

Welcome to IT EXPO Bulgaria

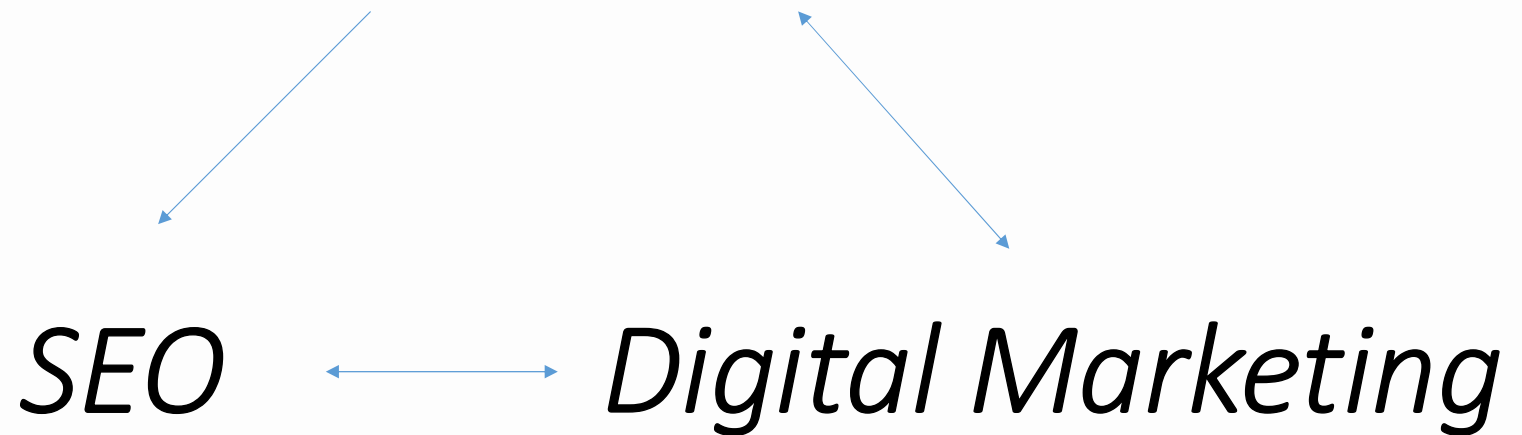
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Webma

internet developments

Key techniques in building a web project and the impact they have on its future digital marketing

Front-end code



CODE



robot

First place in Google

First place in Google Speed of the website

First place in Google Speed of the website Responsive design

First place in Google
Speed of the website
Responsive design
Animations

First place in Google

Google's Artificial Intelligence (AI)

Google's Artificial Intelligence (AI)



Complex Equations
to change on their own

Changing equations means:

*Google from yesterday is different
from the one today*

First place - *now*

or

First place - *always*

Simple and normal way:

Google Adwords

Companies that offer:

SEO Services

You don't want to pay just for website optimization

You don't want to pay just for
website optimization

You pay for first places

But CEOs or managers, in many cases can't clearly say what they want with their web product - to be optimized, to be better ranked or both

This is why the SEO Services
Company is selling to you

This is why the SEO Services
Company is selling to you

First place in Google – *now*

This is why the SEO Services
Company is selling to you

First place in Google – *now*

Through *Social & Link Building*

Link Building

Multiple entries of the same link in different discussion, forum, news feed and digital media websites.

Done with backlinks from multiple websites.

Social Building

Uses the power of the big social networks market ranking - by the increasing engagement of the numerous social profiles.

Permanent engagement.

How much you've paid

=

*How much time
SEO Services Company
will spend on your project*

SEO Services Company gives you optimization and ranking for your project for the time that you've paid them. This leads to:

First place in Google – *now*
but not permanently

How to approach SEO Services Company

Don't ask only for
“first place in Google”,
ask for your
website's optimization.

Require the exact
optimization steps,
that will be used.

Require the social networks and websites on which your site is registered;

tables, charts and analyzes to help you follow the process.

Ask for an offer for
permanent website support.

Require *Link & Social Building* for
every year following.

First place in Google – *always*

Best results comes from
making a project from scratch
with code that is
“beautiful”

Main “*beautiful*” code aspects:

Organized, clean and not filled with unnecessary information.

