

Track 1  
SEAPORT A-C

9.15am - STRATEGY & SEO

**Wil Reynolds** - SEO’s “Man in the Mirror” Moment  
**Jenn Long** - Using SEO to improve your product  
**Brad Wetherall** - The Knowledge Panel is Your New Homepage  
**Andrew Yan** - What’s Next For Google and OpenAI? From Former Google Search PM

10:25am - BREAK

11:15am - PLAYBOOKS

**Brie E Anderson** - Your Data is Worthless (Unless You USE It)  
**Paxton Gray** - Winning with AI Search: Building A Reputation Management Framework For Big AI Search Results  
**Ross Hudgens** - The Evolving Content Marketing Playbook

12:25pm - LUNCH BREAK

1:40pm - SEARCH ESSENTIALS

**Ahmed Abouabdalla** - SEO Under the Hood  
**Sam Richardson** - One Size Doesn’t Fit All: Optimizing for AI Search Across Different LLMs  
**Ashley Liddell** - Brand, Search, & Social - A Search Everywhere Trifecta

2.50pm - BREAK

3:20pm - FUTURE OF SEARCH

**Madeleine Lambert** - The Impact of AI-Citing-AI in Google Overviews  
**Nikki Lam** - Adapting to the New Era of Search Everywhere Optimization  
**Apurva Bose “A.B”** - Cracking the Code: How to Navigate and Dominate SERPs in this AI Era

Track 2  
SEAPORT D-E

9.15am - BRAND & SEARCH

**Tom Lee** - How Brands Win (or Vanish) in Generative Search: A New Gold Rush for Agencies  
**David White** - Building site authority in the age of AI: How to use off-site signals to build visibility across the entire digital landscape  
**Prashant Puri** - Surviving Zero-Click Search: Driving Organic Brand Visibility Across AI Overview and LLMs  
**Wayne Cichanski** - Navigating LLM’s; Keywords to Conversations

10:25am - BREAK

11:15am - WEB PERFORMANCE & TECH SEO

**Matthew Brown** - Do Core Web Vitals Actually Matter for SEO?  
**Dan Taylor** - Technical SEO for AI Search  
**Serge Bezborodov** - AI Bots: What They Crawl And Why

12:25pm - LUNCH BREAK

1:40pm - CUSTOMER EXPERIENCE

**Raycheal Proctor** - Leveraging Intent Insights for Customer Loyalty and Retention  
**Celeste Gonzalez** - Turning Traffic into Results: Demystifying Search Experience Optimization  
**Alex Kopp** - Customer Insight as Your North Star: Navigating Disruption with Empathy and Clarity

2.50pm - BREAK

3:20pm - VIDEO CONTENT

**Frank Olivo** - Stop Writing Content. Start Shooting It Instead.  
**Rosy Callejas** - Repurposing SEO Content into Video to Boost Engagement  
**Purna Virji** - The Art & Science of Video: Data-Driven Secrets to Video That Performs

4.30pm - BREAK

5:00pm - KEYNOTE

**ROSS SIMMONDS** - Content Distribution In The Age Of AI: How To Make Your Content Spread

5:45 - 6:45pm EXHIBITOR HAPPY HOUR: EXPO HALL

6:45 - 8:15pm DRINKS RECEPTION AT MARINA COURTYARD - SPONSORED BY ADSQUIRE

Track 3  
SEAPORT G-H

9.15am - FUTURE-PROOF WEBSITES

**Lucas Manuel Alvarado** - Enhancing WordPress Security: Insights and Strategies  
**Wayland Myers** - From Inefficiency to Impact: Why Marketing & E-Commerce Need Separate CMS Solutions  
**Martha van Berkel** - From Schema Markup to Strategy: Unlocking the Full Value of Knowledge Graphs for SEO and AI  
**Roger Williams** - Built to Rank: Why Your Hosting Stack Is an SEO Power Tool

10:25am - BREAK

11:15am - LOCAL MARKETING

**Natali Assa** - Expert-Backed Tips To Optimize Your Local Business for AI Search  
**Sebastian Pawlowski & Greg Sterling** - Local Search & Shopping: How AI Is Disrupting the Customer Journey  
**Campbell Whalen** - “Click-and-Mortar” Marketing - What does SEO really mean in a mixed operation environment?

