S M X®
SEARCH
MARKETING
EXPO

Day 1 - Wednesday, March 18, 2020

8.00 am	*Registration and Coffee*

8.30 am	*Saal 2*

SMX Orientation Meeting

First time at SMX? Get the scoop on accessing presentations, WiFi, power food, networking and great content. Plus you'll meet part of the SMX team as well as other "first-timers" and start making connections before the show starts. Open to all attendees and speakers.

Speaker:
Sandra Finlay, Conference Director SMX Munich, Rising Media

8.45 am	*Entrance to Opening Keynote*

9.00 am	Opening

Saal 1

Speakers:
Sandra Finlay, Conference Director SMX Munich, Rising Media
Alexander Holl, CEO, 121WATT

9.10 am	Keynote

Saal 1

What Happens When Everybody's Website is Fixed?

For many of us, a big part of our job is essentially to fix or improve things. We seek out marginal, incremental gains to make our platforms, brands and performance 'good enough', or at least, 'less bad than our competitors'. What happens when all of this is no longer necessary? When everybody's website, app or software is perfect? Google's involvement with projects like AMP, Schema, and WordPress is changing the web. For better or worse, they're standardising our ecosystem – and their momentum may now be unstoppable. Few of our brands are equipped to compete – or even to survive – in this new world. We need a radically different way of thinking, and for many, it may already be too late.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Jono Alderson, Special Ops, Yoast

10.00 am	*Coffee Break*

10.30 am	SEO and PPC Basics

Saal 5

Holistic SEO: Sustainable Ranking for Important Content

The same areas always receive too little attention during optimisation. Nobody likes to take care of FAQs, job pages, legal content like imprint and privacy, pagination pages, archives, keyword pages, and much more. These website areas are unpopular because they have no clear goals. Once set up, they fall off the radar. The worst thing, however, is that it is precisely these areas that cause holistic optimisation problems on the website. In this hands-on session, André defines the possible SEO targets for the "unpopular" website areas and ways make optimization sustainable.

Speaker:
André Goldmann, Founder, Büro für gute Websites

SEO

Saal 1

Level Up Your Site Taxonomy with AI

A strong site taxonomy is at the core of SEO, but delving into data to design the optimal architecture is time consuming. So many sites "set and forget". But there is a better way. Utilising machine learning and easily collectable data, such as user behaviour in Google Analytics, sites can intelligently grow their site taxonomy to better meet the needs of both search engines and end users. In this session, Jes will explain how using open source algorithms brands can automate, with oversight, the design of their site taxonomy to enjoy significant SEO & on-site KPI wins.

Speaker:
Jes Scholz, CMO International, Ringier

PPC

Saal 13a

Lessons learned over 21 Years of Managing PPC Accounts

Brad has worked in PPC since 1998, and over those years he was worked with companies who manage tens of thousands of small PPC accounts and other companies who spend millions on marketing each month. He has worked with brands such as Amazon, Yahoo, Google, Salesforce, LexisNexis, Adidas, and Expedia. Not one to hold secrets and passionate about sharing knowledge, he will present his most valuable learnings from big and small accounts. Learn how essential processes are to consistency when you have employees coming and going (especially in agencies), how perfect control over your account comes with a cost to volume and how you should prioritize, why Google is not your friend nor your enemy but simply a platform with a universe of rules you need to understand, why search terms matter, not the keywords and how you should focus your account on the user experience with your ads and website.

Speaker:
Brad Geddes, Co-Founder, Adalysis

Analytics & Data

Saal 13b

Engagement Replaces Performance Marketing - How GDPR Saved Web Analysis

GDPR, "Intelligent Tracking Prevention" or "Enhanced Tracking Prevention": The analysis of data and thus the evaluation of digital marketing in terms of performance is one of your greatest challenges. The mistrust in your own data has increased massively. But maybe we should never have trusted our data in the first place! Cross-device breaks and cookie erasers have always given a wrong view of the data. In this session, Alexander Holl will show you why a campaign evaluation based on engagement is more effective and qualitatively better and will focus you back on the true purpose of web analysis: Optimising your digital marketing and your website.

Speaker:
Alexander Holl, CEO, 121WATT

Search Beyond Google

Saal 4

YouTube Marketing - Getting the Best out of PPC and SEO

YouTube is (or should be) part of every marketing strategy. Why? Video works! We kick off with a power session that will look at both PPC and SEO for YouTube. First, Joe will explain the differences and benefits of TrueView in-stream and TrueView video discovery campaigns, and when to use each kind. He will then focus on targeting and placement options, and how we can build awareness and drive action with video campaigns in Google Ads. Learn how to use YouTube videos to improve other advertising campaigns. Then, Aleyda present highly actionable tips and insights about how to increase your YouTube video rankings, engagements, and recommendations within the YouTube platform. Learn how to leverage your YouTube videos to improve your Google's organic search results rankings for your own site.

Speakers:
Aleyda Solis, International SEO Consultant, Orainti
Joe Martinez, Director of Client Strategy, Clix Marketing

Saal 2

'Don't think twice, it's allright'. Behavioral Economics for an Intuitive Internet.

For more than a decade, the science of behavioral economics has rapidly grown in an academic context. But the practical impact is still highly limited and expert assertions are stuck on the level of, "push the buy-button in your customer's brain". That is not only ridiculously misleading but also far away from unleashing the full power of turning the latest breakthroughs in behavioral economics into practice. In this session, Philipp will show you, how to use cutting edge psychological research in the context of digital growth and UX and how to clearly differentiate between inflated expectations and effective approaches.

Speaker:
Dr. Philipp Spreer, Principal, elaboratum

11.30 am   *Room Change*

11.35 am   SEO and PPC Basics

Saal 5

PPC Transitions from Start to Finish

Change is a fact of business life. Clients come and clients go, companies switch agencies, responsibilities change, people come and they move on. PPC transitions are an opportunity to get the things done that should have happened a long time ago and to take a fresh look at existing structures and processes. In this session, you'll learn best practices for transitioning accounts -- from audits, to restructures to managing expectations. In this session we will plan for extra Q&A time.

