

# SMXL Milan 2018

Mercoledì 07 Novembre 2018

## 08:00 Breakfast & Registration

## 09:00 Saluto di benvenuto

Fabrizio Curci, Amministratore Delegato - Fiera Milano

## 09:15 Chairman Welcome & Keynote

Igor Beuker, Speaker | Publicist | Entrepreneur | Investor | Trendwatcher - [igorbeuker.com](http://igorbeuker.com)

## 10:15 Morning Sessions

### **Guidelines and Best Practices for Successful SEO**

Seeking the latest trends and insights in SEO to outperform your competitors on Google and other search engines? This is the panel you're looking for. Expert speakers will share cutting edge techniques and the most advanced SEO knowledge available today. Presentations will provide actionable information you can use from day one back at the office. In this panel leading SEO experts will share their experience and help find the way forward in what has become a complex scenario complicated to manage.

#### Chairman:

David Amerland, Author, Corporate Speaker & Analyst - [davidamerland.com](http://davidamerland.com)

Bill Slawski, Director of SEO Research - Go Fish Digital

Greg Jacobs, Senior Seo Strategist - Found

Mark Preston, Straight-Talking SEO Troubleshooter -

### **Paid Search Explained, Avoids Migraines**

Search Engine Advertising is a sophisticated platform capable of delivering relevant and targeted ads to prospects. The risk of failing to deliver a positive ROI is real: this is an extremely competitive and dynamic marketplace where scenarios can change in a matter of hours. In this session you will learn from the experts how to tackle even the most complicated Pay Per Click Projects where management and execution are essential. Panelists will focus on how to create, manage and grow a campaign using the latest and most advanced techniques available today.

#### Chairman:

Gianpaolo Lorusso, Founder, ADworld Experience - Chairman, SMXL 2023

Cristiano Paolini, Web Marketing Professional - Drop

Micky Mereu, Founder and Managing Director - mickymereu.com

### **Organic Social Media Strategies**

Social Media plays an essential role in digital marketing - it affects your brand and influences consumer perception of your products and/or services. There are a number of channels out there and you face the dilemma of choosing which channels you should use to communicate with your consumer base and prospects: Where should you start? What should you do? How should you interact? Which strategies have proven to work best? This panel will offer real life examples, case studies and best practices to use on your projects.

#### **Chairman:**

Luca Conti, consulente e formatore in social media marketing -

Jitendra Vaswani, Founder, Internet Marketing blog BloggersIdeas.com - Product Founder, SchemaNinja.com

Hendrik Lennarz, Founder - www.GrowthEurope.com

Stefania Salvatore, Travel & Food Blogger, Social Media Strategist e Visual Storyteller. -

## **11:15 Refreshments & Expo Hall Time**

## **11:30 Mid Day Sessions**

### **Building a Better Web: Structured Data Applications**

The use of structured data is becoming a standard and the way forward to transform the web of random documents into an intelligent network of entities. Learn how you can use structured data today and increase traffic with more accurate, on target keywords. In this session speakers will show you the latest innovations on structured data modelling and strategies with practical applications, implementations and results.

#### **Chairman:**

Bill Hunt, President - Back Azimuth Consulting

Sante Achille, Search Marketing Consultant - Chairman, SMXL 2023

David Amerland, Author, Corporate Speaker & Analyst - davidamerland.com

### **Adwords Adversity - Making Google Your Ally**

Google Adwords requires planning, execution and constant monitoring of performance - an ongoing effort to stay ahead of competition and maintain a positive ROI. Adwords has evolved into an archipelago of tools: addressing your needs to deliver the best possible message at the right time, at the right place, to the right audience is challenging to say the least. Speakers will tackle the many problems adwords professionals face in defining advanced strategies to reduce CPA and create successful adwords campaigns.

#### **Chairman:**

Gianpaolo Lorusso, Founder, ADworld Experience - Chairman, SMXL 2023

Massimo Paolini, CEO and Chief Data Scientist - The Spectrum Group Online  
Marco Biagiotti, Project Leader - Telemaco & Automoticon

### **Brands and Personal Branding**

Brands are self-contained universes: each brand has a story to tell, facing many difficulties along the way. This session is tailored to fit the needs of those social media marketers keen on knowing more about the brand ecosystem, case studies, best practices, and inspirational insights you need to know if your business is managing a brand.

#### **Chairman:**

Daniele Paganini, Executive Director, Avrage Media - Presidente ANES Digital

Francesco Margherita, Founder di "Fatti di SEO" - Curatore del Blog "SeoGarden.net"

Andrea Giacomini, Owner - HungryforMilano.com

Claudio Inacio, Blogger y Estratega de Marca Personal y Social Media -

### **12:45 Keynote**

Jason Miller, Content & Social Marketing Leader LinkedIn Sales & Marketing Solutions EMEA - LinkedIn

### **13:30 Lunch & Expo Hall Time**

### **14:30 Keynote**

Oli Gardner, Co-founder - Unbounce

### **15:30 Afternoon Sessions**

#### **A.I. in Search - The Future of SEO**

Artificial Intelligence is fueling the 4th industrial revolution. Machine learning technologies and a new generation of very powerful algorithms will drive web technology evolution: voice search and smart chatbots will assist and entertain users once on our website: what can you do today to embrace the change? Which tools are available? How can they be implemented? At which Cost? This panel of experts will answer these questions and help you leapfrog your web presence into the future, today.