12:25pm - LUNCH BREAK

1:40pm - CONTENT FORMATS & PRODUCTION

**Pat Reinhart** - Expert Prompts + Unified Data + Your Brand Wisdom = The Content Dream Team  
**Gregory Collins** - Maximizing Short-Form Video - A New Approach  
**Brandon Leibowitz** - Leveraging Guest Podcasting to Boost SEO & Build Your Brand

2.50pm - BREAK

3:20pm - PERFORMANCE MEASUREMENT

**Ryan Ricketts** - Lies, Damned Lies, and SEO Reports: How to Spin Bad Data Without Selling Your Soul  
**Christine Brinkley** - From Clicks to Clarity: Turning SEO Data into Actionable Stories for Stakeholder  
**Dana DiTomaso** - Transforming GA4 into a strategic content intelligence system



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Tuesday

## Hero Conf - Track 1 GASLAMP

### 9.15am - PAID SEARCH FUNDAMENTALS

**Monica Valdez** - Achieving Success with a Small Paid Ads Budget

**Navah Hopkins** - PPC For Lead gen

**Ben Riggle** - Channable: Optimized Product Data: The Fuel Behind AI in eCommerce

### 10:25am - BREAK

### 11:15am - AI IN ADVERTISING

**John M. Williams** - Target Like A Pro: AI Powered Advertising

**Greg McCoy** - Navigating the AI Revolution: Crafting Website Copy That Stands Out in the Age of Generative AI

**Cristiano Winckler** - Full-Funnel PPC for the AI Era: Winning Before the Search Begins

### 12:25pm - LUNCH BREAK

### 1:40pm - GOOGLE SEARCH ADS

**Susan Yen** - Mind Hacking PPC: Using Behavioral Science to Supercharge PMax and Drive Quality Conversions

**Michelle Morgan** - Break Down Your Paid Media Silos

**Jyll Saskin Gales** - Advanced Audience Targeting in Google Ads

### 2.50pm - BREAK

### 3:20pm - BID STRATEGIES

**Andrew Lolk** - Smart Bidding Demystified: Practical Insights for PPC Managers

**Lisa Raehsler** - AI Strategies for Smarter PPC: Bidding, Ad Creative & Results Analysis

**Paolo Dello Vicario** - Value Bidding on Steroids - Predicting Lead and Customer Value from First-Party Data to Increase Performance

### 4.30pm - BREAK

## 5:00pm - KEYNOTE

**ROSS SIMMONDS** - Content Distribution In The Age Of AI: How To Make Your Content Spread

5:45 - 6:45pm EXHIBITOR HAPPY HOUR: EXPO HALL

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## Hero Conf - Track 2 BALBOA

### 9.15am - AI ADVERTISING INNOVATION

**Frederick Vallaeys** - Vibe Coding: The New Superpower for Marketers in the Age of AI

**Ankur Goyal** - Your Landing Page is Now an Agent: Automating Web Optimization with Real-Time PPC Signals

**John Beresford** - The Hidden Cost of Paid Search Ads: How AI is optimizing paid search and fighting back against high CPCs

### 10:25am - BREAK

### 11:15am - MICROSOFT & LINKEDIN ADS

**Nate Burke** - Unlocking Success in 2025 with Microsoft Advertising

**Ashley Mo** - Leveraging LinkedIn Thought Leader Ads to Drive Sales and Build Executive Presence

**Garrett Mehrguth** - 7 LinkedIn Ad Tactics Learned from \$68m in Spend for the Biggest Brands in B2B

### 12:25pm - LUNCH BREAK

### 1:40pm - FUTURE OF ADVERTISING

**Anuj Adhiya** - Why Warm Intros Are the Future of Performance Marketing

**Ayat Shukairy** - Personas Are Dead: A New Approach To Understanding Your Customers is better

**Tony Adam** - Search, Social, and now Generative. How the Future of Advertising is Shifting

### 2.50pm - BREAK

### 3:20pm - PAID ADS KPIS

**Paolo Vidali** - Beyond ROAS: Advanced E-commerce KPIs for Profitability

**Liam Wade** - Demystifying Incrementality for Paid Media Pros

**Ryan Charles** - How to Make the C-suite Love Paid Spend Using Marketing Mix Modeling



### Exhibitors

Accuranker	24	Diginus	39	Link Building HQ	4	Seeker Digital	47
Adaptify	61	Digital Web Solutions	35	Link Publishers	16	Similarweb	15
AdLift	54	Dragon Metrics	46	Linkology	7	Sitebulb	18
AirOps	23	Fatjoe	20	Lunio	13	Squarespace	38
Ask Bosco	56	Fibr AI	43	Majestic	51	STAT	29
BASE Search Marketing	42	GetDevDone	63	Map Ranks	67	Telepathic	2
Brainlabs	27	Ignition App	65	Nozzle	3	The CBP Experts	
Bruce Clay	8	Impact SEO	55	Originality.ai	17	& CMBapi.com	68
BuzzStream	10	Infidigit	45	Page One Power	6	Two Trees	37
Bytek	64	Internet Marketing Ninjas	22	PresaWhizz	9	Uberall	34
Channable	36	Intero Digital	25	Quattr	12	Visto	62
Citation Labs	5	iQuant	60	Resolve	44	WhitePress	19
Click Intelligence	52	JetOctopus	57	RivalFlow	11	Wix	1
Conductor	14	Kanbar Digital	58	Schema App	41	WP Engine	48
Connective3	49	Kinsta	59	Screaming Frog	30	Writesonic	31
DemandSphere	28	Lastmile Retail	66	SE Ranking	21	Yext	53