Speakers:
Sebastian Stryj, Director Performance Marketing, SEM Boutique
Jakov Greenyer, Online-Marketing Manager, Hörmann

SEO

Saal 1

Structured Data: What is Mandatory, What is Optional and How do my Competitors Actually do it?

You put a lot of work and time into your structured data, but of course there is no guarantee that users will ever see your content. Because not all of the structured data you implement is surfaced by Google. How do the others actually do that? Your competitors? In this session we will show you how you can set up a competition analysis to understand what works for your competitors and what doesn't, which data will be made visible with high probability, which won't... and why! Learn what is mandatory and what is optional when it comes to structured data, and what are the best practices for certain industries, such as e-commerce or B2B.

Speakers:
Sam Nemzer, Consultant, SearchPilot / Distilled
Izzi Smith, Technical SEO Analyst, Ryte

PPC

Saal 13a

How Ads Scripts Simplify Life in Multi-Accounts: Case Study Ulla Popken

It is no secret that automation with Ads Scripts helps to manage accounts much more effectively. However, the application possibilities are much broader than most people know. In this session we will show you concrete scenarios from Ulla Popken in which scripts can help you with multi-accounts and give you a more comprehensive overview: automating multilingual accounts, controlling your profitability, and eliminating errors by checking standard settings. And of course, Ivana and Larissa will provide the Ads Scripts so you can directly put them to use in your company.

Speakers:
Ivana Nikic, Teamlead SEA, norisk Group

Larissa Ramsauer, SEA Managerin, norisk Group

Analytics & Data

Saal 13b

Using Analytics to Drive Global Testing Strategies at Scale

Do you want to understand how to fully utilize analytics to power global testing strategies. We will cover the importance of unified global goals, strategies and reporting to drive test results and insights across all regions. Maria will share with you the way Adobe approaches a scalable process for paid search and organic search in these areas. Tests shared will include the process, analytics and next iterations of; localization within paid search and organic search, creating new global, localized, page content to drive both brand and non brand results organically, the importance of paid search account structure for a grouping of countries (emerging EMEA) vs targeting specific markets (France and Germany) and more.

Speaker:
Maria Corcoran, Senior Global Search Operations Manager In House Search Team, Adobe

Search Beyond Google

Saal 4

The Amazon Ranking Algorithm

One search slot, multiple results and whoever is at the top is the winner. As it is the case with Google, a high ranking of your products in Amazon is decisive for short-term success. With the help of controlled experiments Trutz has examined the different listing elements (title, bullets, description, A+ content etc.) with regard to their importance for the relevance of a product. He will present the results and give concrete tips for optimizing your products.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:
Trutz Fries, Founder and Managing Director, REVOIC

SMX for E-Commerce

Saal 2

Link Building for Online Shops: The End of "Linking Anxiety"

One of the biggest challenges for online shops has always been link building, because hardly anyone wants to link to commercial content. However, high-quality backlinks still play a key role for good Google rankings. How does a shop site owner without an extremely strong brand get natural backlinks, get the most out of the backlinks (that he won with extremely hard work) and scale this complex process? In this session Alexander shows you proven link building tactics that work for (almost) every shop. You'll learn how to win backlinks that deliver (sustainable) results and when / where backlinks make sense. He will also cover how to create content with Link Intent, how you effectively design outreach for German-speaking countries and what you should avoid when building links for your shop.

Speaker:
Alexander Rus, Founder, Evergreen Media

12.30 pm	*Lunch Break*

1.45 pm   Keynote

Saal 1

How to Rethink the Way You Tell Your Story aka Don't be Afraid to be Wild

How did Uber, Yelp, Simple and others get there from zero in such a short time? What makes them different? It's the way they tell their story. They are not afraid to be wild and different. How can you apply this to a company set in its ways? Find the little ways to prove that different ideas work. Tell your story in a new way that sticks in a fast-changing environment - whether you're B2B or B2C. Michelle was SVP of Marketing at Automattic and was as an early employee at Yelp, Uber, and Simple where she led teams of scrappy marketers using creativity and determination to become household names. She worked for Fortune 500 companies like Continental Airlines and Gap, where she crunched big data before big data was a thing, ran multi-million dollar campaigns,

and learned the discipline and creativity required to run global marketing efforts. In her keynote she will inspire you to rethink your story and tackle challenges with brain power rather than purchase power.

Speaker:
Michelle Broderick, CMO, Untitled Startup

2.30 pm   *Room Change*

2.35 pm   SEO and PPC Basics

Saal 5

Top Performance Score with Lighthouse

Lighthouse is a Google tool for improving the quality of web pages and it can help you to achieve a very high performance score. In this session we will give you first an overview of the tool, the most important measuring parameters and an overview how to use the tool efficiently for the performance of your website. Then we will dive right into how using Lighthouse can improve your page speed and performance and have your website load in a second on first and subsequent loads, even on mobile devices with a slow 3G connection. From automation to performance budget - we will give you the crucial tactics needed to achieve a high Lighthouse performance score.

Speaker:
Bastian Grimm, Director Organic Search, Peak Ace AG

SEO

Saal 1

The Art of Crawling: Optimising the Crawl-Process

Each SEO uses crawling tools to analyze websites and uncover errors/potentials. But often only the standard reports are used, e.g. to detect missing meta descriptions. This session is about optimal crawl preparation, efficient execution and advanced analysis techniques that go beyond the typical tips. What is the benefit of matching the XML sitemap with the crawl? How can internal linking be optimized? All this and much more will be shown using common tools (Screaming Frog, Ryte, Sitebulb ...).

