

V1.5

SEJ Search Engine Journal

PUBCON SURVIVAL GUIDE

VEGAS 2014

OCTOBER 2014

+PLUS!

SPEAKERS,
RESTAURANTS,
PARTIES,
WHAT TO WEAR,
& MORE!



DOWNLOAD
THIS GUIDE FOR
FREE!

OCTOBER 6 - 9

LAS VEGAS CONVENTION CENTER - SOUTH HALL

 PUBCON



Brett Tabke
CEO & Founder, Pubcon

INTRODUCTION

Pubcon brings together some of the most cutting edge minds in optimization, online marketing, and social media. Named a Forbes must-attend conference and an Inc. top conference for growing your business, this is one conference you really don't want to miss.

This year's event features over 180 expert presenters in more than 130 in-depth sessions, plus a record five major keynote speakers.

In a recent interview with the Huffington Post, Pubcon's Lead Editor, Lane Ellis commented "I like to think of Pubcon as a combination social media Ph.D program, online marketing think-tank, optimization state fair, and traditional high-tech pub gathering all in one, with a spirit of friendly

networking that has grown increasingly rare among conferences."

Pubcon founder and CEO Brett Tabke (who coined the term SERP) has a nearly unparalleled 30-year history in organizing online communities.

With support from his team, and especially Jeff Randall, Director of Operations, Brett has steadily built the Pubcon conferences to international prominence, while also becoming a popular keynote speaker in his own right.

Search Engine Journal is excited to partner with Pubcon to present their 15th Anniversary event in Vegas – which is slotted to be the largest gathering of search and media innovators ever assembled.



#ProTip

Get the most out of Pubcon by setting a networking goal. For example: Meet up with two people who live near you or connect with five people who have the same job title as you.

PUBCON SURVIVAL GUIDE

VEGAS 2014



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Photo: Señor Frog's



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This map will help you explore all the exhibitor booths in South Hall and provides details about hours, breaks, and the SEJ open bar.

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The who, what, when, and where of Pubcon presentations including keynote speeches as well as sessions by SEJ team members and guest writers.

18 PARTIES & EVENTS

Don't miss a second of the fun with this guide to events and after parties.



1ST TIMER'S GUIDE AT A GLANCE

For the newbies out there, we put together a quick reference guide of must-know information and tips to help you survive your first Pubcon.

ALWAYS BE NETWORKING

Plan out who you want to meet or what networking events you want to attend in advance. This is a great opportunity to meet Twitter or G+ buddies IRL!



DECIDE AHEAD OF TIME WHICH SESSIONS YOU WANT TO ATTEND

With so many great presentations, taking a few moments to create a game plan will ensure you get the most out of Pubcon.



USE TWITTER TO KEEP UP

Follow and use the conference hashtag: **#Pubcon** to stay connected.



UPDATE YOUR LINKEDIN PROFILE BEFORE THE CONFERENCE!

You don't want new contacts thinking you still work at your job from two years ago, or seeing those typos you meant to fix.



WEATHER

Hot outside, cold inside. Make sure to drink plenty of water - it is a desert!



BRING CASH, AVOID ATMS

The majority of ATMs in Las Vegas charge a whopping \$5.99 per transaction — a drop in the bucket for high rollers, but a little steep for most of us.



LOTS OF CIGARETTE SMOKE

People smoke in casinos. Hotels try to mask the smell by filling the air with a "signature scent", which could be irritating for those sensitive to fragrances.

If you feel like the cigarette smoke might be a problem for you, consider staying at a non-gaming hotel. The Trump International Hotel is one of Las Vegas' best non-gaming hotels.



ABOUT CABS

Keep an eye out for cabbies trying to 'long haul' or take a roundabout route to charge you more.

Chart a path to your destination using a traffic GPS app like [Waze](#) or [Google Maps](#).



WHAT TO PACK

Refillable Water Bottle: Stay hydrated without spending a ton. We suggest the [Brita Water Bottle](#).

Portable Phone Charger: After a day of live tweeting and checking session times, you might run low on battery. An external charger will keep you connected.

Mints or Gum: You will be talking to people all day, make sure to keep your breath smelling fresh.

Tylenol: Soothe achy backs, sore feet, and even hangovers. It might just help you make a new best friend if someone forgets theirs!



#ProTip

On the Strip, cabs are not permitted to pick up or drop off passengers from the curb. Instead, most venues have their own taxi lines.



