# Here’s why you need to attend SMX

The only constant in search marketing is *change*… and that’s never been more true than now:

- Google’s new Page Experience update
- The increasingly essential role of content marketing
- Rolling changes to GMB
- The massive (and necessary) shift to online shopping

The list goes on. Marketers have never had more challenges to face… or opportunities to seize.

Finish 2020 strong and head into the New Year ready to generate more traffic, leads, conversions, and sales! **Join us online, December 8-9, for the largest virtual Search Marketing Expo ever.** You'll get two-days of tactic-rich sessions, forward-thinking keynotes, and community networking – **all for just $149**!

Here's a sneak peek at some of the sessions in store:

- Building A Content Marketing Program From Scratch & Diversifying Traffic Sources
- Mobile-First Indexing Deadline Is Approaching; Are You Ready?
- What You Need To Know About Google's Page Experience Update
- Eternal Testing: The Key To Facebook Ads Success
- Advanced Omnichannel Targeting And Attribution

Quality content, actionable tactics, and a new low price are just a few of the reasons you should join us… **see more reasons to attend**!

*Psst…* Hungry for more? Add a two-day, post-conference **workshop** to your agenda for hands-on SEO and SEM training!

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## About The Author

Lauren Donovan has worked in online marketing since 2006, specializing in content generation, organic social media, community management, real-time journalism, and holistic

social befriending. She currently serves as the Content Marketing Manager at Third Door Media, parent company to Search Engine Land, Marketing Land, MarTech Today, SMX, and The MarTech Conference.

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