

Syndicate 3 & 4

(400 Capacity)

MODERATOR: **HANNAH BUTCHER**

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 starts with you

13:00 LUNCH BREAK

MODERATOR: **NATALIE SLATER**

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
Kristina Azarenko - eCommerce internal linking: into the spider-verse

17:15 FINISH

17:30 KEYNOTE IN AUDITORIUM 1

Skyline - Showcase Stage

(300 Capacity)

MODERATOR: **LIDIA INFANTE**

10:00 SHOWCASE: SEO STRATEGY

Claudia Higgins - Breaking down silos: how integrated data sets enhance SEO strategies
Claudia O'Shea and Sergey Lesnikov - How to create a culture of search

11:15 BREAK

11:45 SHOWCASE: ONSITE SEO

Will Critchlow - How to generate 8 million SEO test ideas
Michael Boosalis - Winning Google's heart with CMS
Chris Spann & Anna Uss - Succeeding at scale: How Snyk doubled their traffic using Lumar & programmatic SEO

13:00 LUNCH BREAK

MODERATOR: **BECKY SIMMS**

14:30 SHOWCASE: SEO SUCCESS

Jon Earnshaw - Optimising for the SERP multiverse: a 4-step process for success
Anna Moragli - Taking your business to the next level with the power of ecommerce SEO
Emanuel Hoch - How PPC opened up the most efficient Content Monetization Approach for SEO

15:45 BREAK

16:10 SHOWCASE: SEO EFFICIENCY

A. J. Ghergich - Ensuring findability in the new search era
James Ball - ChatGPT: Localisation friend or foe

17:15 FINISH

17:30 KEYNOTE IN AUDITORIUM 1

brightonSEO.

April 2023

AGENDA

Thursday

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Auditorium 1

(3000 Capacity)

MODERATOR: **KELVIN NEWMAN**

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 Thomas Grange - The evolving state 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**

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 Steve Paine - Blueprint strategies for success
13:00	LUNCH BREAK
	MODERATOR: BIBI THE LINKBUILDER
14:30	ONSITE SEO Genie Jones - Entity SEO: how to use the SameAs tag in schema to completely revolutionise the game Ian Helms - How to convince even the pickiest editors to take SEO more seriously Anthony Barone - How to future-proof SEO strategy for SME businesses
15:45	BREAK
16:10	LINKS Isa Lavahun - Showing the value of digital PR 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**

10:00	ECOMMERCE Duane Brown - How to automate data from Shopify to Google Ads! Kestra Walker and Sam Rutley - Making Magento magnificent for marketing Issie Hannah - SEO Autopilot: turbocharge your everyday ecommerce tasks with automation
11:15	BREAK
11:45	MIGRATION Kathryn Bevan - How to ace your website migration: overcoming common red flags Damien Robert - Domain consolidation: propel your rankings without touching your content Judith Lewis - Lessons learned from a mass of migrations
13:00	LUNCH BREAK
	MODERATOR: CLAIRE CARLILE
14:30	INFORMATION ARCHITECTURE Manuel Martin Morante - Building an IA with graph theory and data science Kavi Kardos - Extreme makeover: site architecture edition Dan Taylor - Influencing discovery, indexing strategies for complex websites
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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Syndicate 3 & 4

(400 Capacity)

MODERATOR: ANNA CORBETT

10:00 SEO & SOCIETY

Cameron Wildridge - Beyond Pride: making digital marketing and SEO LGBTQ+ authentically inclusive
Anna Bravington - How to get diverse ideas into your marketing strategy
Mo Kanjilal - Why inclusive teams are crucial to your success

11:15 BREAK

11:45 TECH SEO

Zahid Mahmood - Programmatic SEO with Next.js
Lidia Infante - Headless SEO - How to not fuck up your technical setup
Vicky Mills - Why your tech optimisations are still sat in the backlog

13:00 LUNCH BREAK

14:30 INTERNATIONAL SEO

Hinde Lamrani - Congratulations, you're going global! What you wish someone told you
Sarah Presch - The psychology behind inclusive international SEO strategies
Natalia Witczyk - Search engines beyond Google

15:45 BREAK

16:10 TECH SEO

Ash New - Web server SEO: make your TTFB faster!
Jon Moore - The Xpath to discovery
Mufaddal Sadriwala - How to get your tech SEO changes implemented FAST!