#ProTip

Bring a travel humidifier like the [Air-O-Swiss Travel Ultrasonic Humidifier](#). Set it up next to the bed, and turn it on before you go to sleep. When you wake up, you'll feel refreshed!



TRANSPORTATION

Getting around Vegas can be intimidating for both first-time visitors and seasoned Pubcon veterans. We've made it easy with a complete guide to all your transportation options - and there are plenty.



TO/FROM THE AIRPORT

- Cabs are available at Terminal 1 (outside doors 1-4) and at Terminal 3 (on Level 0).
- SuperShuttle Pubcon Special: \$9/person. Book at (800) BLUE-VAN.
- Request a private car. Book at (702) 438-5466.



CABS

In general, just step outside of any major venue and you will have no problem finding a cab, 24/7.

If there is a long taxi queue - don't stress too much. They usually move pretty fast.

Special Notes

- Some taxis are cash only – so plan accordingly.
- There is a \$2.00 charge for taxi fares from the airport.
- Beware of drivers intentionally taking the long route. Chart a path to your destination using a traffic GPS app like [Waze](#) or [Google Maps](#).



PUBLIC SHUTTLES

For larger groups and smaller budgets, shuttles are the way to go. Several shuttles offer service within the strip and to and from the airport.



MONORAIL

Most popular locations in the city are located within a 15 minute walk from the monorail – plus it offers an amazing view of the city. Note: the monorail is not terribly convenient if you are staying at Treasure Island.

Buy tickets online using the Pubcon link for special rates. [Buy Here.](#)

Hours

- **Mon** | 7:00 am – Midnight
- **Tues - Thurs** | 7:00 am to 2:00 am
- **Fri – Sun** | 7:00 am – 3:00 am

Monorail Stations are located at:

- MGM Grand
- Las Vegas Convention Center
- Bally's/Paris
- LVH- Las Vegas Hotel & Casino
- Caesars Palace
- Sahara Avenue
- Harrah's



#ProTip

A one-way cab ride from Treasure Island to the Convention Center will cost around \$12.



PUBCON SHUTTLE BETWEEN TREASURE ISLAND HOTEL AND THE CONVENTION CENTER

Complimentary, round trip shuttle bus service is available each morning and evening on a loop between Treasure Island and the Convention Center.

Monday, October 6

7:00 am - 8:15 am
4:00 pm - 6:00 pm

Tuesday, October 7 & Wednesday, October 8

7:15 am - 9:15 am
4:00 pm - 6:00 pm

Thursday, October 9

7:15 a.m. - 9:15 a.m.
4:00 p.m. - 6:00 p.m.

