, Facebook  <small>PPC</small>	<b>Advanced Technical SEO - Going Deeper To Deliver Outstanding Results</b> Bartosz Goralewicz, Elephate  <small>Technical SEO</small>	<b>Semantics and Science</b> Upasna Gautam, Geek Powered Studios  <small>Local Search</small>	<b>How To Be A Successful Client</b> Brandy Eddings, Southwest Media Group  <small>SEO - Client Focus</small>
4:10 – 4:20	Break			
4:20 – 4:50	<b>Conversions In A Landing Page-Less World: How New Technology Is Changing The Way We Buy</b> Purna Virji, Microsoft  <small>Emerging Trends</small>	<b>Let’s Make Marketing Strategies Easier</b> Rob Ousbey, Distilled  <small>Strategy</small>	<b>Why The Customer Experience Matters To SEO</b> Casie Gillette, KoMarketing  <small>UX</small>	<b>Sex, Lies and Videotape: The Rise Of Video Marketing</b> Deandre Upshaw, Wpromote  <small>Content Development</small>
4:50 – 5:00	Break/ Move to main session room			
5:00 – 5:50	<b>Keynote – Of Wizards and Executors: Building Better Ways to Live and Work Together</b> Gillian Muessig, Outlines Venture Group			
5:50 – 6:00	Day 1 Close/ Half-Time Party info/Afternoon Announcements / Day 1 Review			
6:30 – 10:00	<b>Half-Time Party including Live Band Karaoke</b> Sponsored by Stone Temple Consulting			

## Day 2 - Tuesday October 10th

	South Side Music Hall	Lone Star Room	Brazos	South Side Session Space
7:30– 8:45	Registration / Breakfast including Elevation Breakfast			
8:45 – 9:00	Opening Remarks / Day 2 Agenda / Party Recap			
9:00 – 9:50	<b>Keynote – Rants and Raves, Twenty Years in the Making</b> Bill Hunt, Back Azimuth Consulting			
9:50 – 10:30	<b>The State of Research Keynote – Study Release: Local Search Ranking Factors Reality Check</b> Greg Gifford, DealerOn <i>Sponsored by Places Scout</i>			
10:30 – 10:50	Morning Snack - Sponsored by Cash Store			
10:50 – 11:20	<b>Analytics In The Mobile Age</b> Jenny Halasz, JLH Marketing Inc <small>Analytics</small>	<b>How I Use PPC To Close PPC Deals (Or Grow Any Business)</b> Sean Dolan, Pushfire <small>PPC</small>	<b>Structured Data A-Z For The Non-Developer</b> Martha van Berkel, Schema App <small>SEO</small>	<b>The Multilingual Marketing Decision Tree</b> Zeph Snapp, Altura Interactive Inc <small>Emerging Trends</small>
11:20 – 11:30	Break			
11:30– 12:00	<b>What Is Your Hypothesis? Stop Guessing, Start Testing!</b> Tom Anthony, Distilled <small>SEO</small>	<b>The Content Escalator: How To Keep Up With Rising Quality Standards</b> Ross Hudgens, Siege Media <small>Content Development</small>	<b>When It Comes To Shopping Ads, How Well Do You Know Your Products?</b> Gil Hong, SEER Interactive <small>PPC</small>	<b>How To Painlessly Migrate Large Websites</b> Alec Bertram, DeepCrawl <small>Technical SEO</small>
12:00 – 1:20	Lunch			
1:20 – 2:10	<b>Get Real or Go Home: Getting Answers on Google Search</b> Q&A with Gary Illyes Moderated by Jennifer Slegg <small>SEO Panel</small>	<b>Get Real or Go Home: Playing It Straight On Paid Search</b> Jason Dailey, Purna Virji, Sana Ansari Moderated by David Szetela <small>PPC Panel</small>	<b>Get Real or Go Home: Inside Insights for Startups &amp; Entrepreneurs</b> Gillian Muessig, Larry Kim, Moderator TBC <small>Startups Panel</small>	<b>Get Real or Go Home: Lifting The Lid on Local Search</b> Joy Hawkins, Gyi Tsakalakis, Greg Gifford Moderated by Zeph Snapp <small>Local Search Panel</small>
2:10 – 2:20	Break			
2:20 – 2:50	<b>(Importance of) Innovation in Developing Content</b> Dixon Jones, Majestic <small>Mobile</small>	<b>SEO Audits Your Clients Can Understand</b> Ruth Burr Reedy, Upbuild <small>SEO</small>	<b>How Chatbots Can Help Affiliate Marketing</b> Murray Newlands, Influence Marketing <small>Emerging Trends</small>	<b>Open and Close The Conversation Loop With GDN and Search</b> Sana Ansari, 3Q Accelerate <small>PPC</small>
2:50 – 3:10	Afternoon Snack - Sponsored by Cash Store			
3:10 – 3:40	<b>Owning Answer Boxes, The Knowledge Graph and Snippets</b> Alan Bleiweiss, Alan Bleiweiss Consulting <small>SEO</small>	<b>Title to be confirmed</b> Larry Kim, Mobile Monkey <small>Startups</small>	<b>Local Internet Marketing Blueprint</b> Gyi Tsakalakis, AttorneySync <small>Local Search</small>	<b>How To Use Machine Learning: 10 Practical Examples</b> Gianluca Fiorelli, IloveSEO.net <small>Emerging Trends</small>
3:40 – 3:50	Break			
3:50 – 4:20	<b>Gone Is Never Gone - Fixing Generational Cruft In Technical SEO Debt</b> Dawn Anderson, Move It Marketing <small>Technical SEO</small>	<b>The Echo Chamber</b> Kasim Aslam, Solutions 8 <small>Emerging Trends</small>	<b>The Secret to Using Social Media to Attract and RETAIN Customers</b> Katy Katz, SmartBug Media <small>Content Development</small>	<b>Too Many Chefs Kill The Site (or Waiter, There's An Agency In My Soup!)</b> Simon Heseltine, ForRent.com <small>SEO-In-house</small>
4:20 – 4:30	Break / move to main session room			
4:30 – 4:50	<b>Here's Why On The Fly - Live</b> Eric Enge & Mark Traphagen, Stone Temple Consulting			
4:50 – 5:00	<b>Churchill Award Presentation</b>			
5:00 – 5:50	<b>Closing Keynote: Title to be Confirmed</b> Duane Forrester, Yext			
5:50	Conference Close - followed by Unofficial Happy Hour at Lockhart SmokeHouse			