#### **Chairman:**

Guido Di Fraia, Prorettore alla Comunicazione e all'Innovazione - Laboratorio Intelligenza Artificiale IULM AI LAB, Università IULM

Alessandro Ferrari, Founder & CEO - ARGO Vision

Leonardo Rigutini, Founder - QuestIT

Aleyda Solis, International SEO Consultant & Founder - Orainti

## **Measuring Performance**

Performance is self explanatory. Numbers speak the language of business. In this panel speakers will focus their presentations on what matters in order to deliver the most effective and self explanatory reports. A practical session on how to avoid falling in the bottomless pit of analytics tracking and reporting, this session will deliver actionable information on how to setup and manage reports you can use for both internal management and clients alike.

### **Chairman:**

Jean-François Verville , Web Analytics Specialist - Desjardins

Luca Tagliaferro, Senior Digital Marketing Specialist - Future Fit

Simo Ahava, Senior Data Advocate - 8-bit-sheep

Chiara Terribili, Digital & eCommerce Manager -

## **Facebook Performance**

### **Chairman:**

Pasquale Borriello, Amministratore Delegato - Arkage

Paolo Picazio, Global Marketing Partnerships - Facebook

## **16:45 Refreshments & Expo Hall Time**

## **17:00 Afternoon Sessions**

### **Birds of a Feather: Troubleshooting, Disputing & Confuting**

Birds of a Feather is a Clique oriented session where like minded individuals share thoughts, knowledge, success and failure in their efforts to achieve top rankings. An informal highly technical session, Birds of a Feather come together to network skills and experience on topics the community of attendees seek information and advice on how to tackle and solve unique situations they face on SEO projects.

Bill Slawski, Director of SEO Research - Go Fish Digital

Roberto Serra, SEO | Digital Strategist - Web Agency Bobdpt

Ken McGaffin, Online PR and Link Building Strategist - Majestic.com

### **Birds of a Feather: Troubleshooting, Disputing & Confuting**

This is a clinique-type session allowing us to interact with the community and go deep into details on challenges we all experience.

Anders will present extracts from his research on Major Trends in Paid Search / SEA including some of the challenges organizations in the industry are trying to tackle in 2018/2019 such as efficient knowledge sharing, keeping up with the pace of change, coping with the changing skillset requirements, organising for the incursion of Artificial Intelligence and Machine Learning. In the roundtable discussion, Simo, Gianpaolo and Anders will share their experience and will want to address the audience's most burning questions.

Simo Ahava, Senior Data Advocate - 8-bit-sheep

Gianpaolo Lorusso, Founder, ADworld Experience - Chairman, SMXL 2023

Anders Hjorth, Founder - Innovell

### **Birds of a Feather: Troubleshooting, Disputing & Confuting**

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Rand Fishkin, Founder - SparkToro

Luca Conti, consulente e formatore in social media marketing -

Paolo Zanzottera, Co-Founder - Appocrate.it

Laura Crimmons, Founder - Silverthorn

### **18:00 1st day closing comments**

Rand Fishkin, Founder - SparkToro

Bill Hunt, President - Back Azimuth Consulting

David Amerland, Author, Corporate Speaker & Analyst - davidamerland.com

### **18:30 Closing of works Day 1**

# SMXL Milan 2018

Giovedì 08 Novembre 2018

## 08:00 Breakfast & Registration

## 09:00 Welcome Remarks & Keynote

Wil Reynolds, Founder and Director of Digital Strategy - Seer Interactive

## 10:00 Morning Sessions

### SEO 27/5 - The Google Mobile-First/Mobile-Friendly Challenge

How can you manage optimising a website for a 5 inch mobile screen or a 27 inch 4K display? This is a dilemma all SEOs face today. With more than seventy percent of first touchpoint traffic coming from a mobile device and the impending "mobile first" index, there are a number of considerations to take into account when it comes to SEO and Usability - a far from trivial challenge speakers in this panel will show participants how to go about this dualism and thrive in a mobile world.

#### Chairman:

Michael Bonfils, Managing Director - SEM International

Alessandro De Medio, E-Commerce Specialist, Web Developer, SEO and Marketing Consultant - Internet e Dintorni

Bill Hunt, President - Back Azimuth Consulting

Peter Nikolow, CEO - Mobilio

### Search Advertising for Travel

This session will offer tips and insights on one of the most competitive verticals online today: the travel industry. Search advertising for travel is an extremely dynamic and competitive market segment with increasing PPC costs and diminishing returns if strategies are not frequently updated. Expert speakers will show participants the latest trends and techniques in paid search to stay ahead of your competitors.