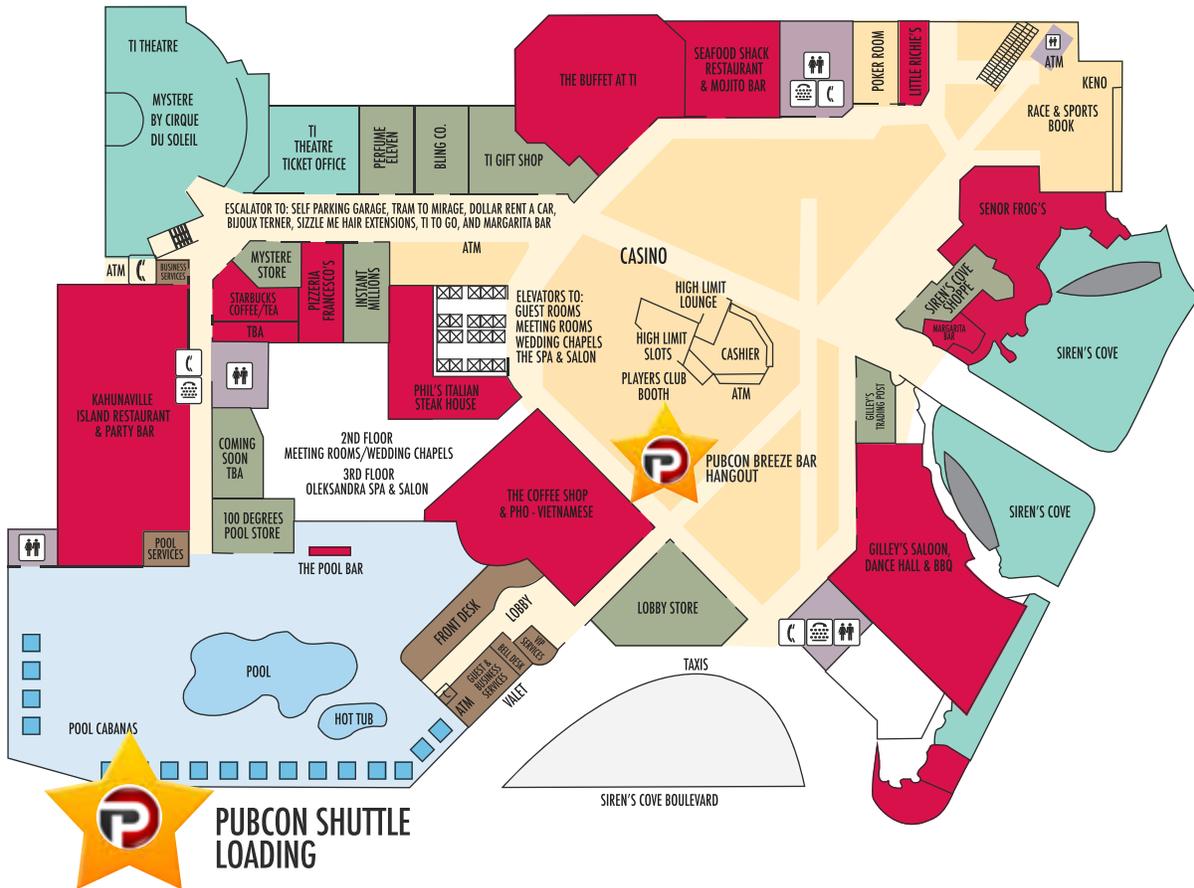


EXHIBIT HALL

Las Vegas Convention Center - **SOUTH HALL**

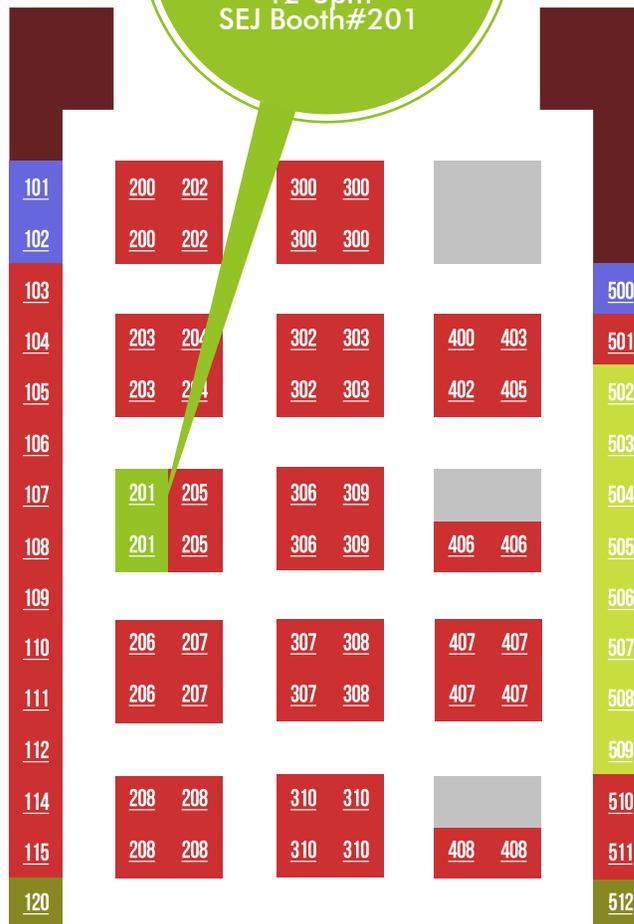
EXHIBITOR BOOTH

- 103 - topseos
- 104 - US Search Awards
- 105 - BKA Content
- 106 - Quiet Light Brokerage
- 107 - Website Magazine
- 108 - Advertise.com
- 109 - Searchmetrics
- 110 - Advanced Web Ranking
- 111 - Exact Content
- 112 - BOTW
- 114 - LogMyCalls
- 115 - APPVESTED
- 200 - Textbroker
- 201 - Search Engine Journal
- 202 - Quantcast
- 203 - Marin Software
- 204 - Majestic SEO
- 205 - LinkRisk
- 206 - Global IntelliSystems
- 207 - Bruce Clay
- 208 - Hostgator
- 300 - Infusionsoft
- 302 - Reserved
- 303 - Reserved
- 306 - Web Talent Marketing
- 307 - LinkVehicle
- 308 - seoClarity
- 309 - SpyFu
- 310 - Internet Marketing Ninjas
- 400 - Analytics SEO
- 402 - Page One Power
- 403 - Advice Interactive
- 405 - Advice Interactive
- 406 - Call iQ
- 407 - WrightIMC
- 408 - AdLift
- 501 - A Small Orange
- 502 - AuroIN
- 503 - Remove'em
- 504 - Virante
- 505 - Avalaunch Media
- 506 - Submit Express
- 507 - ReachDynamics
- 508 - Copyblogger
- 509 - Invoca
- 510 - Zemanta
- 511 - Braffon

