





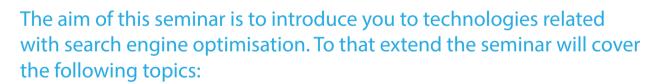
## Professional Development Seminar Online

## 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.



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















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