Курсовата е сбор от двете домашни. А те са:  
  
Домашна 1:

**>** Create or optimize your existing business for near me search queries. Think and describe a strategy for gathering positive reviews, people generated content.

**>** Create research for your niche to figure out the key phrases, keywords, and questions that you will cover for your website.

**>** *(Optional)* If you have an already existing online presence describe the key phrases that people are using to find you.   
  
Hint: You can use google analytics, socials and etc. Write them down in your google slides preso

Домашна 2:

Choose a site that you like and

* Research its key phrases, keywords, DA, etc.
* Optimize its content for AEO
  + Eg. optimize the FAQ, Blog and blog post
* If the site has an e-commerce part optimize at least 3 product pages
* Use Google slides or Google docs to describe it
* Bonus: Try to wrap around an article, question or by choice component in the site with structured data

Всички нужни файлове може да качите на страницата на курса в графа – изпит.