SEJ

FREE OPEN BAR

Tuesday
12-3pm
SEJ Booth#201



EXPO ENTRANCE

EXHIBIT HALL HOURS:

Tuesday and Wednesday
9:35am-3:30pm

NETWORKING BREAK:

Wednesday 2:15 – 2:45pm

(This time is reserved for you to explore the expo hall without having to miss sessions.)

LEGEND:

- Assigned Booth Space
- Assigned TableTop Space
- 10x10 Booth Space
- Conference Reserved
- Food & Beverage
- Lab & Lounge
- Table Top Space
- Wall Space

#ProTip

Snap a photo of your badge before you put it around your neck - it may save you from having to purchase an entire Pubcon ticket if you lose it!

FIRST TIMER'S GUIDE

TRANSPORTATION

EXHIBIT HALL GUIDE

SPEAKERS

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KEYNOTE SPEAKERS

(All speakers, sessions, & speaking times are subject to change.)



Ted Murphy, IZEA
*Sponsored Social:
Saving Publishers, Elevating
Brands*
Tuesday @ 9:00am,
South Hall

Murphy's keynote speech will offer insight and tips for publishers to cash in on sponsored content.



Chris Brogan
*The Owner's Path to
Owner Media Group*
Wednesday @ 9:00am,
South Hall

Brogan's speech will cover how to align tools and efforts to become a better business owner and gain influence.



**Jason Calacanis,
Inside.com**
*The Future of
Everything*
Wednesday @ 1:10pm,
Salon A

Calacanis' speech will cover his thoughts on the future...of everything.



**Jay Baer,
Convince & Convert**
*Youtility: Smart
Marketing is About Help,
not Hype.*
Thursday @ 10:00am,
South Hall

Baer's speech will address approaches to make your company stand out in an online world filled with viral videos and cute puppies.



**Duane Forrester,
Microsoft**
*The Future of Search May
Not Be What You Expect*
Closing Keynote,
Thursday @ 4:00pm,
Salon A

Forrester's keynote will focus on the future of search and what you really need to know in order to succeed.

SEJ SPEAKERS



**Debbie Miller,
Social Media Manager**

*Multiple Brand
Social Media Management*

*Tuesday @ 10:15am,
Salon C*

Miller's session will focus on how to manage multiple brands across many social media channels.



**Brent Csutoras,
Chief Social
Media Strategist**

*Ecommerce &
Social Media Content
Marketing*

*Tuesday @ 1:15pm,
Salon E*

Csutoras will discuss how content affects eCommerce and social media in a panel session.



**Loren Baker, Founder,
& Kelsey Jones,
Managing Editor**

*Blog Content Editorial
Management*

*Tuesday @ 3:50pm,
Salon E*

Baker and Jones will be presenting a joint session covering the basics of vetting guest bloggers, developing editorial guidelines, and creating a blog voice.



**John Rampton,
Editor-At-Large**

*Pinterest & Other Missed
Social Media Opportunities*

*Wednesday @ 10:30am,
Salon B*

Rampton's session will cover how Pinterest can leverage your brand online by increasing engagement, traffic, and more.



**Murray Newlands,
Deputy Editor**

*Leveraging Photos &
Videos for Content Marketing
& Ads*

*Thursday @ 1:40pm,
Salon G*

Newlands' session will examine how to create awesome videos you can leverage for links.

SEJ CONTRIBUTORS



Marcus Tober,
Searchmetrics

*Hummingbird &
The Entity Search Revolution*

*Wednesday @ 11:35 am,
Salon D*

Tober's session will discuss Google's revised algorithm by comparing data from the past few years.



