

STAGE 1 - MAIN STAGE

STAGE 2

STAGE 3 - SEARCH LABORATORY STAGE

08.30 Registrations			
09.30 Introduction to SearchLeeds – Tim Grice			
09.35	Customer-centric search: Serving people better for competitive advantage <b>Stephen Kenwright, Branded3</b>	09.35 International site speed: Going for a super-speed around the globe <b>Bastian Grimm, Peak Ace</b>	09.35 Track campaigns like a bloodhound: How to make your marketing work harder <b>Jill Quick, The Coloring in Department</b>
10.00	Intelligent search and intelligent assistants: exploring the AI- Era of Search <b>Purna Virji, Microsoft</b>	10.00 The past, the present and the future of Mobile <b>Gerry White, Just Eat</b>	10.00 Analytics Tracking: or how I learned to stop worrying and love Google Tag Manager <b>Emma Barnes, Branded3</b>
10.25	The Mobile First Index, what, why and more importantly when! <b>Jon Myers, DeepCrawl</b>	10.25 How not to f**k up a migration – common issues you’ll come across and how to handle them. <b>Steve Chambers, Stickyeyes</b>	10.25 5 false assumptions about your traffic <b>Andraz Stalec, Red Orbit</b>
10.50 Break			
11.15	Content marketing tips that won’t break the bank <b>Kirsty Hulse, Manyminds</b>	11.15 Structured data explained <b>Fili Wiese, Search Brothers</b>	11.15 PLAs: Small company or large, everyone has to start somewhere <b>Hannah McKie, Missguided</b>
11.40	What happens when a werewolf bites a goldfish? <b>Hannah Smith, Verve Search</b>	11.40 Entities, Search, and Rank Brain: How it works and why it matters <b>Kristine Schachinger, Sites Without Walls</b>	11.40 Supercharging Google Shopping <b>Chris Rowett, Journey Further</b>
12.05	Complete Content: A new model to drive SEO success and much, much more... <b>Danny Blackburn, Stickyeyes</b>	12.05 What lies beneath – ‘The Iceberg Approach’ <b>Dawn Anderson, Move it Marketing</b>	12.05 Is attribution coming of age this year <b>Angus Hamilton, Search Laboratory</b>
12.30 Lunch			
14.00 Afternoon introduction – Tim Grice			
14.05	Will robots destroy us all? Putting ethical debate back into the narrative about the future of AI <b>Kristal Ireland, Virgin East Coast Trains</b>	14.05 Creating knockout on-site content by simply understanding your consumers <b>Dave Freeman, Treatwell</b>	14.05 What’s new in PPC <b>Holly Elwood, Receptional</b>
14.30	Retailers... STOP thinking store, START thinking story <b>Jasper Bell, AmazeRealise</b>	14.30 Site Relevance: Why Less Is More <b>JJ Grice, Branded3</b>	14.30 The International Paid Search Playbook <b>Matt Holmes, Distrelec</b>
14.55	Advanced integrated influence strategy and tactics <b>Lexi Mills, Marquis Communications</b>	14.55 Stop confusing search engines with conflicting website signals <b>Rachel Costello, DeepCrawl</b>	14.55 AdWords Script Automation & the pitfalls to avoid <b>Anu Adegbola, Mindswan</b>
15.20 Break			
15.45	Three practical (and inventive) ways of pinching keyword insight from your competitors <b>Kelvin Newman, Rough Agenda</b>	15.45 How to audit your site for security <b>Julia Logan, IrishWonder’s SEO Consulting</b>	15.45 Creating a data-driven customer journey with personas and smarter investment <b>John Rowley, Ferrero</b>
16.10	Talk TBA <b>Rob McGowan, Edit</b>	16.10 SEO epistemology for large sites <b>Joanna Lewis, Fit Flop</b>	16.10 Title TBA <b>Speaker TBA</b>
16.35	Keynote TBC	16.35 How to Fix the Most Common Technical SEO Issues <b>Craig Campbell, CraigCampbellSEO</b>	16.35 How to deliver growth in the most efficient way possible <b>Sam Wright &amp; Jon Greenhalgh, Edit</b>
17.00 After Party – Black and White Bar – first direct arena			