



S M X

SEARCH  
MARKETING  
EXPO

MASTER CLASSES



Online | March 2025

Actionable search marketing training with the experts



Online | March 3-4



# Essential SEO

with **Bruce Clay**

Master SEO foundations to support  
a lifetime of organic success

Join us for Essential SEO training with Bruce Clay to learn how to improve rankings, boost visibility, and optimize your online presence.



**March 3-4, 2025**



**12:00 PM - 4:00 PM ET**



**\$299**



**Live & On-Demand**

**Secure your spot!**



Online | March 5-6







# Google Ads Beyond Search

with **Jyll Saskin Gales**

Master audience targeting, PMax,  
YouTube ads, and more.

Join us for Google Ads Beyond Search with Jyll Saskin Gales to learn how to take your paid search ads to the next level.

-  **March 5-6, 2025**
-  **12:00 PM - 3:00 PM ET**
-  **\$299**
-  **Live & On-Demand**

**Secure your spot!**



Online | March 10-11



# Generative Engine Optimization

with **Will Scott**

Optimize your content for ChatGPT, Perplexity, and other AI platforms while maintaining strong search visibility.

Join us for Generative Engine Optimization training with Will Scott to learn actionable techniques for optimizing your content for AI visibility while preserving SEO effectiveness.



**March 10-11, 2025**



**12:00 PM - 3:00 PM ET**



**\$299**



**Live & On-Demand**

**Secure your spot!**



Online | March 12-13



# Google Analytics 4 and reporting

with **Colleen Harris**

All the data in the world doesn't mean much if you don't know what to do with it.

Join us for Google Analytics 4 & Reporting training with Colleen Harris to learn how to confidently leverage GA4, GTM, Big Query, and Looker Studio for enhanced data storytelling.



**March 12-13, 2025**



**12:00 PM - 3:00 PM ET**



**\$299**



**Live & On-Demand**

**Secure your spot!**



Online | March 17-18



# Technical SEO

with **John McAlpin**

Master advanced technical SEO strategies, from crawling and site speed, to schema and entity optimization.

Join us for Technical SEO training with John McAlpin to learn actionable techniques that support organic growth.



**March 17-18, 2025**



**12:00 PM - 3:00 PM ET**



**\$299**

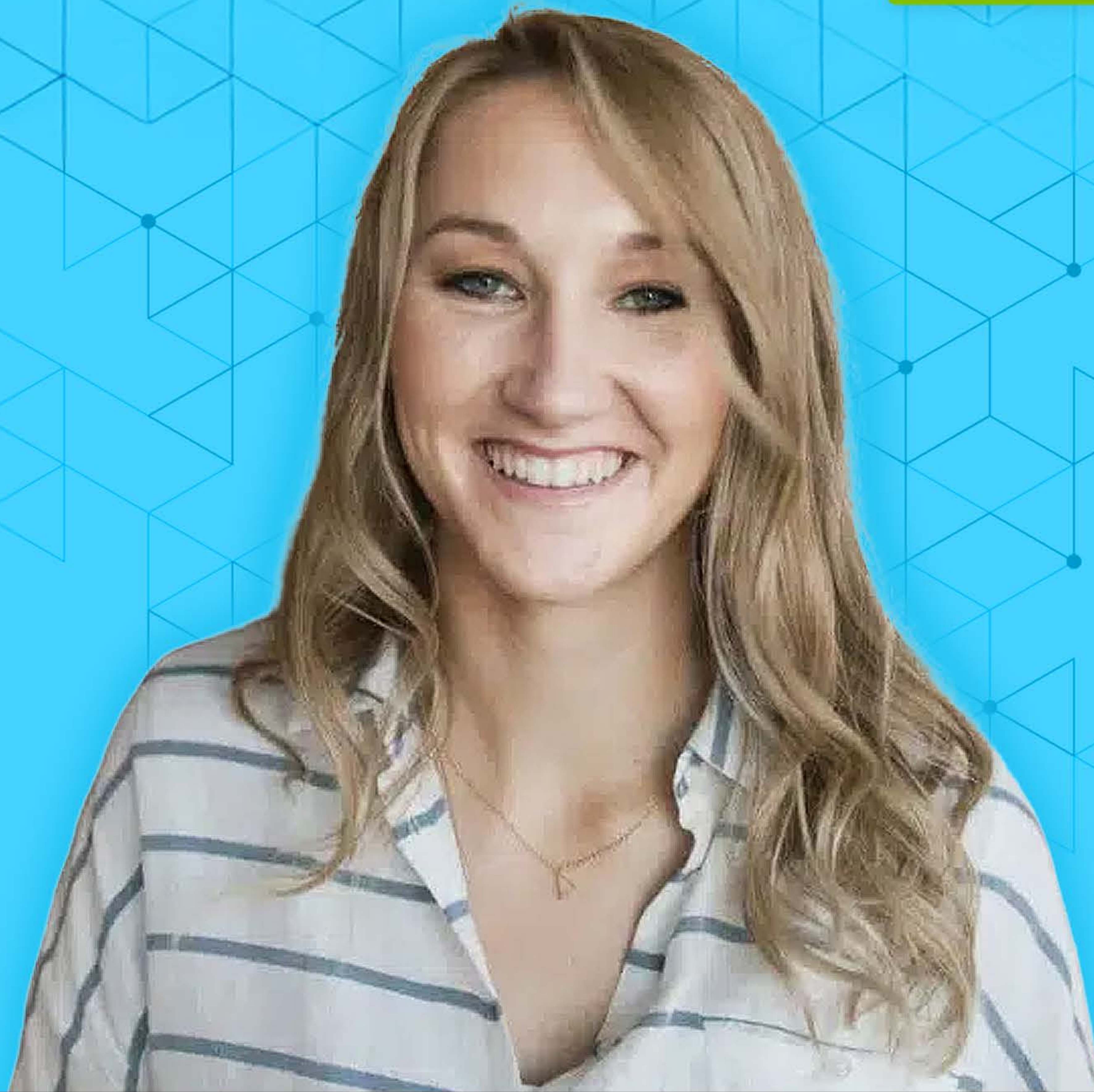


**Live & On-Demand**

**Secure your spot!**



Online | March 19-20



# Advanced SEO

with **Anna Crowe**

## Kick your SEO efforts into high-gear

Join us for Advanced SEO training with Anna Crowe to learn sophisticated tactics to optimize any brand and claim your spot on page one.



**March 19-20, 2025**



**12:00 PM - 3:00 PM ET**



**\$299**



**Live & On-Demand**

**Secure your spot!**



Online | March 26-27



# Advanced Google Ads

with **Brad Geddes**

## Inefficient PPC campaigns can kill your business

Join us for Advanced Google Ads training with Brad Geddes to learn how to create and manage persuasive PPC ads that drive targeted traffic.



**March 26-27, 2025**



**12:00 PM - 3:00 PM ET**



**\$299**



**Live & On-Demand**

**Secure your spot!**



Are you ready to take your  
**SEO and PPC** campaigns to  
the next level of success?

Online | March 2025

<https://searchengineland.com/smx/master-classes>



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