Larry Kim,
WordStream

*Hacking AdWords :
Inside Tips & Tricks*

*Tuesday @ 1:15 pm,
Salon F*

Kim's session will include an overview of changes in paid search including updates, quality score, and CTR strategies.



Mark Daoust,
Quiet Light Brokerage

*Buying & Selling
Websites*

*Tuesday @ 2:30pm,
Salon G*

Daoust's presentation will cover all aspects of selling a website including acquisition and how to value your site.



Ann Smarty,
**Internet Marketing
Ninjas**

*Google+ and Google
Authorship*

*Tuesday @ 3:50pm,
Salon A*

*Interactive Site Reviews:
Focus on Organic*

*Tuesday @ 11:30am,
Salon H*

Smarty is participating in two sessions: a panel focused on reviewing sites from an organic perspective, and a session focusing on Google's author tag.



Jock Purtle,
DigitalExits.com

*Buying & Selling
Websites*

*Tuesday @ 2:30 pm,
Salon G*

Along side Mark Daoust and Chuck Mullins, Purtle will discuss the art of buying and selling websites.



**Stoney deGeyter,
Pole Position Marketing**

Business Development:
Tuesday @1:15pm,
Salon G

Web Presence Optimization:
Wednesday @ 2:45pm,
Salon D

deGeyter's first session will discuss how the economy changes the M&A industry. His second session will address how marketers can maximize their web presence.



Mindy Weinstein
**Copywriting Style Guide:
Tools & Tricks for SEO Writers**
Tuesday @10:15am
Salon E

**Tomorrow's SEO Today:
Social Search & Beyond**
Tuesday @2:30pm
Salon C

Weinstein's first session will provide tips and tricks for writing SEO friendly copy. Her second session will focus on the role of social media in search results.



Alan Bleiweiss
SEO Site & Listings Audits
Wednesday @11:35am
Salon G

**Interactive Site Review:
Organic Focus**
Wednesday @2:45pm
Salon H

Bleiweiss' first session will explain what to look for during a site audit, and his second session will be an interactive review of attendees' sites.



Eric Enge

**Interactive Site Reviews:
Open Call**
Tuesday @ 1:15pm,
Salon H

SEO Mosh Pit
Thursday @3:00pm,
Salon G

**Content Marketing
Excellence &
Alternative
Strategies**
Wednesday @11:35am,
Salon E

Enge is participating in an interactive site review, a session looking at detailed content marketing cases studies, and a Q&A panel examining top issues facing SEOs today.



FOOD

Lunch and snacks are available just outside the Expo Hall in a cafeteria-like setting, but choices are limited. If you have dietary restrictions, consider bringing a snack.



FOOD HALL HOURS

Open each day during designated mid-day breaks



COFFEE KIOSK HOURS

Open throughout the day

Starbucks is also available on the lower level of the LVCC



OPEN BAR AT SEJ BOOTH

Hosted By LinkResearchTools

Tuesday, October 7
12:00pm-3:00pm
Expo Hall, Booth 201



#ProTip

Eat Breakfast. Studies show eating breakfast improves memory and retention.



#ProTip

Drink Water. LOTS of water. Vegas is the third driest city in the nation and you will get dehydrated quickly.

FOOD OUTSIDE THE CONVENTION HALL

Need to have a lunch or a coffee away from the hubbub? Here are the nearest options within walking distance of South Hall.

Please Note: Some restaurants stop serving food a few hours before close.



GRILL 55  

 *American*

 Renaissance Las Vegas Hotel
3400 Paradise Rd

 8 mins

 **Daily** | 11:00 am - 1:00 am



EGO CAFE  

 *Paninis, salads, sandwiches*

 Renaissance Las Vegas Hotel
3400 Paradise Rd

 8 mins

 **Daily** | 6:00am - 6:00pm



ENVY  

The Steakhouse

 *Steak, seafood, lamb*

 Renaissance Las Vegas Hotel
3400 Paradise Rd

 8 mins

 **Breakfast** | 6:30 am - 11:00 am
Dinner | 5:00 pm - 10:00 pm



PIERO'S  

Italian Cuisine

 *American, Italian*

 355 Convention Center Dr

 12 mins

 **Daily** | 5:30 pm - 10:00 pm



CAFE 325  

 *Salads, sandwiches, pasta*

 Marriott Hotel, 325 Con-
vention Center Dr

 13 mins

 **Daily** | 6:00am - 10:00pm

RESTAURANTS IN TREASURE ISLAND

Even if you're not staying at TI, the hotel is a great meeting place for drinks and meals. You're sure to run into fellow attendees and speakers.