Speaker:
Markus Hövener, Managing Partner, Bloofusion

PPC

Saal 13a

Google Ads + Marketing Automation for B2B = More qualified Leads and Sales

At the beginning of the buying decision process, Google Ads keywords do not work for direct selling or attracting enquiries but are important in the decision-making process. Often they are simply discontinued, or they are running along without any more attention and even with landing pages that don't fit. Neither usually leads to a conversion and generates an acceptable CPA. But these search queries are really important for decision making in the early phases of the purchasing process. Users inform themselves and build trust. This gap in the customer journey can be closed by combining PPC & Marketing Automation. In this session Robin will explain how you can build a Google Ads strategy for longer decision-making processes and support it by high-quality content and marketing automation so that not every contact with potential customers has to be bought again and again via Google Ads.

Speaker:
Robin Heintze, Founder and CEO, morefire

Analytics & Data

Saal 13b

Questioning Data Quality and Troubleshooting Tracking Gaps

Is your data is as accurate as can be? Regardless of how much money and how many resources you spend based on your data, you always have to question its quality to get an accurate picture. In this session Christopher will discuss the typical pitfalls of sales tracking, the differences of click and session tracking, as well as Analytics and Google Ads Tracking. You will learn how much ad

blockers, ITP and 3rd party cookies influence your data and how to deal with GDPR issues regarding redirect cookies and sitewide tags. He will also cover the role of attribution settings and models, the most important settings in Google Tag Manager, advanced techniques for backend tracking, and GTM & GA monitoring. You will walk away with many hands-on tips to assess data quality and a checklist, because this session is covering a lot!

Speaker:
Christopher Gutknecht, Head of Performance Marketing, bergzeit

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Search Beyond Google

Saal 4

Using PPC to Fill the Top of the Funnel: Building Awareness Campaigns in YouTube, Facebook, LinkedIn, and Quora

Search can only capitalize on the demand that is already out there. If you are maximizing the reach from all the keywords you want to target, but also want more search traffic, you are going to have to work on creating the demand yourself. This session will showcase how to research and target new customers that will come back and convert. Learn how to build awareness campaigns in YouTube, Facebook, LinkedIn, and Quora.

Speakers:
Joe Martinez, Director of Client Strategy, Clix Marketing
Michelle Morgan, Director of Client Services, Clix Marketing

SMX for E-Commerce

Saal 2

Connecting the Dots: Using Google's Infrastructure to Fuel Your PPC Campaigns

IT, processes, merchandise management - every retailer is different. But thanks to Google's monopoly, most retailers have created interfaces whose potential is often not recognized. Product data that retailers make available plays a central role in many ways – this could be as a data feed, on the website, or for Google Analytics. In this session, Martin Röttgerding presents for the first time a new approach based on linking these and other data sources. Based on this, Martin will show you ways, how to use the collected data most efficiently even if you are dealing with chaotic structures - be it for the automatic provision of ad elements and extensions, for the optimization of product data, or for anticipating performance changes.

Speaker:
Martin Röttgerding, Head of SEA, Bloofusion

3.30 pm	*Coffee Break*

4.00 pm	SEO and PPC Basics

Saal 5

Part 1

4:00 -4:30 pm: New Display Formats: How OTTO is using Gallery Ads and More

Search is getting more and more colourful, Google is experimenting with newer formats, and text ads with 3 lines have long since become obsolete. In a jungle of gallery ads, video ads, audio ads, comparison listings, picture-text-combinations, and all the other options it's not easy to keep track. Which new formats deserve your attention? What requirements do advertisers need? How can you evaluate and measure the success of new ads? OTTO has always been one of the first movers when it comes to implementing new ad formats, and in this session Melanie will give you current insight into OTTO's positive and negative experiences..You'll also learn about the opportunities for shopping platforms and the opportunities for other industries with the new formats.

Speaker:
Melanie Schlegel, Head of Paid Search, Otto

Part 2

4:30 - 4:55 pm: B2B Customers Are Also People - Audiences in B2B Marketing

Google's target groups for search and shopping now offer a wide range of possibilities for selecting user segments that fit perfectly: from new parents to fans of fast sports cars. For B2B companies,

however, it is often not possible to find a suitable target group. How can Google's target groups still be used sensibly in search and shopping? And how do Audience Insights help you get closer to your target group? Sonja will show you how to find target groups out of the box, that can be used for campaigns and how your collected target group data from PPC can be used for other marketing channels.

Speaker:
Sonja Winter, Department Managerin SEA, GastroHero

SEO

Saal 1

Realtime Technical SEO - Auditing and Fixing ... Live and on Stage!

Jono and Tom will team up in this session and it is going to be different. They will dissect a website and fix problems in real-time. They will show creative solutions to various problems that often prove to be blockers for SEO teams to get fixed. This session is for you if you want to think outside of the box and are interested in creative problem solving without spending tons of money and time.

Speakers:
Jono Alderson, Special Ops, Yoast
Tom Anthony, VP Product, SearchPilot / Distilled

PPC

Saal 13a

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 or Multiple Ads Accounts!

Are you running Google Ads campaigns along your customer funnel? Who doesn't? But you probably have difficulties dealing with different conversion goals per campaign. It's tough optimizing upper funnel campaigns for leads, middle funnel campaigns for micro conversions, and end funnel campaigns for macro conversions. Fortunately, Google has its own answer now. No more annoying fiddling with third-party tools or very expensive tools with Enterprise solutions. The answer is campaign-level conversion action sets. For many SEAs, this means that their wildest dreams come true and there are countless new possibilities to scale their account. Dennis will give you exclusive insights about utilizing this feature. He has successfully used conversion action sets in a B2B marketplace, a SAAS solution, and a marketing agency. This session will be filled with expert knowledge about how Smart Bidding, Conversion types and conversion action sets works together, how to setup an optimal campaign structure and how to set up conversion action sets in a single account in your MCC with shared conversions.

