



# DYNAMIC WEB APPLICATIONS & SEARCH ENGINE OPTIMIZATION (SEO)

Course Introduction

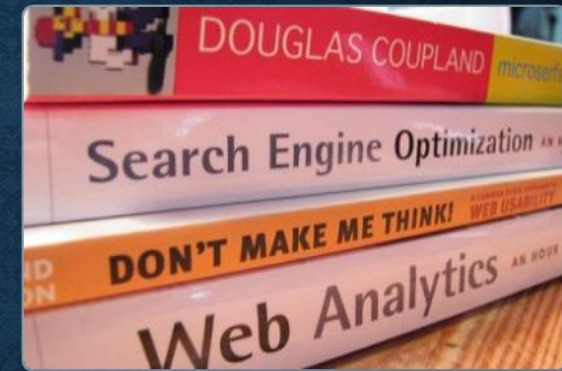


- Nikolay Chochev
- Technical Trainers
- Chochev.EU Team
- <http://chochev.eu/seo/>



# SCHEDULE FOR TODAY

1. About Me and My Team
2. What is SEO?
3. About the SEO Course
4. Trainers Team
5. Course Curriculum
6. Course Schedule and Venue
7. The Practical SEO Project
8. Assessment and Certification
9. Recommended Books





# **THE TRAINERS TEAM**



## TRAINERS TEAM

- **Nikolay Chochev**
  - ♦ CEO & Project Manager @Timag.EU
  - ♦ Contestant in the IT and Informatics competitions
  - ♦ Building custom themes, plugins, based on the WP platform;
  - ♦ JavaScript/PHP/C# background
  - ♦ Web site: <http://chochev.eu>
  - ♦ Email: [chochev@timag.eu](mailto:chochev@timag.eu)





# DIGITAL MARKETING AND SEO OPTIMISATION- COURSE SCHEDULE

1. Course Introduction and SEO Introduction
2. GOOGLE & Building SEO-Friendly Sites
3. Dynamic WEB APPLICATIONS – HTML & WORDPRESS
4. WordPress Workshop - LIVE
5. Google Adwords – LIVE PRACTICE
6. SEO Evaluation & Planning
7. Facebook Marketing and Advertising – LIVE PRACTICE
8. SEO Oddit and Practice – LIVE
9. Google Tools Testing and Live SEO Practice
10. Exam and Evaluation





# ABOUT THE SEO COURSE

- Dynamic applications and Search Engine Optimization (SEO) course
  - Provides concepts, techniques, tools and skills for performing SEO
  - Goals of SEO for your Web site
    - Better search engine position, more visitors, etc.
  - Targets school and university students, and any other people interested in SEO technologies
  - Prepares for a career in the area of Web marketing, SEO, SEM, SMM and P





# WHAT IS SEO, SEM, E-MARKETING?

- Search engine optimization (SEO)
  - The process of improving the visibility of a Web site or a Web page in the search engines
- SEM – search engine marketing means marketing of a Web site (SEO + paid ads)
- Internet marketing (Web marketing, e-marketing)
  - Marketing a product or service through Internet
  - Includes SEO, SEM, SMM (campaigns in the social networks), paid ads, e-mail marketing, ...



# GOALS AND BENEFITS OF SEO

- Goals of SEO (and e-marketing in general)
  - The Web site / page is shown at the top positions in Google / Bing / Yahoo
    - For certain keywords and search phrases
  - The Web site / page increases its visitors (customers) and increases its sales
  - Achieve better branding and reputation for a product / service
  - Target the audience better
  - Cut the marketing costs



# TRAINING DURATION

- Lectures: ~ 25 hours (onsite + YouTube videos)
- Practical exercises (in class): ~ 15 hours
- Homework: ~ 30-50 hours
- Exam preparation: 8 hours
- Project Defence...