 3300 S Las Vegas Blvd.



Please note: Some restaurants stop serving food a few hours before close.



PHIL'S
Italian Steakhouse 
\$ \$ \$ *Steak, seafood & classic Italian specialties*
🕒 **Daily** | 5:00 pm – 10:00 pm



SEAFOOD SHACK 
\$ \$ *Seafood, fresh fish, steak, pasta*
🕒 **Daily** | 1:00 pm - 2:00 am



GILLEY'S BBQ
Saloon & Sportsbar 
\$ \$ *Ribs, steak, BBQ*
🕒 **Daily** | 11:00 am - 2:00 am



SEÑOR FROGS 
\$ \$ *Tacos, fajitas, nachos, burgers*
🕒 **Daily** | 11:00 am - 10:00 pm



KAHUNAVILLE
Island Restaurant & Party Bar 
\$ \$ *Island BBQ, steak, seafood*
🕒 **Daily** | 7:00 am to 2:00 am



THE BUFFET AT TI 
\$ \$ *American, Italian, Japanese, Chinese, Gourmet*
🕒 **Daily** | 7:00 am to 10:00 pm



THE COFFEE SHOP 
\$ \$ *Pancakes, burgers, pasta, sandwiches*
🕒 **Daily** | Open 24 Hours



PHO 
\$ \$ *Vietnamese, Asian*
🕒 **Daily** | 11:00 am - 11:30 pm



PIZZERIA
Francesco's 
\$ \$ \$ *Pizza, salads, desserts*
🕒 **Daily** | 11:00 am - Midnight



LITTLE RICHIE'S 
\$ \$ *Chicago-style hot dogs, Italian beef sandwiches, chili and soup*
🕒 **Daily** | 11:00 am - Midnight

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- FOOD
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WHAT TO WEAR

For Pubcon, business casual is the way to go: Dark jeans, slacks, skirt, or khakis. A button down shirt, nice blouse, or polo.



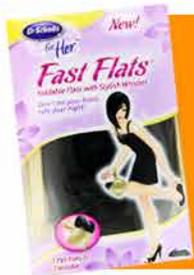
DRESS IN LAYERS

While it may be 80 degrees outside, it is cold –really cold– inside the convention center. Bring a sweater or hoodie. You can thank us later.



FOOTWEAR (CONVENTION & AFTER HOURS)

Choose something versatile with a comfortable sole you are confident you can walk a few miles in.



#ProTip

If you go for the heels, pack a little something to relieve your feet later in the evening. **Fast Flats by Dr. Scholl's** fit perfectly in your evening bag, look cute, and are so splendid to have when making that trek from the party back to the hotel.



EVENING WEAR

Getting dressed up for a night out is optional! If you are heading to a club or nice restaurant, a dressy top + jeans or a “day to night” dress are perfect.



US SEARCH AWARDS

The dress code for this year’s US Search Awards is “smart and glamorous, but not black tie” (like last year). They recommend **“suits and shirts for the men and dresses for the ladies”**.

A slick blazer, matching slacks, and a breathable dress shirt is a winning ensemble. For the ladies any fancy suit, cocktail dress, or LBD will do. But don’t be afraid to push the envelope – **this is Vegas, after all!**



#ProTip

Alternate your footwear. Wearing the same shoes two days in a row puts repeated pressure on identical areas of the foot. Rotating shoes provides relief to overused areas and activates different muscle groups.



PARTIES & EVENTS

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PARTIES

OCT **5** to **9**
Sunday to Thursday

PUBCON NIGHTLY BREEZE BAR HANGOUT (Non-Sponsored)

Time:
Nightly

Where:
Treasure Island's
Breeze Bar



Details:
Informal gathering of Pubcon attendees.
No badges required, cash bar.

OCT **6**
Monday

SPEAKER & EXHIBITOR RECEPTION

Sponsored by SEJ!

Time:
5:30pm - 7:30pm

Where:
South Hall, Las Vegas
Convention Center

Details:
Open bar for Platinum, Gold,
Networking, or Booth Staff
badges.

OCT 7
Tuesday

SEARCH ENGINE JOURNAL OPEN BAR

Sponsored by
LinkResearchTools

Time:
12:00 - 3:00pm

Where:
Booth 201

Details:
Free for all Pubcon attendees!

