

STAGE 1 - MAIN STAGE

STAGE 2 - SISTRIX STAGE

STAGE 3 - SEARCH LABORATORY STAGE

08.30 Registrations			
09.30 Introduction to SearchLeeds – Tim Grice			
09.35	The future doesn't exist in silos J Schwan, Chief Digital Officer, St Ives Group	09.35 International site speed: Going for super-speed around the globe Bastian Grimm, Peak Ace	09.35 Track campaigns like a bloodhound: How to make your marketing work harder Jill Quick, The Coloring In Department
10.00	Intelligent search and intelligent assistants: Exploring the AI- Era of Search Purna Virji, Microsoft	10.00 The past, the present and the future of Mobile Gerry White, Just Eat	10.00 Analytics Tracking: or how I learned to stop worrying and love Google Tag Manager Emma Barnes, Branded3
10.25	Useless projects: Where AI meets human creativity Rob McGowan, Edit	10.25 How not to f**k up a migration Steve Chambers, Stickyeyes	10.25 5 false assumptions about your traffic Andraz Stalec, Red Orbit
10.50 Break			
11.15	Content marketing tips that won't break the bank Kirsty Hulse, Manyminds	11.15 Structured data explained Fili Wiese, Search Brothers	11.15 PLAs: Small or large company, everyone has to start somewhere Hannah McKie, Missguided
11.40	What happens when a werewolf bites a goldfish? Hannah Smith, Verve Search	11.40 Entities, Search, and Rank Brain: How it works and why it matters Kristine Schachinger, Sites Without Walls	11.40 Supercharging Google Shopping Chris Rowett, Journey Further
12.05	Complete Content: A new model to drive SEO success and much, much more... Danny Blackburn, Stickyeyes	12.05 What lies beneath – 'The Iceberg Approach' Dawn Anderson, Move it Marketing	12.05 Is attribution coming of age this year? Angus Hamilton, Search Laboratory
12.30 Lunch			
14.00 Afternoon introduction – Tim Grice			
14.05	The Mobile First Index: What, why and, more importantly, when! Jon Myers, DeepCrawl	14.05 Creating knockout on-site content by simply understanding your consumers Dave Freeman, Treatwell	14.05 What's new in PPC Holly Ellwood, Receptional
14.30	Will robots destroy us all? Putting ethical debate back into the narrative about the future of AI Kristal Ireland, Virgin East Coast Trains	14.30 How to SEO the s*** out of your internal site search Luke Carthy, Mayflex	14.30 The International Paid Search Playbook Matt Holmes, Distrelec
14.55	Retailers... Stop thinking store, start thinking story Jasper Bell, AmazeRealise	14.55 Stop confusing search engines with conflicting website signals! Rachel Costello, DeepCrawl	14.55 AdWords Script Automation and the pitfalls to avoid Anu Adegbola, MindSwan
15.20 Break			
15.45	Advanced integrated influence strategy and tactics Lexi Mills, Shift6	15.45 How to audit your site for security Julia Logan, IrishWonder's SEO Consulting	15.45 Creating a data-driven customer journey with personas and smarter investment John Rowley, Ferrero
16.10	Three practical (and inventive) ways of pinching keyword insight from your competitors Kelvin Newman, Rough Agenda	16.10 Why SEO wizards need user testing hobbits Oliver Brett, Screaming Frog	16.10 The future of Shopping Elizabeth Clark, Dream Agility
16.35	Customer-centric search: Serving people better for competitive advantage Stephen Kenwright, Branded3	16.35 How to fix the most common technical SEO issues Craig Campbell, CraigCampbellSEO	16.35 How to deliver growth in the most efficient way possible Sam Wright & Jon Greenhalgh, Edit
17.00 After Party – Black and White Bar – first direct arena			