Speaker:
Dennis Fäckeler, Chief Growth Officer, Userlutions & Rapidusertests

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Analytics & Data

Saal 13b

Personas and User-Centered Design

Personas have gotten a bad rap — but they aren't the characters for your next great novel — they're segments of your actual audience that you need to reach. Studying real people and real data will stop your guessing and ensure you start hitting your goals. In this session Dana will show you how to find meaningful segmentation approaches in analytics based on your personas, so you will know that you are providing the right things (design, content, calls-to-action, etc.) at the right time, to the right people.

Speaker:
Dana DiTomaso, President & Partner, Kick Point

Search Beyond Google

Saal 4

PPC on Every Channel? How to Keep Track of TikTok, LinkedIn, Amazon & Co and how to Allocate Your Budget

The PPC landscape is becoming more and more diverse and there are more and more new options beyond Google Ads. Keeping track is only the first challenge. Every company wants to be

innovative and today this includes the presence on the channels that are relevant for your target group. So how and on what basis can you decide where your company should be present and which new channels you don't have to bother with? How do you redistribute budgets? Which resources, employees, or measures do you need where it is important? In this session Katja will give you an overview from a management and organizational perspective and will focus on the channels TikTok, LinkedIn and Amazon.

Speaker:
Katja von der Burg, Founder and Managing Director, Projecter

SMX for E-Commerce

Saal 2

DYI Internationalization for E-Commerce: Technical SEO Challenges and Solutions

Every online shop operator knows the problem: If you expand internationally, it works quite well in the beginning as long as there are only two or three countries and at most one other language involved. However, with the next expansion step most SEOs start to hit a brick wall. Of course there are many tools on the market, but they are either very expensive or not suitable for your special needs. So why not just build your own tool? That's easier said than done, of course. In this session Alin will show you a process you can use if you want to build a DYI SEO tool for the internationalization of your online shop. Alin will specifically address which tasks (automated hreflang implementation, search & replace via stored meta information, meta information via bulk upload etc..) are suitable and which problems (PIM - URL Validation, Category - Mappings, upload function per website segment etc.) can be solved.

Speaker:
Alin Radulescu, Consultant

4.55 pm	*Room Change*

5.00 pm	Evening Keynote

Saal 1

SEMY Presentation of the Nominees, Voting and Award Ceremony

It will be exciting! Who will be the lucky winner and take home the renowned SEMY award? You decide. The nominees for the two categories, PPC Campaign and SEO/Content Marketing Campaign, will present their campaigns and then you, the audience, will vote for the winner!

Moderator:
Sina Landorff, Moderatorin, Sina Landorff

Speakers:
Ilenia Sarman, Head of Brand & Content Marketing, Stylight
Marta Lazcoz Gomez, Senior Professional SEO, Sixt
Christian Frei, Project Manager Digital Marketing, Dept
Tanja Zabel, Head of Search & Google, Territory Media
Nicole Treipl, Head of SEO & Content, BlueGlass
Julia Thoenes, International Account Director, morefire

6.00 pm	*Networking in the Exhbition Area*

7.00 pm	*End of Networking in the Exhibition Area*

7.30 pm	

SMX After Dark Networking Event

Day 2 - Thursday, March 19, 2020

8.00 am *Registration and Coffee*

9.00 am   <u>New Work in a New World</u>
Saal 5

Ethical Email Marketing - Improving the Customer Experience and your Profit

Automation is here, AI is here, we have more tools than ever to send truly personalised email marketing, we analyse everything, and we know our customers better than ever… it is getting creepy. Let's take a step back in this session and talk about how much of this new world makes the experience better for the customer. Let's think about how we can create ethical email marketing campaigns and what they need to look like. If we can go down that path we might (but don't have to!) lose some short term wins, but in the long run, we gain reputation, the trust of our customers and profit.

Speaker:
Jenna Tiffany, Founder & Strategy Director, Let'sTalk Strategy

<u>SEO</u>
Saal 1

Supercharging your Technical E-Commerce SEO

Are you managing SEO for an online shop or a retail offering? You are selling goods online or run your very own web shop? Bastian is sharing his top tips and best practices from 100+ technical SEO audits with the sole focus on making your ecommerce platform perform better in organic search. In this technical session we're talking about unique, e-commerce related SEO challenges such as how to handle product detail pages, deal with out-of-stock situations, multi-category trees, large scale indexing scenarios, facetted navigation, sorting/filtering issues and much, much more.

Speaker:
Bastian Grimm, Director Organic Search, Peak Ace AG

<u>PPC</u>
Saal 13a

Managing Search Terms in a New Match-Type World

Google changed how exact match worked and not too long ago they changed phrase and modified broad match. These changes have caused some accounts to have a lot of issues and search marketers need to revisit their strategies to manage their search terms, duplicate queries and negative keywords to ensure they are receiving converting traffic. In this session, we'll look at the changes (the good and the bad), how to diagnose issues (Levenshtein distance, YoY or MoM query analysis etc..), analysis and workflow necessary to maintain control and conversions throughout the match type changes.

Speakers:
Brad Geddes, Co-Founder, Adalysis
Wijnand Meijer, Co-Founder & CEO, TrueClicks

<u>Content</u>
Saal 13b

Fraggles, Mobile-First Indexing & the New Way Forward in SEO

In this session Cindy will focus on how the launch of Google's Mobile-First Indexing is changing the SERPs, including Progressive Web Apps, Entity-First Indexing, and how the existence of "Fraggles" may indicate a larger change to how Google is indexing and organizing information. So how is Google benefiting from the shift to Mobile-First Indexing? What exactly are Fraggles in SEO & why are they important? Cindy will answer these questions and she will outline what you can do to help drive Fraggle Indexing for your own sites, and how you can monitor these kinds of results, since they are not well reported in any of the SEO tracking software.

Speaker:
Cindy Krum, CEO, MobileMoxie

<u>Specials</u>

Saal 4

Conversion Tracking 4.0 for Lead Generation: Integration with CRM-Systems

When we use a website primarily for lead generation, measuring the success of our PPC campaigns is a challenge: We can track how many leads we generate through our website, but we don't know which leads actually generated business. In other words, we have no idea how valuable the leads we generate really are. In this session Christian Ebernickel will show you how to integrate conversion tracking from Google Ads and Google Analytics into CRM systems, and how to use this data to control the PPC campaigns. Focus on generating leads that really drive your business.