Track 1  
SEAPORT A-C

9.15am - MARKETING STRATEGY

**Nadya Khoja** - The Marketing Trifecta: How to Balance Earned, Owned and Paid and Dominate Brand Growth  
**Mellissa Jensen** - Preparing Executives for GenAI Search  
**Joshua Boughton** - Recalibrate: Returning SEO to Its Foundations in an AI-Driven World  
**Victoria Mauriello** - The Evolving World of Search

10:25am - BREAK

11:15am - AI & THE SERPS

**Amanda Jordan** - How AI is Rewriting the Rules of Local Search (and What You Can Do About It)  
**Josh Blyskal** - We analyzed 40,000,000 AI search results. Here's what we found.  
**Ray Grieselhuber** - It's ALL AI search now: building a unified view for growth

12:25pm - LUNCH BREAK

1:40pm - CONTENT STRATEGY

**Ray Saddiq** - Stop Being So Hard to Find  
**Monty Montgomery** - E-E-A-T Your TOFU: Why B2B top-of-funnel content still matters  
**Sarah Pokorna** - Mindset-based targeting - achieving 5x more with 5x less content

2.50pm - BREAK

3:20pm - AI-POWERED SEO

**John Caiozzo** - Breaking the Code: How GenAI Empowers Non-Techies in Technical SEO  
**Natasha Burtenshaw-deVries** - Upskilling SEOs for Success in the Age of AI  
**Dan Akers** - Why AI is the Rebirth of SEO - How AI chatbots, SGE, and overviews are reshaping the search budget equation

Track 2  
SEAPORT D-E

9.15am - CONTENT CREATION AND PERFORMANCE

**David Hampian** - You're doing it wrong: content performance marketing  
**Cari Bacon** - Content Marketing Strategies for B2B SaaS Success  
**Luke Heinecke** - 100K Articles Later: What Actually Ranks in 2025  
**Samanyou Garg** - The Practical Guide to Market Leading AI Search Content in 90 Days

10:25am - BREAK

11:15am - SEO FUNDAMENTALS

**Laura Beatty** - SEO Migration Roadmaps: From Chaos to Champion  
**Cristiano Winckler** - Crafting Your Authority Engine: E-E-A-T & Machine-Readable SEO for AI  
**Dustin W. Baly** - Holistic Approach to Strategic SEO

12:25pm - LUNCH BREAK

1:40pm - ONSITE AND AI

**Braden Bird** - Winning in AI Search using Technical SEO  
**David Lewallen** - How to Increase Your Brand's Visibility in AI: Proven Tactics to Reassure Your CMO  
**Mike Korenugin** - What Drives Visibility in LLM-Powered Search Across the United States?

2.50pm - BREAK

3:20pm - DIGITAL PR

**Kelsey Libert** - Mastering AI Prompts to Scale Earned Media in Digital PR  
**Carolina Peres** - Digital PR and Content Marketing: The power of real connexion and Branding  
**Gareth Simpson** - Machine PR: Guiding Brand Perception in the Gentle Singularity

Track 3  
SEAPORT G-H

9.15am - AI AGENTS

**Zach Rattner** - Configuring your Website for AI Agents  
**Krishna Madhavan** - Search Without Queries: How AI Agents Are Reshaping Discovery, Content, and Conversion  
**Alex Halliday** - From Insight to Action: Translating AI-Agent Signals into Measurable Growth  
**Tom Mansell** - Using AI to optimize workflows and supercharge performance

10:25am - BREAK

11:15am - CITATIONS AND REPUTATION

**Garrett French** - 7 Steps to Building an AI Citation Engine with FLUQs  
**Tyler Moya** - Earning National Coverage and Backlinks: A Digital PR Deep Dive  
**Beth Nunnington** - Don't Just Rank. Resonate: How To Win Hearts, Headlines & Search Results

12:25pm - LUNCH BREAK

1:40pm - FUTUREPROOFING

**Jarvis Levenson** - The 5-Star Day: Gamify Your Life & Win Every Day  
**Jonah Pessin & Sam Zelitch** - All Quiet on the Blue Link Front  
**Vince Nero** - 5 Million Emails Don't Lie: Why Hyper-Relevance Wins in Digital PR

2.50pm - BREAK

3:20pm - OVERCOMING CHALLENGES

**Aaron Eaves** - The Niche Trap: What Happens When You Over-Specialize  
**Ravi Kumar** - The ultimate guide on how to bounce back from setbacks  
**David Lewallen** - Recovering from a Massive Google Update