OCT 7
Tuesday

FACEBOOK HAPPY HOUR

Time:
5:00 - 6:00pm

Where:
South Hall Las Vegas Convention Center

Details:
Open bar for Platinum, Gold, Networking, or Booth Staff badges.

OCT 7
Tuesday

SEÑOR FROG'S TUESDAY EVENING EVENT

Time:
7:00 - 9:00pm

Where:
Señor Frog's at Treasure Island

Details:
Informal conference networking for Platinum, Gold, Networking, or Booth Staff badges.

OCT 8
Wednesday

US SEARCH AWARDS

Time:
6:30 - 11:30pm

Where:
Treasure Island Resort

Details:
Live entertainment, a three course meal, and free bar for guests. Cocktail attire, please.
[Buy tickets here.](#)

OCT 9
Thursday

PUBCON CLOSING KEYNOTE HAPPY HOUR

Time:
2:30 - 5:00pm

Where:
Las Vegas Convention Center South Hall Keynote Area

Details:
Platinum, Gold, Networking, or Booth Staff badges required.



#ProTip
Don't forget to bring tons of business cards! We suggest having two stashes of cards so you always have one handy.



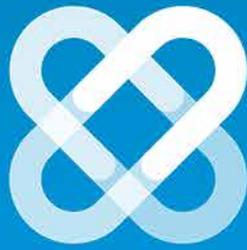
US SEARCH AWARDS 14

WEDNESDAY 8 OCTOBER, TREASURE ISLAND

Filet Mignon, premium open bar &
the biggest celebration of SEO, PPC
& digital marketing in the USA.

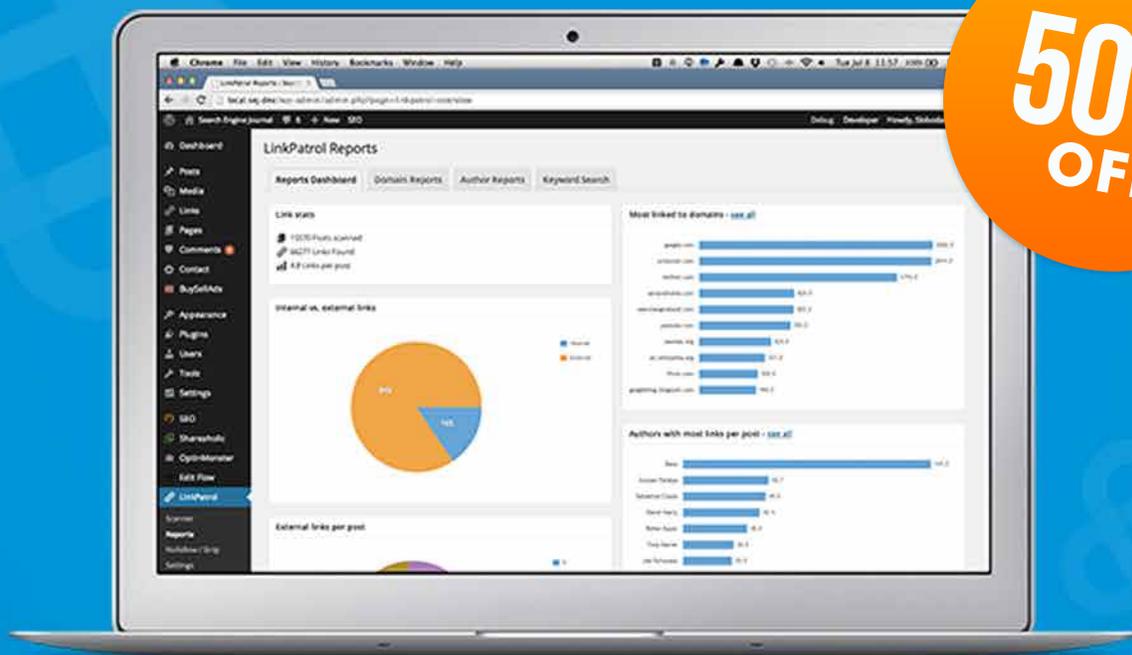
www.ussearchawards.com

Use SEJ code Sej10 for a 10% discount when booking online



LINKPATROL

The best way to review & control
outbound links for your WordPress site



Use discount code: **PUBCON50** to save 50% on your LinkPatrol purchase now through the end of October.

<http://sejr.nl/linkpatrolwp>

DEVELOPED AND USED BY

SEJ Search Engine
Journal