17:15 FINISH

17:30 KEYNOTE IN AUDITORIUM 1

Skyline - Showcase Stage

(300 Capacity)

MODERATOR: MARET REUTELINGSPERGER

10:00 SHOWCASE: SEO EFFICIENCY

A. J. Ghergich - Ensuring findability in the new search era
James Ball - ChatGPT: Localisation friend or foe
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Auditorium 1

(3000 Capacity)

MODERATOR: **KELVIN NEWMAN**

10:00	SERP FEATURES Niki Mosier - The value of feature snippets Rohan Ayyar - STOP Dissing Rankings! Carrie Rose - Owning TikTok, Pinterest and YouTube SERPS
11:15	BREAK
11:45	CONTENT PRODUCTION Andy Timmins - Using Python with (Chat)GPT to help automate content creation Greta Munari - The redemption of content automation: how to scale unique content to 4M+ pages Ashley Liddell - Where should - and shouldn't - AI & ChatGPT play a role in your SEO strategy?
13:00	LUNCH BREAK
14:30	UX Ashleigh Noon & Sunny Matharu - Your metrics are my metrics Chloe Smith - How content design impacts SEO & accessibility Dr Kiran Webster - Why empathy should be a key player in your marketing strategy
15:45	BREAK
16:10	CONTENT STRATEGY Prashant Puri and Lomit Patel - Data-driven SEO & content strategy to reduce your customer acquisition costs Dirk Schembri - Creating a future-proof content strategy with Topical Clusters Sante J. Achille - Methods and tools to plan and create your content
17:15	BREAK
17:30	KEYNOTE Toju Duke - The new era: embracing AI technologies in marketing
18:00	AFTER PARTY

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Auditorium 2 - Dragon Metrics Stage

(600 Capacity)

MODERATOR: **SABINE LANGMANN**

10:00	VIDEO Phil Nottingham - Turning an unloved corporate YouTube channel into a traffic generation machine Dan Morehead - SEO For television: the rise of streaming Ahmed Khalifa - Cut the crap-tion! - How *real* captions can take you and your video engagements to the next level
11:15	BREAK
11:45	DATA DRIVEN Julien Deneuve - Avoid SEO horror stories with monitoring Rickard Broberg - Make more informed decisions based on search data Max Flajsner - The search for total search: lessons from machine learning on incrementality
13:00	LUNCH BREAK
	MODERATOR: JO JULIANA TURNBULL
14:30	IMPLEMENTATION Maddie McCartney - How to get your SEO work prioritised in-house Nati Elimelech - How to create an SEO scoring system that makes things happen James Brockbank - The traditional approach to SEO is broken. Here's how to prioritise your efforts & drive rapid growth
15:45	BREAK
16:10	CORE WEB VITALS Hannah Rogers - How to deliver actionable insights on core web vitals Vanda Pokecz - How to get from 2% to 99% good URLs - a core web vitals success story Nicole Bingham - How to improve site speed and CWV for eCommerce sites
17:15	FINISH
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Syndicate 1 & 2 - Storyblok Stage

(400 Capacity)

MODERATOR: **BECKY SIMMS**

10:00	WORKPLACE Jo Blood - The 10 most common mistakes when working at home Tom Vaughton - How to rethink the traditional SEO workspace to promote team wellbeing and productivity. Myriam Jessier - SEO + ADHD = 🧡
11:15	BREAK
11:45	USER RESEARCH Emma Travis - How to think like a User Researcher Sarah Sal - Forget about sugar daddies; turn customer interviews into high ROI content Angus Carbarns - How to conduct user research on a shoestring budget
13:00	LUNCH BREAK
	MODERATOR: BETHAN VINCENT
14:30	LOCAL SEO Amanda Jordan - Opportunity is knocking: how to identify growth and expansion opportunities with local SEO data Claire Carlile - Google's local knowledge panel - the CMS you never knew you had Tanisha Austen - Create local content & adverts your customers actually want to read
15:45	BREAK
16:10	LINK BUILDING Bibi the Link Builder - Y U no reply? How to write outreach emails that convert Greg Gifford - The fast and furious guide to real world link building Dixon Jones - Internal linking: the secret superpower that anyone can use
17:15	FINISH
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