



The
University
Of
Sheffield.

International Faculty
CITY College.

30
YEARS
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Com

Computer
Science

Professional Development Seminar Online

12 November 2020

17:00 - 19:00

Improve your web presence with SEO

Mr. Leonard Shtika
Chief Technology Officer (CTO)
at Tessera Multimedia S.A.

The aim of this seminar is to introduce you to technologies related with search engine optimisation. To that extend the seminar will cover the following topics:

- How a search engine works today
- White hat vs black hat SEO
- The future of the search
- Voice search & personal assistants



Knowledgeable



Ethical



Information &
Digitally Literate



Lifelong Learner



Reflective &
Self Aware



Professional &
Adaptable

- Participation is compulsory for Level 3 CS students
- Upon completion of the seminar series, certificates will be provided to attendees