# WHY ENGLISH?

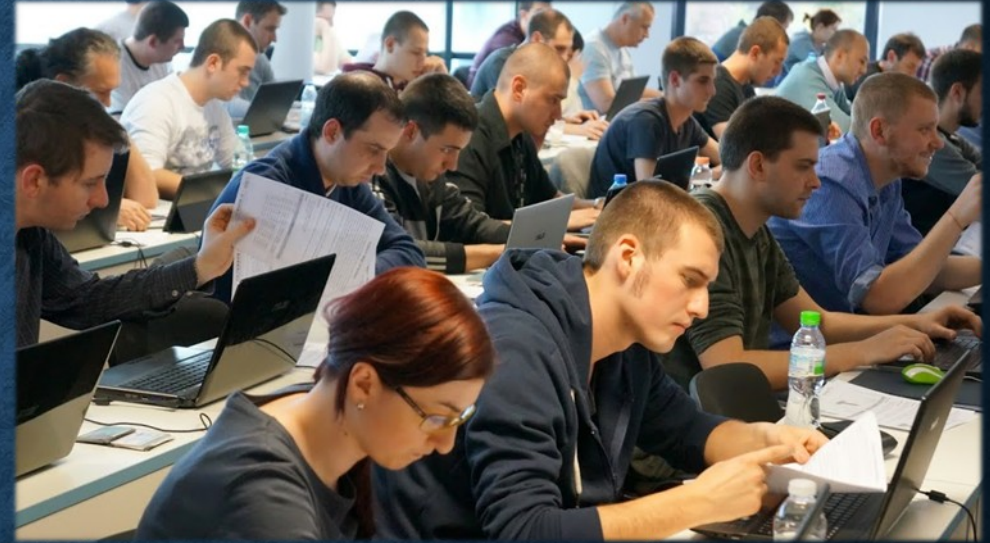
- Why the slides are in English?
  - English is the native language of the software engineers
  - Specific terminology should be in English
    - Translations are inaccurate and funny
- Just learn English!
  - No excuses



LEARN  
ENGLISH







# SEO AND DIGITAL MARKETING

- Evaluation Criteria



# SCORING SYSTEM

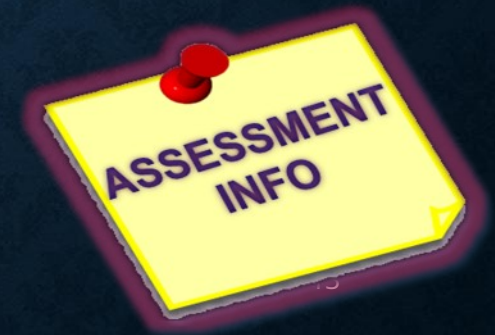
- Project and defence– 80%
- Activity – 20%



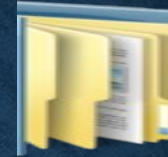


# ASSESSMENT

- The course exams consist of regular SEO work (homework), test and a practical SEO project
  - Students fill their SEO activities regularly in their project template (as a homework)
  - The practical SEO project will be defended in front of the trainers team

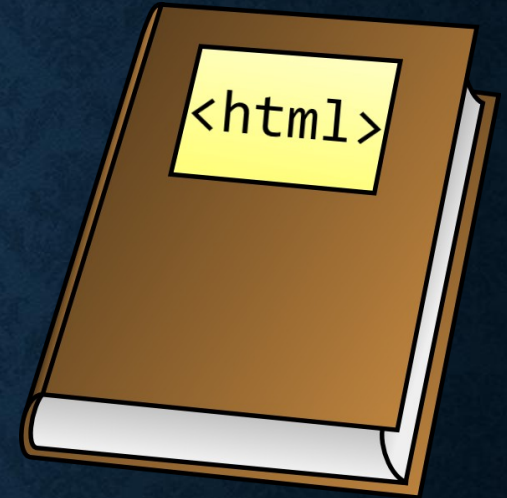






# RESOURCES

- What We Need Additionally?