Speaker:
Christian Ebernickel, Digital Analytics Consultant, Christian Ebernickel Online Marketing

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Sponsored Session

Saal 3

Erweiterte Automatisierung für Google Shopping- und Suchanzeigen

Shopping & Search Ads sind das A und O jeder E-Commerce-Strategie. Da Anzeigen immer mehr Plätze auf dem SERP belegen, ist es für Werbetreibende von großer Bedeutung, sowohl im Shopping als auch in den regulären Suchergebnissen präsent zu sein. Laut einer Google-Studie, ist die Wahrscheinlichkeit um 90% höher, dass Kunden die Website des Einzelhändlers aufrufen, nachdem sie sowohl Textanzeigen als auch PLAs gesehen haben.Sowohl optimierte Feeds als auch Einkaufs- und Textanzeigen, schaffen zusammen eine perfekte Grundlage für die Kunden, um eine schnelle Kaufentscheidung zu treffen. In diesem Deep Dive werden wir zeigen, wie feedbasierte Werbelösungen verwendet werden können, um den ROI Ihrer Such- und Einkaufskampagnen zu erhöhen und potenzielle Kunden mit einzigartigen und benutzerdefinierten Anzeigen zu erreichen.

Moderator:
Neele Hehemann, Social Media Marketing, Ephny

Speaker:
Martin Ender, VP Sales & Regional Manager DACH, DataFeedWatch

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9.45 am	*Room Change*

9.50 am	Keynote

Saal 1

Outranking your Competitors with Thought Leadership

Google and Facebook are your competitors and they don't play fair. As a result, we spend way too much time and effort focusing on the ranking game. But have you thought about how to make your brand stronger? A brand that people see as an authority? Unless you are coming out strong for (and therefore against) something, you are not a thought leader. Strong opinions are good for social media success and strong opinions can be good for links. Content substance (not engagement) is good for SEO. Is your brand willing to publish strong opinions? Most are not. Courage is key to leadership and in this keynote, Andy will give you some inspiration and hands-on tips on how to become a thought leader and how you should prioritise your efforts on strong opinions, substance, and the good old ranking game.

Speaker:
Andy Crestodina, Chief Marketing Officer and Co-Founder, Orbit Media Studios

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10.45 am	*Coffee Break*

11.15 am	New Work in a New World

Saal 5

Welcome to the New (Google) Job World

Google Jobs launched in the USA in the summer of 2017 and in Germany over a year ago. This has turned the job market upside down. Many job seekers don't leave the Google world anymore and it's largely unclear which pages are favored by Google and which are punished (and why!). Based on his analysis of how Google Jobs has changed the dynamics in the market, Marcus shows you

who the winners and losers are and what we know so far about the ranking algorithm. Afterwards you'll see how you can optimize and test for Google Jobs, how you can continue to find talent, and how important traditional job boards like Stepstone, Monster & Co. still are in this new world.

Speakers:
Marius Luther, CEO, HeyJobs
Marcus Tober, CTO and Founder, Searchmetrics GmbH

SEO

Saal 1

Technical Onpage & Onsite Clinic

What's working on your site and what isn't? In this session you can get Googles opinion on this question. All registered SMX Munich conference attendees can submit a site for review before the conference. Learn only from the best and use the chance to receive the most relevant feedback you can get! Submit your proposal now under onpageclinic@smxmuenchen.de (NB: only registered attendees can submit a site, not all proposals will be discussed in the session).

Speaker:
John Mueller, Webmaster Trends Analyst, Google

PPC

Saal 13a

PPC Data Visualisation – Beyond the Surface

Most people think about using Google Data Studio to create visual reporting dashboards that provide summaries of overall performance. But this is just scratching the surface of what you can use this platform for. Throughout this session you will learn lots of tips and hacks for using Data Studio to help you visualise your PPC, not just for reporting, but for daily management of your campaigns. Keep up to date with competitor trends, monitor performance against targets, uncover insights quickly to help you make better optimisation decisions. All this and more will be covered in this highly actionable session.

Speaker:
Samantha Noble, MD & Founder, Biddable Moments

Content

Saal 13b

Advanced Content Marketing and SEO: Higher Rankings and More Traffic in Less Time through Delegation and Repurposing

You've been at this content thing for a while and you're busier than ever. But your traffic is stuck at the same levels. You're working harder for the same results you got last year. It's time to adapt. To go beyond the obvious. To be more resourceful approach to your content. Andy is going to show you some unusual approaches to get more traffic in less time. This session is really for marketers with 5+ years of content marketing experience. But beginners will get value too.

Speaker:
Andy Crestodina, Chief Marketing Officer and Co-Founder, Orbit Media Studios

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Specials

Saal 4

Getting Google's Recipe Just Right for Local Businesses

To develop a local search strategy that works, you need to separate fact from fiction. And you need to be on top of all the Google changes related to Local SEO. Mike Blumenthal, regarded as the foremost expert on local search and Google Maps, earning the nickname "Professor Maps" ran an experiment over a period of 16 months. The challenge was to establish a local restaurant online, with only a Facebook presence, no Google listing, no website and no budget. Many questions were asked (and answered) on the way such as: Does Google or Facebook deliver more conversions? Can a Google My Business website rank? What impact do Google only tools have on rank? How much influence does NAP confusion have? In this session you can come on a ride with Mike and see the journey he took with this challenge. Get the answers you need to understand

what really matters in local search and what is only a myth based on real data and results. This session is relevant to small local business equally as it is for franchises.