Organized code:

Code which not only the bot will read flawlessly; every developer on the project should be able to read and rewrite

Bot reading best with following:

Correct *<head>* and *<body>*

Regular and *mandatory* *<meta>* tags

Avoid *deprecated* or unusable tags

Use HTML5 and CSS3 to avoid use of JavaScript

Don't use external libraries

Limit the usage of JavaScript libraries

It was popular and modern to obfuscate front-end.

Don't do it anymore! *Use Open Source systems or libraries.*

Open Source systems or libraries expands and don't interrupt the "lifecycle" of the project.

Integrating a developer or a team takes days, not months.

Logically, the best option is to make your own *back-end*.

This way you are 100% unique in offering quality and service.

But when properly integrating a new team, the project has to stop.

Google Search Console; Google Analytics; Google My Business; Open Graph protocol; Google Maps API, OpenStreetMap API; YouTube Channel; Pinterest API, Instagram API; Twitter Rest API, Google+ API Console; GitHub

When considering money:

If you have a budget - start with your own team, according to your rules.

If you have less budget - hire an outside company with a team.

When having more budget:

Divide two teams to make
Link & Social Building –
one of developers, one of digital media
and marketing specialists.
First team is leading the second.

When having less budget:

Communication and goals between companies must be clear and present. Communication at daily basis. Mutual meetings composed of managers of the project and developers of both parties.

We already have a completely ready project, that has started to gain positions, thanks to the “*beautiful*” code and *Media Building, or:*

First place in Google – *always*

Speed of the website

Stages from which depends:

The server, on which is located with its parameters

The front-end code, size and content (also assets)

The back-end code with its database queries

The database and the type of data that is integrated

The user connection to the Internet and the server

The server and its parameters:

Takes smaller part depending of size of the database and its requests.

The more powerful hardware is tangible in larger projects used by many users.

The front-end code and assets:

Make “beautiful” code that contain nothing extra;

Use different caching practices;

Make JavaScript tests on different machines;

Break both JavaScript and CSS into separate files;

Server image optimization is a must;

Use JavaScript libraries that restrict the content.

The Back-end code:

Takes smaller part depending on the connection between queries and database. Developers to make decisions what back-end should be used, after meeting with project managers and know what is wanted.

The database type and the data:

MySQL - works best with Perl / PHP / Python;

PostgreSQL - works better than other databases with large objects, returning a lot of information

MSSQL - work with Windows machines

Oracle - an object-relational database that best works on a Java server

The user connection:

Break target groups of users depending on their location. Rent or physically deploy servers there. Link all servers to your project domain.

Use React, Ember, Angular, etc. to load and restrict only what is seen.

Responsive design

It's restructuring and changing the style of the elements on a page.

Decide what type of audience will be targeted – resolution and devices.

Designers and coders to help project managers with the specification.

Tips for the front-end:

Mandatory and correct viewport meta in HTML

Correct logic of CSS media queries

Use CSS3 font-resizing font size using REM values

Use combinations between several different CSS3 element identifications.

Responsive design is not a mobile version of the website.

It is not easily added in a later stage of the project.

If properly used the website may target different audiences.

Animations

Animations are not part of the SEO, but they play significant role for the digital marketing of the project.

Animations are to, take advantage of all the stages of the elements – normal, hover, active and focus and to make interaction between the user cursor movement and the website.

Tips for using animations:

Make animations for every stage of the element

Use start-up animations at the page entry

Use impression dependent animations

If you are not timeline familiar person, use sites that offer to do the animation for you

Conclusion steps and techniques:

Inspect every part of the “*beautiful*” front-end

Use SEO Service Company when you know what exactly you want

Make permanent *Link & Social Building*

Maximum use of open-source libraries

Conclusion steps and techniques:

When having more budget,
take all project responsible persons
under your wing

When having less budget,
make daily communications and
mutual meetings between
the responsible teams

Conclusion steps and techniques:

Use the right back-end and databases
for your project

Talk and add the responsive design idea at the
beginning, before any code is written

Use simple animations to stand out so the user
remembers your website

Thank you for your time and
I wish you a pleasant stay
for the rest of

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