

CISTalks

Time: **2024-05-15T15:00**

Location: **BBBF-311, Yeditepe University**

Open to the public. All are invited.

Navigating the Googleverse: Exploring the Ecosystem of Search Engine Optimization

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Abstract

Navigating the Googleverse delves into the complex ecosystem of search engine optimization (SEO), revealing its multifaceted landscape and dynamic mechanisms. This abstract journey reveals the symbiotic relationship between content creators, users, and Google's ever-evolving algorithms. As digital pioneers navigate this challenging terrain, they find themselves in a surprising variety of strategies from keyword optimization to backlinking, aiming to build online visibility and position awareness has increased, however, ethical considerations emerge as guiding stars in the relentless pursuit of SEO authority,

Biography

Baris Yalcinkaya is a senior consultant with fifteen years of experience working alongside executive teams of different businesses in different industries. Baris's tenure in consulting, including largest travel & tourism companies and retail services in B2B and B2C, grounded him with a foundation of best methodologies, leading practices, and outstanding client experience. It was these experiences that inspired and compelled him to found a management consulting organization serving the travel, education, manufacturing services, pharmaceutical organizations, and retail industries. He specializes in branding, search engine optimization, creating sales funnels, and building traffic for websites and social networks. His responsibilities include but are not limited to monitoring competition for businesses and monitoring behaviors of buyer personas.

Baris Yalcinkaya has been an instructor of digital marketing and e-commerce related classes for over six years. Areas of teaching include e-commerce, digital marketing, search engine optimization, digital innovations, networking principles, and networking security.