Speaker:
Mike Blumenthal, Founder and Author, GatherUp

Sponsored Session

Saal 3

Beyond Media®
DIE INTERNET-OPTIMIERER

11:15 - 11:45 am: RULE YOUR LINKJUICE – Ranking Boost durch gezielte Linkjuice Steuerung

Innovativ und anwendungsnah wird in diesem Vortrag ein Verfahren zur Priorisierung und Verteilung von Linkjuice vorgestellt, das enorme Auswirkungen auf Deine Rankings haben wird. Durch einen selbst entwickelten Algorithmus wird der durch Backlinks eingehende Linkjuice berechnet und die aktuelle Verteilung auf die Unterseiten kalkuliert, eine Neuverteilung geplant und durchgeführt. Die Vorgehensweise und die damit erzielten Ergebnisse werden Dich davon überzeugen, dass diese Strategie eine absolute Innovation ist.

Moderator:
Neele Hehemann, Social Media Marketing, Ephny

Speaker:
René Seidel, SEO-Manager, Beyond Media

12.15 pm	*Lunch Break*

1.45 pm	New Work in a New World

Saal 5

S-E-SEO-O: Super Effective SEO Organizations

What does the perfect SEO organization look like? Does it even exist? Is optimal integration or maximum self-sufficiency more successful? Based on his experience with international platform companies and rapidly growing Unicorns, Philipp presents controversial theses on how to effectively establish and radically scale SEO in companies. Lars takes up these thoughts and shows what dynamics and conditions work in large companies, and why relationship management is the answer to many challenges. Expect an exciting mix of progressiveness, profundity and proven.

Speakers:
Philipp Klöckner, External Search Consultant, Rocket Internet
Dr. Lars Osthoff, Head of SEO, 1&1 IONOS

SEO

Saal 1

Excel making your life hard? Here's Jupyter

Every week you are probably doing something that costs you hours and sets you up to make big mistakes. It could be ruining your presentations, losing you traffic, even costing you money and you don't find out until it's far too late. The mistake you're making? Opening Excel. Robin will show examples of how easy it is to use Jupyter Notebooks instead, to make your life easier and get results for your clients and bosses.

Speaker:
Robin Lord, Senior Consultant, Distilled

PPC

Saal 13a

Using Psychology to Improve Your Google Ads Performance

While the options in Google Ads (including Gmail ads, user-generated Shopping ads, YouTube ads and Text ads) change at a dizzying speed, human behaviour changes slowly and the way that people make clicking or buying decisions remains broadly the same. So how do all these new opportunities match the reality of human behaviour? In this presentation, Andi will take you

through some key areas of customer buying psychology and explain how you can use them to improve the performance of your campaigns.

Speaker:
Andi Jarvis, Founder & Strategy Director, Eximo Marketing

Content

Saal 13b

Leveraging the Quality Rater Guidelines for a Content Audit

Which content does Google consider "High Quality Content"? It's extremely difficult to answer this question as there are many aspects to it. Understanding the Google Quality Rater Guidelines and being on top of all the updates is challenging, but a very important step to maintaining high quality content. Everything in Google's Search Quality Rater Guidelines (QRG) is either already being algorithmically determined by Google or is something that Google wants to deal with in their algorithms. Marie and her team have spent a huge amount of time analyzing the QRG and all the changes over the years. In this session, she will discuss how to leverage the guidelines to audit and adjust your existing content.

Speaker:
Dr. Marie Haynes, Owner, Marie Haynes Consulting

Specials

Saal 4

Implementing Data Security: Performance Marketing in GDPR World

We have been living and working with GDPR for almost two years. While there is clarity about most corporate consequences, GDPR is still a source of great uncertainty for online marketing. With the example of cross-domain user journey tracking, we will show how to tackle current legal tracking difficulties. Martin and Jens will use concrete examples to show how to deal with European Court law and what innovations the ePrivacy Regulation will bring.

Speakers:
Dr. Martin Schirmbacher, HÄRTING Rechtsanwälte
Jens Wollesen, Data Protection Officer, Scout24

Sponsored Session

Saal 3

Don't Let the GDPR Kill Your Marketing Strategy: Maximizing Opt-In and Building a Compliant Marketing Program

Global privacy laws like the EU's General Data Protection Regulation (GDPR) and impending ePrivacy Regulation are creating new challenges for advertisers. Since the dawn of the internet age, advertisers have commonly relied on pre-checked boxes, cookies and targeted advertising to understand their audiences and automate marketing activities. While the GDPR and ePrivacy don't prohibit the use of these strategies, new consent requirements require advertisers to rethink the way they interact with users. How can advertisers deliver on-brand privacy notices? What are innovative ways to approach cookies and consent to increase opt-in rates? In this session, Joe Porter will answer these questions, review advertiser's compliance requirements around legitimate interest, consent, cookies and ad tech and provide thought-provoking examples of new ways to think about compliance to maximise user opt-in in the GDPR era.

Moderator:
Neele Hehemann, Social Media Marketing, Ephny

Speaker:
Joe Porter, Marketing and Privacy Manager, OneTrust

2.30 pm | *Room Change*

2.35 pm | New Work in a New World

Saal 5

Agency Talk: Is the Google Partner Program About Quality or Google's Turnover?

Google is updating its affiliate program. The criteria for agencies that want to call themselves Google Partner or Premier Partner will be much tougher from June 2020. The reason for this is the focus on quality. But if you take a closer look at the changes, you get a different impression. After all, it is also a question of how many of Google's recommendations will be implemented. However, these are not always for the benefit of the advertising customers, but rather ensure that more spending goes to Google. In this session, agency executives will discuss how they see the changes, how they are dealing with them and what agency clients should look for in working together to ensure that the focus is on the best results for the clients and not Google's will.

Speakers:
Robin Heintze, Founder and CEO, morefire
Martin Röttgerding, Head of SEA, Bloofusion
Oliver Zenglein, CEO, SEM Boutique

SEO

Saal 1

SEO Fight Club: Marcus Tandler & Guests

This session will be different to all the others. Marcus Tandler and his guests bring some controversial theories that you think are either completely valid or complete nonsense. Each thesis will be presented and then the worthy opponent has a say. After that, it is your vote, that counts! Will the devil's advocate or the voice of reason win?