# COURSE WEB SITE FOR DOWNLOADS

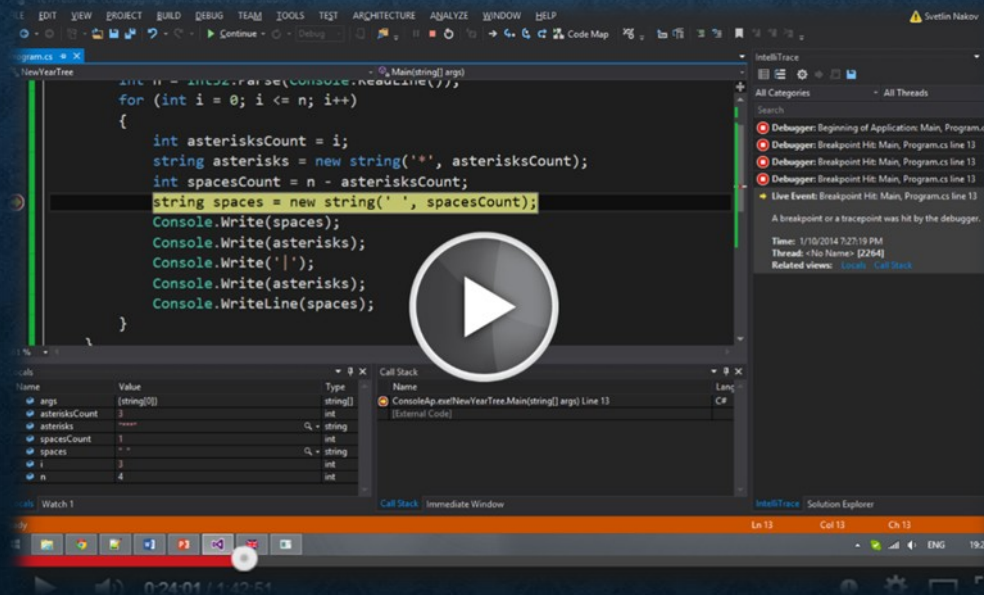
<https://chochev.eu/seo/>





# SLIDES AND VIDEOS

- All lecture [slides](#), [videos](#), [homework assignments](#), [projects](#) and other resources are open content, available for free
  - Visit the course web site to access the course resources





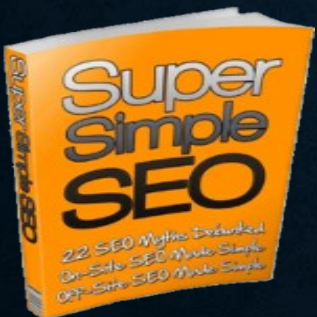
# RECOMMENDED SEO BOOKS



- "[The Art of SEO: Mastering Search Engine Optimization](#)", Eric Enge, Stephan Spencer, Rand Fishkin and Jessie Stricchiola, O'Reilly Media, 2009, ISBN 9780596518868



- "SEO Fast Start", Dan Thies, 2009 (e-book)
  - English (original) – [www.seofaststart.com](http://www.seofaststart.com)
  - Bulgarian (translation) – [www.sitershow.com/seo-book](http://www.sitershow.com/seo-book)



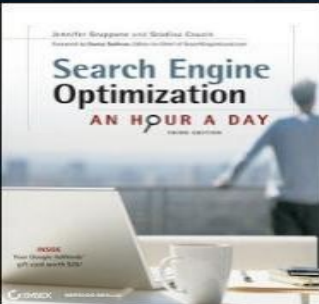
- Super Simple SEO, Brenden Clerget, [www.mediafire.com/?z8dffe9dghpyaca](http://www.mediafire.com/?z8dffe9dghpyaca)



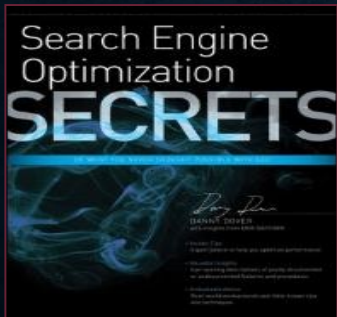
## RECOMMENDED SEO BOOKS (2)



- "Making the Most of Your Content: A Publisher's Guide to the Web", Google, 2007
  - <http://books.google.com/googlebooks/pdf/webmastertools.pdf>



- "[Search Engine Optimization \(SEO\): An Hour a Day](#)", Jennifer Grappone, Gradiva Couzin, Sybex, 2011, ISBN 9780470902592



- "Search Engine Optimization (SEO) Secrets", Danny Dover and Erik Dafforn, Wiley, 2011, ISBN 9780470554180



**Questions???**