4.30pm - HAPPY HALF HOUR

5:00pm - KEYNOTE

**BRITNEY MULLER** - Stop Talking About AI, Start Using It: A Marketer's Playbook

5:45 - 7:45pm CLOSING PARTY AT THE POOL, 4TH LEVEL - SPONSORED BY CHANNABLE



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Wednesday

## Hero Conf - Track 1 GASLAMP

### 9.15am - ALTERNATIVE PLATFORMS

**Joe Martinez** - Why Are We Always Running to Google First?  
**Brooke Osmundson** - Swipe Right on Apple Search Ads: A Guide to Mastering Mobile  
**Sean Stone** - How to Crush Amazon Ads Using the PAIR Method

### 10:25am - BREAK

### 11:15am - MEASURING ROI AND BRAND IMPACT

**Jack Sherratt** - Beyond the Click: Measuring ROI and Long-Term Brand Impact with Amazon Marketing Cloud (AMC)  
**Aashna Makin** - Not All Traffic Is Good Traffic  
**Joshua Slodki** - Making Google Ads & Looker Studio Work for You

### 12:25pm - LUNCH BREAK

### 1:40pm - ADVERTISING MEASUREMENT

**Ben Vigneron** - Prep Your Measurement for Life After Cookies  
**Sam Tomlinson** - 13 Ways to Leverage Zero-Party & First-Party Data for Paid Media  
**Chester Scott** - WTF is Eating Your ROAS? The Invisible Threat in PMax Campaigns

### 2.50pm - BREAK

### 3:20pm - PRACTICAL PAID SEARCH

**Jordan Stark** - Unearthing PPC Gold: Treasure Hunting the Customer Journey  
**Emily Fisher & Jazzmin Ramirez** - Search with Purpose: Mastering Paid Search Strategies for Social Impact  
**David Hutchinson** - Everything You're Not Doing (Yet) in Amazon Paid Media

### 4.30PM - HAPPY HALF HOUR

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## Hero Conf - Track 2 BALBOA

### 9.15am - ENTERPRISE ADVERTISING

**Matt Carter** - Competing with Big Pharma: Building Brand Awareness on a Budget  
**Khalil Kanbar** - How to win in eComm with Google and Meta Ads  
**Brooke Weller** - The E-commerce Martech Playbook - What You Need to Scale & Convert

### 10:25am - BREAK

### 11:15am - PAID SOCIAL

**Brad Biederer** - Have Your Media Be Bigger Than The Mobile Screen  
**Jason Dailey** - Unlocking Profitable Growth on Meta: 3 Keys for AI Success  
**Frank Lee** - Future Proof Your DR with Snap

### 12:25pm - LUNCH BREAK

### 1:40pm - NEW AD FORMATS

**Michael Wisby** - Paid Media in a Fragmented World: Navigating New Ad Formats & Emerging Channels  
**Cory Henke** - The Impact of YouTube Shorts on Brand Engagement: A Deep Dive  
**Christy Barre** - Tik Tok Spark Ads: How to Leverage Creator Content for Paid Success

### 2.50pm - BREAK

### 3:20pm - SEARCH INTEGRATION

**Brittany Sager** - The Top 3 Organic Analyses You Need to Incorporate Into Your Paid Strategy Today  
**Al Sefati** - How SEO and SEM Work Together to Drive Success (and Leverage AI)  
**Jeremy Hull** - Search Advertising features I wish more people were using



### Exhibitors

Accuranker	24	Diginus	39	Link Building HQ	4	Seeker Digital	47
Adaptify	61	Digital Web Solutions	35	Link Publishers	16	Similarweb	15
AdLift	54	Dragon Metrics	46	Linkology	7	Sitebulb	18
AirOps	23	Fatjoe	20	Lunio	13	Squarespace	38
Ask Boro	56	Filer AI	43	Majestic	51	STAT	29
BASE Search Marketing	42	GetDevDone	63	Map Ranks	67	Telepathic	2
Brainlabs	27	Ignition App	65	Nozzle	3	The CBP Experts	
Bruce Clay	8	Impact SEO	55	Originality.ai	17	& CMBapi.com	68
BuzzStream	10	Infidigit	45	Page One Power	6	Two Trees	37
Bytek	64	Internet Marketing Ninjas	22	PresWhizz	9	Uberall	34
Channable	36	Intero Digital	25	Quattr	12	Visto	62
Citation Labs	5	iQuant	60	Resolve	44	WhitePress	19
Click Intelligence	52	JetOctopus	57	RivalFlow	11	Wix	1
Conductor	14	Kanbar Digital	58	Schema App	41	WP Engine	48
Connective3	49	Kinst	59	Screaming Frog	30	Writesonic	31
DemandSphere	28	Lastmile Retail	66	SE Ranking	21	Yext	53