Fight 1: "Structured Data" (Opportunists vs.Don't-feed-the-Beast-Skeptics)
Pro: Izzy Smith - Contra: Philipp Klöckner

Fight 2: "CTR is a ranking factor"
Pro: Aleyda Solis - Contra: Jes Scholz

Fight 3: Edge SEO - The Future or just a lazy solution?
Pro: Tom Anthony - No: Jono Alderson

Speakers:
Izzi Smith, Technical SEO Analyst, Ryte
Philipp Klöckner, External Search Consultant, Rocket Internet
Aleyda Solis, International SEO Consultant, Orainti
Jes Scholz, CMO International, Ringier
Tom Anthony, VP Product, SearchPilot / Distilled
Jono Alderson, Special Ops, Yoast
Marcus Tandler, Founder & CEO, Ryte

PPC

Saal 13a

Google Shopping Automation: Model-Based and Data-Driven Approaches

Having a wide diversity of products and a presence in many different markets are just two of the big challenges for large scale E-Commerce companies. Of course there are lots of automation possibilities and tools, but the implementation is more than complex. In this session Philip will show you the advanced use of Google Shopping automation. You will learn how to automate your product feeds with Google BigQuery, how to analyse and check for errors, how to establish an automated shopping product listing algorithm for all accounts, and how to implement a Google Shopping Price Crawler both for Germany and international markets. And we will look at the analysis of competitor pricing... Without understanding how competitive your prices are, you fail at sales.

Speaker:
Philipp Mainka, Head of Online Marketing, Zooplus

Content

Saal 13b

Transactional vs. Informative. Is the Domain Focus a Ranking Factor?

The satisfaction of the user intention is undisputedly an important factor when it comes to success in search engines. Corinna and Marco asked themselves whether the domain focus is influencing

the ranking. So two competitors in the travel market, Holiday Guru and Check24, started an unprecedented experiment – and they did find an answer.

Speakers:
Marco Lauerwald, CMO, watt24
Corinna Rudolph, Head of SEO & Content Marketing, CHECK24

Specials

Saal 4

From Opportunity to Costumer in a Omnichannel World: Using PPC for Lead Generation

Lead generation presents different challenges than Ecommerce. The sale isn't made in an instant on a website. We have to offer, show, and then deliver on value through a sometimes lengthy buyer journey. In this session, we'll step away from the keyword strategies and focus on the mechanics of a successful lead generation campaign and how to generate sales down the funnel. We'll talk about everything from creating and choosing your calls to action (most CTAs are really crap), to strategies to improve lead quality rather than quantity, and finally how to reach users in your buyer funnel through ad channels to engage them through to customer.

Speaker:
Michelle Morgan, Director of Client Services, Clix Marketing

Sponsored Session

Saal 3

SMARKETER
DAS BESTE FÜR IHREN ERFOLG

2:35 - 3:05 pm: Google Shopping Ads: 7 Top Tipps für den Umsatz Boost

Für jeden Shopbetreiber ist Google Shopping ein Must-Have. Aber um wirklich erfolgreich zu sein, braucht es mehr als nur ein Merchant Center. Benjamin gibt euch in dieser Session 7 Tipps für eure Google Shopping Kampagnen, die ihr sofort umsetzen könnt. Ihr lernt, wie ihr eure Kampagnen gezielt auf kostengünstige Klickpreise und mehr Umsatz optimiert, wie ihr die typischen Fehler bei Smart Shopping vermeidet und wie ihr diesen zukunftsweisenden Algorithmus schon heute richtig einsetzt.

Moderator:
Neele Hehemann, Social Media Marketing, Ephny

Speaker:
Benjamin Wenner, Strategic SEA Consultant, Smarketer

3.30 pm   *Coffee Break*

4.00 pm   New Work in a New World

Saal 5

Growth Hack Your Corporate Brand - Profitably!

True Growth Hacking has very little to do with just content marketing. It is a way to think, a way to test, and a way to make online marketing agile. Get insights on possibilities to identify low-hanging fruits and how to implement new ideas - whether you are a startup or in the middle of a digital transformation at a more traditionally structured company. We will look at concrete examples on how to move the needle faster and have a Q&A at the end.

Speaker:
Christina Utz, C-Level

SEO

Saal 1

SEO Fine Tuning Session

Every SEO knows it: What worked well yesterday or was considered best practice is already old news today. Google implements changes all the time (and not always in a transparent way). And then there are the questions that somehow always remain open, even without changes from Google. In this session, Christian and Markus will give you answers to the questions that keep

coming up and show you the most important findings about the changes that many SEOs have to deal with. This session will be about Meta Tags snippet length, reviews for local companies and organizations, no more noindex in robots.txt, the new use of Meta Robots tags: nofollow, ugc and sponsored. The topics covered in this session will be updated accordingly, should there be any current developments.

Speakers:
Markus Hövener, Managing Partner, Bloofusion
Christian Kunz, SEO Südwest

PPC

Saal 13a

Cross Channel PPC Tactics to Champion a Highly Competitive Market

The only constant when it comes to user behaviour is change. Buyer's journeys are ever-evolving and becoming more complex, with this comes a challenge and also an opportunity. With AI's increasing presence in PPC, we have the unique opportunity to start to look outside of traditional search to drive great results.

In this session, Byron will show you how to distribute your resources, time and investment cross channel by using funnels to map the buyer's journey and implementing the funnel data using GTM to level up your audiences & campaign opportunities.

You will learn the similarities between key platforms - we focus mainly on Facebook and LinkedIn - and how to take advantage, and why knowing where users are in the buyer's journey can allow you to write results-driven ad copy. And of course, Byron will bring some real-life examples from clients to showcase the potential results.

