

Optimization Track 1 – “ The New SEO Landscape”

If there's ever been any question that SEO marketers needed to change, 2013 was the year the search engines made it clear. Nearly every innovation in search and over 500 algorithm updates - like Google Hummingbird, SERP enhancements, social integrations — was aimed at creating a better experience for the searcher through the creation and optimization of quality content.

In September 2013 marketers witnessed the single biggest change to happen in this industry since the introduction of off-page factors and backlinks. Secure search ensured that adapting to change was no longer an option but a necessity.

In this track search practitioners, brands and thought leaders share experiences and insights into the new SEO landscape and how moving from pure keyword based strategies to advanced global, mobile, social, content and page level methodologies puts you and your business in a position to stay ahead in your competitive environment.

Thursday, August 21st | 11:00 am – 12:00 pm

#1a: Navigating Secure Search – From Keywords to Content

In September 2013 marketers witnessed the single biggest change to happen in this industry since the introduction of off-page factors and backlinks. Secure search ensured that adapting to change was no longer an option but a necessity. According to the 2014 Search Marketing Survey taking a page-based approach to SEO in the world of secure search is important for 100 percent of SEOs. 85 percent stated that it would be much more important for them in 2014. In this session learn about strategies you can employ in your company to continue to deliver outstanding SEO results as marketers make the shift from pure keyword tactics to content and page level strategies.

What you will learn in this session:

- How to deal with secure search in 2014
- Understanding performance and rank at a page level
- How to utilize data and analytics to improve and measure performance

Thursday, August 21st | 2:40 pm – 3:40 pm

#1b: The Changing SERP –Staying On Top of the Competition

The Search Results Page changes constantly and looks different based on what someone searches for. How do significant changes such as Google Carousel and Local listings impact your content and SEO strategy? 44 percent of marketers, in the BrightEdge Search Marketing survey, stated that Carousel results were displayed on keywords in their industry. Of those with Carousel results, 72 percent reported that measuring rank on those results would be more important for them in 2014. In this session hear about what you should be doing to leverage multiple media types and local to enhance your position in the SERP. Learn how to analyse the competitive search landscape and ensure you stay one step ahead of the competition in the SERP's.

What you will learn in this session:

- How to identify and track the competition across multiple search results
- Blended Rank, Carousel and SoMoLo strategies and tactics
- How to make the most of advancements in authorship

Thursday, August 21st | 4:15 pm -5:15 pm

#1c: Mobile Search Space –The Multi-Device Type Market

Mobile growth and adoption has skyrocketed to become one of the fastest-growing channels for driving revenue through consumer engagement. By 2017 there will be over 10bn-connected devices. Mobile is outpacing desktop X10 and because of this massive shift, marketers have had to recalibrate their strategies that once defined the industry. In this session hear success stories from brands that have been able to turn these shifts into opportunity.

What you will learn in this session:

- How to track and measure rank and performance across multiple device types
- Mobile search trends across verticals and device types
- How to utilize content, video and responsive web design for mobile audiences

Thursday, August 21 | 5:30 pm – 6:30 pm

#1d: Advancements in Global Search –Beyond Translation

Enterprise SEO marketers developing a global footprint see tremendous value in global SEO. Targeting greater performance from global search engines is a top priority for enterprise search marketers since it is a gateway to increase leads, conversions and revenue. In this session hear how successful global SEO can translate to even greater marketing ROI.

What you will learn in this session:

- How to identify new target markets and trends across global SERP's
- Understanding the difference between both localization and translation strategies
- How to reinforce your global brand presence whilst complying with global laws

Friday, August 22nd | 9:00 am – 10:00 am

#1e: Scaling In-House –Building the Best Enterprise SEO Operation

SEO best practices have changed forever. The huge shift in market has meant that operational teams also have to re-structure accordingly. Your enterprise SEO strategy should be set up to take the in-depth analytics and data and actually act on it. It should also foster a collaborative mindset driven by streamlining the way marketing activities are executed. Enterprise SEO teams are in constant growth mode, with 61 percent of respondents in the BrightEdge 2014 Search Marketing Survey stating there was a promotion on their team in 2013. In this session experts will share tips and a processes that will help you build and, most importantly, scale your SEO and content campaigns to achieve maximum ROI.

What you will learn in this session:

- How to adapt and structure your business for maximum efficiency across multiple channels
- Identify new opportunities and career development for the Enterprise SEO
- How to measure and report SEO performance across multiple business functions

Friday, August 22nd | 10:30 am – 11:30 am

#1f: Best Practice Makes Perfect –SEO Success Stories

Practice does not always make perfect. Best practices make perfect. In this session, customers and the BrightEdge team will share key tips on what you need to be doing to succeed, right now, by utilizing the right combination of technology and expertise. Experts will guide you through examples of where best practices in SEO have resulted in outstanding results.

What you will learn in this session:

- The Top 10 things advanced SEO marketers need to be doing right now
- Best Practice examples and tips for the future
- Getting the most of BrightEdge and technology as your SEO partner in success
- Key insights into 'what is next' on the SEO horizon