#### Chairman:

Luca Bove, Founder - Local Strategy

Gaetano Trapanese, CEO - Marco Polo Park - Gruppo SAVE

Marco Volpe, Consulente e formatore - marcovolpe.com

### Successful Content Strategies

Copy plays an essential role in SEO/SEA and Social Media - powerful content can attract new customers, educate users and ultimately drive revenue and build a powerful brand for your business. This session features expert speakers that will spark your creativity and help with your content marketing strategy to building an audience by publishing, maintaining, and promoting your content.

### Chairman:

Ken McGaffin, Online PR and Link Building Strategist - Majestic.com

Alessandro Nardone, Founder - Orwell

Luca Conti, consulente e formatore in social media marketing -

Laura Crimmons, Founder - Silverthorn

## **11:15 Refreshments & Expo Hall Time**

## **11:30 Mid Day Sessions**

### **Multilingual Aspects of SEO**

International visibility is what this session is all about: experts with different backgrounds and experience with different languages will explore strategies and share insights on how to move your website beyond translating and localizing your content.

### Chairman:

Emanuele Arosio, Head of Seo - Triboo Digitale

Gabriele Kahlout, SEO - Al Jazeera

Michael Bonfils, Managing Director - SEM International

Valeria Bera, SEO - Triboo Group

### **Keeping Ahead with FaceBook Strategies**

Facebook has been recently plagued by the Cambridge Analytica scandal and fake news propaganda. Yet the majority of users have not changed habits or settings - Facebook remains a major player in the Social Media Marketing Arena, offering significant opportunities to investors. This panel will feature case studies and "state of the art" Facebook marketing examples which will inspire new and improved strategies attendees can immediately employ.

### Chairman:

Pasquale Borriello, Amministratore Delegato - Arkage

Veronica Gentili, Web & Social Media Specialist - Glisco Marketing

Luca Bove, Founder - Local Strategy

Fabio Sutto, Digital Strategist and Owner - Performance Based IT

### **Vibrant Video Techniques**

Video is a powerful strategy to promote and brand your business online. More consumers interact with videos on YouTube today than ever before: video is vital to boost your brand and connect with your audience. Speakers in this session will share innovative video marketing strategies and tips on how to create and optimize video, making it an integral part of your digital marketing strategy.

### Chairman:

Andrea Giacomini, Owner - HungryforMilano.com

Manuel Bazzanella, CEO - Digital Mosaik

Geir Ove Pedersen, Snapchat Strategist and Influencer -

Edoardo Scognamiglio, Direzione Creativa e Strategica, Co-fondatore - ComboCut

## **12:45 Lunch & Expo Hall Time**

## **13:45 Keynote**

Simo Ahava, Senior Data Advocate - 8-bit-sheep

## **14:45 Refreshments & Expo Hall Time**

## **15:00 Afternoon Session**

### **Advanced SEO at 360°**

Experts on this panel will tackle some of the most advanced challenges digital marketers must face on a daily basis: Server Side Security, Algorithmic Updates and advanced Link building - hands-on knowledge to keep ahead of the crowd!

#### **Chairman:**

Luca Bove, Founder - Local Strategy

Fabrizio Leo, CEO & Founder - FlameNetworks

Dario Ciracì, SEO e Social Media Strategist - Web In Fermento

Ken McGaffin, Online PR and Link Building Strategist - Majestic.com

### **Search Advertising Account Automation**

Automation plays a growing role in account management. As campaigns increase the level of complexity in their pursuit of ROI, the demand for automation increases. This session features some of the best professionals who will share their in depth knowledge on campaign automation and tools, so you can concentrate more on strategy and avoid manual time-consuming updates.

#### **Chairman:**

Andrea Farinet, Chairman - Socialing Institute

Gianpaolo Lorusso, Founder, ADworld Experience - Chairman, SMXL 2023

Roberto Pala, CEO e Co-fondatore - Queryo

### **Social Media Applications and Apps**

Social Media is all about interacting and engaging with friends, family or businesses. Speakers will present innovative and successful applications in Social Media used to interact with brands. Learn from the experts which are the right social media apps or tools you should be using to achieve results management expects from

you and your team.

**Chairman:**

Luca Conti, consulente e formatore in social media marketing -

Laura Crimmons, Founder - Silverthorn

Arnaud Steinkuhler, Head of Solutions - Europe chez Talkwalker

**16:15 Round Table & Conclusions**

Sante Achille, Search Marketing Consultant - Chairman, SMXL 2023

Bill Slawski, Director of SEO Research - Go Fish Digital

Wil Reynolds, Founder and Director of Digital Strategy - Seer Interactive

John Müller , Webmaster Trends Analyst - Google