Speaker:
Byron Marr, Paid Media Strategist, aira

Content

Saal 13b

How to Kick Off a Link Building Campaign Fast (Using Automation and Processes)

Getting a link building campaign off the ground in a timely manner can be a struggle because there are lots of elements to consider and many bottlenecks to overcome—the biggest of which is often finding email addresses and contact information. In this session, Josh will show you an advanced process that combines various tools (Ahrefs, Hunter.io, URL Profiler, Google Sheets, Neverbounce, Mailshake) to kick off a white-hat link building campaign quickly and efficiently. No VA's required.

Speaker:
Joshua Hardwick, Head of Content, Ahrefs

Specials

Saal 4

Zero Keyword SERPs: Google Discover Optimization

Google's vision of relevant results without search queries has become reality in the form of Discover. But many SEOs are still quite suspicious about this traffic source, even though many content providers already generate more traffic via Google Discover than via search! It's about time to deal with Discover. In this session Valentin shows you how Google Discover works, what role entities play in Google Search, News and YouTube and how to optimize for it. He also introduces an analytics setup that can be used for real-time analysis and solves the problem of detecting traffic from Google Discover.

Speaker:
Valentin Pletzer, Head of SEO, BurdaForward

Sponsored Session

Saal 3

Last update: April 1, 2020 . Rising Media Ltd. reserves the right to make any changes it deems necessary to this programme.

17 / 19

Voice Matters - Die Zukunft von Marketing & Sales

Wir blicken in die Vergangenheit und wagen uns Voraussagen zu treffen, wie die Zukunft moderner, marktführender Marketing & Sales Abteilungen aussieht. Der Head of Sales, Alexander Börsig, gibt Einblicke in seine Welt des Sales und warum speziell der Voice Channel für Unternehmen in Zukunft so wichtig ist.

Wie nehmen Kunden und Interessenten in Zukunft Kontakt zu Unternehmen auf?Welche Rolle spielen künstliche Intelligenzen und Bots?Was gilt heute, morgen oder aber in fünf Jahren?

Moderator:
Neele Hehemann, Social Media Marketing, Ephny

Speaker:
Alexander Börsig, Head of Sales, matelso

4.45 pm | *Room Change*

4.50 pm | <u>New Work in a New World</u>

Saal 5

Automation is Here to Stay - Time to Take it to the Next Level

Whether you like it or not, automation is here to stay and will continue to take on more of the work humans used to do. But history has shown that humans + machines are better than machines alone and that's true in SME as well. In this session we share techniques you can take home today to start collaborating with automations from Google. We will explain the concept of 'automation layering,' or how to combine automations from the engines with your own to take back control and improve results.

Did you think automated bidding means 'set-it-and-forget-it'? Or do you feel like you've lost the power to target your ads when close variants now include 'same meaning' queries? Not sure how you can still optimize ads when all Google wants are variations of headlines and descriptions?

This session will teach you how to take each of these automations to the next level by bringing your own human strengths and work together with the strengths of the machines.

Speaker:
Frederick Vallaeys, Cofounding CEO, OPTMYZR

<u>SEO</u>

Saal 1

How the Googlebot Renders JavaScript - A Look Behind the Scenes

In this technical session we take a look at the Googlebot and an even closer look at rendering. What does "rendering" actually mean? How does the Web Rendering Service (WRS) work? How is the WRS structured? What do I have to consider as a webmaster?

Speaker:
Martin Splitt, Developer Advocate, Webmaster Trends Analyst Team, Google Switzerland

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<u>PPC</u>

Saal 13a

Cloud for Marketing: Search Campaigns with Google Cloud Platform Automation and Machine Learning

BI data and Google Conversion data no longer need to be kept in separate silos. In this session, Lennart and Oliver will show you how the Google Cloud Platform can be used as a technical infrastructure to optimize search campaigns. The functionality will be explained using practical use cases.

Speakers:
Lennart Paulsen, Founder and Managing Director, Trakken Web Services GmbH
Oliver Zenglein, CEO, SEM Boutique

<u>Content</u>

Saal 13b

SEO-Driven High Quality Journalism

Die ZEIT is one of the most respected publications in Germany, which is mainly due to its quality content. The interesting thing about it is that at ZEIT ONLINE a considerable part of this content is based on topic clusters generated by SEO. In this session Jana will show you how SEO topics become editorial products. Learn how topic clusters have evolved from an unpopular keyword overview into an internally and externally popular addition to the content created by journalists. Based on the development of workflow and reach you will see how SEO and content are planned and implemented in tandem and how SEO is so integrated in the company and its processes that it has become an integral part of corporate culture.

Speaker:
Jana Lavrov, Head of Editorial SEO, ZEIT ONLINE

Specials

Saal 4

Analysing and Improving Your Brand SERP

{Brand} SERPs are your Business Card. Most people will search for your brand at some point before or during their working relationship with you. Google has no reason to present you inaccurately or unfairly. And most business owners assume Google shows complete, accurate, positive information to prospects who search their brand name. They are wrong. In this session Jason will explain how you can ensure that Google projects the brand image you wish to project to its users (the people you want to do business with!). You will learn which terms should be part of your brand identity (apart from the obvious ones like brand and product name), how to set up tracking and how to evaluate what message the SERPs are projecting about your brand. This will not only help you to understand the strengths and weaknesses of your digital strategy better but it will also help you with your reputation management.

Speaker:
Jason Barnard, The Brand SERP Guy, Kalicube

5.30 pm	*Room Change*
5.35 pm	*Saal 1*

Best Of Show / Key SMX Takeaways

Did you have a good show? Great! After two days of thought leadership, meaningful insights and tactical tips, you'll be sure to have your own list of top takeaways, favourite speakers and sessions. Of course, you couldn't attend every session – but have no fear! In this session you'll hear from our moderators what they found most valuable, as we recap the best information from the show and give you their opinion on how to prioritise the take aways.

6.00 pm	*End of SMX Munich 2020. See You Next Year for SMX Munich 2021*

Sessions are held in German.
Sessions are held in English.