

TRACK ONE

Content Marketing & Social Media

9:30 - 10:15

Jenny Halasz
Optimizing For Position Zero

10:25 - 11:10

Ashley Berman Hale
The SEO Community

11:20 - 12:05

Phil Buckley
Plato's 500 AD SEO Strategy

12:05 - 1:30

Lunch

1:30 - 2:15

Christopher Long
How To Improve Link Equity
Without Building Links

2:30 - 3:15

Grant Crowell
Screw Viral, Tube Responsibly –
Proven Video SEO Strategies
That Convert To Real World ROI

3:30 - 4:15

Jeff Coyle
User Intent Profiling: Connecting
Content Strategy And SEO

4:30 - 5:00

Molly McKinley
Think Beyond The Link

5:30 - 7:30

After Party Clouds Brewing

TRACK TWO

Local SEO & Voice Search

9:30 - 10:15

Jenny Halasz
Optimizing For Position Zero

10:25 - 11:10

Ashley Berman Hale
The SEO Community

11:20 - 12:05

Phil Buckley
Plato's 500 AD SEO Strategy

12:05 - 1:30

Lunch

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Frank Jones
Foundations of SEO

2:30 - 3:15

Milton Reis
The Past, Present & Future
Of Microsoft's Bing

3:30 - 4:15

Sharon Dawson
Alexa, Rank My WordPress Site #1

4:30 - 5:00

Kevin Doory
Impacting Local Results With An SEO Audit

5:30 - 7:30

After Party Clouds Brewing

TRACK THREE

Advanced Discussions

9:30 - 10:15

Jenny Halasz
Optimizing For Position Zero

10:25 - 11:10

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The SEO Community

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Plato's 500 AD SEO Strategy

12:05 - 1:30

Lunch

1:30 - 2:15

Rob Delory, Joe Youngblood, Jake Bohall
Moving The Needle - What's Working Now?

2:30 - 3:15

Christopher Long, Jeff Coyle,
Jairus Mitchell, Ashley Berman Hale
Long Term Sustainable SEO

3:30 - 4:15

Brian Patterson, Kevin Doory,
Dave Spannhake
Hiring an SEO - How To Spot A Rocksta

4:30 - 5:00

Jenny Halasz, Chase Granberry,
Russ Jones, JR Oakes
Metrics, Reporting, & SEO Tools

5:30 - 7:30

After Party Clouds Brewing

Join the Raleigh SEO Meetup
and learn how to rank

RaleighSEOMeetup.org/join

#SEOMeetup

