



8:00 AM	Registration and Coffee	
9:00 AM	Opening Session - Music Hall 1+2 The Great UX Debate: What Google Says vs What Google Does Will Critchlow, Distilled	
10:00 AM	Coffee Break	
TRACK	SEO Room: Music Hall 1+2	PPC Room: Music Hall 3+4
10:30 AM	Data-Driven Technical SEO: Merging your Crawl, Analytics & Logfile Data for Better SEO Bastian Grimm, Peak Ace	How to Manage Your PPC Account at Scale Brad Geddes, Adalysis
11:15 AM	Short Break	
11:20 AM	Giving Robots an All Access Pass – Tags, Sitemaps & API Indexing Jes Scholz, Ringier	When to Use Machine Learning for Your Own PPC Campaign Management: A Hands-On Guide Christopher Gutknecht, Bergzeit
12:05 PM	Lunch Break	
1:30 PM	Do-it-Yourself – A Walkthrough of Tooling on the Google Cloud Platform Simo Ahava, 8-bit-sheep	A Modern Marriage: Consumers and Advertising or how Advertising in the New World can be Successful and Fun Purna Virji, Microsoft
2:15 PM	Short Break	
2:20 PM	Browsers in 2020: Evergreen Googlebot, Broken Cookies & Portals Tom Anthony, Distilled	How to Automate Search Term Reports Marco Frighetto, Booster Box
3:05 PM	Coffee Break	
3:35 PM	PWAMP: The Definition of Mobile-Friendly SEO Max Prin, Merkle	Customized Ads = Greater Ads Martin Röttgerding, Bloofusion Koos Hoeijmakers, Greenhouse
4:25 PM	Short Break	
4:30 PM	Evening Session - Music Hall 1+2 The Data Must Flow – Making Data Quality Everyone’s Business Simo Ahava, 8-bit-sheep	
5:30 PM	Networking Reception in Exhibit Hall	
7:00 PM	Dinner for all Attendees and Speakers nhow Hotel Berlin	



8:30 AM	Morning Coffee		
9:00 AM	Morning Session - Music Hall 1+2 Level Up Your Reporting with Google Data Studio Dana DiTomaso, Kick Point		
10:00 AM	Coffee Break		
TRACK	SEO Room: Music Hall 1+2	PPC Room: Music Hall 3+4	Deep Dive Room: Jazz 1+2 Preregistration necessary
10:30 AM	Large Scale Local SEO Izzi Smith, Sixt	Aligning Your Marketing With Your Customer's Journey Amy Bishop, Cultivative Michelle Morgan, Clix Marketing	Crawl Budget is Dead, Please Welcome Rendering Budget Robin Eisenberg, Botify 
11:15 AM	Short Break		
11:20 AM	Behemoth SEO: Search Strategy for Really Big Websites Philipp Klöckner, Rocket Internet	Shopping: The Process of Reducing Products (in Google Ads and the Feed) to Increase Overall ROI David Walker, Segmatic	Secret Weapon Conversion Action Sets – How to Optimize for Different Conversion Types on Campaign-Level Within the Same Google Ads Account – Without Third-Party Tools! Dennis Fäckeler, The Homelike
12:05 PM	Lunch Break		
1:30 PM	YouTube Optimisation Tips for the Advanced SEO Aleyda Solis, Orainti	Google Ads Script + Google APPs scripts + Big Query + Datastudio = Magic! Marcel Prothmann, Peak Ace	No Session
2:15 PM	Short Break		
2:20 PM	Optimizing for Accessibility + SEO Laura Lippay, Comcast	Are Audiences the New Keywords? Leo Jennings, Brainlabs	Advanced Automation for Google Shopping and Search Ads Jacques van der Wilt, DataFeedWatch 
3:00 PM	Coffee Break		
3:30 PM	Breaking Down NLP for SEO Paul Shapiro, Catalyst	How to Work with New Google Ads API via Ads Scripts Dmytro Tonkikh, Flatfy.com	No Session
4:15 PM	Short Break		
4:20 PM	Closing Session - Music Hall 1+2 What Happens When Everybody's Website is Fixed? Jono Alderson, Yoast		
5:15 PM	End of SMX Advanced Europe		
6:30 PM	SMX Advanced x Peak Ace After Show Meetup 6:15 PM - Departure of Shuttle Bus from the nhow hotel Peak Ace Headquarters: Leuschnerdamm 13, 10999 Berlin		