

SEO CONFERENCE 2013

The organizers of [SEO Conference 2013](#) invite you to attend the one-day specialized conference dedicated to SEO, SEM, social networks, Internet marketing and advertising, which will be held in Sofia on March 22nd, 2013, at Inter Expo Center Sofia

SEO Conference 2013 is the leading event on search engine optimization and marketing for Bulgaria and preferred meeting place for customers, optimizers and representatives of the search engines.

It is expected that the Conference will be attended by over 400 persons.

Clients looking for SEO and SEM services: business owners, marketing directors, Internet project managers.

Providers: SEO and SEM experts, representatives from digital and advertising agencies,

Representatives of search engines: quality of search professionals, developers and marketing managers.

SEO Conference 2013 is aimed at programmers, web designers, copywriters, managers, marketing and PR experts, who are part of companies, working on improving the presence and increasing the visibility of sites on the Internet.

Benefits from Attending the Conference

Extensive knowledge on Search Engine Optimization and Marketing – The Conference will reveal the New Strategies, tips and methods for efficient Search Engine Optimization and the correct methods for applying Contextual Advertising.

Useful contacts – The Conference helps create useful contacts, find new clients and providers for Search Engine Marketing and Optimization.

SEO Conference 2013 is targeted at programmers, web designers, copywriters, managers, marketing and PR experts, who are part of companies, working on improving the presence and increasing the visibility of web sites.

Objectives

The main objective of SEO Conference 2013 is to study the latest SEO trends and provide practical knowledge (solutions) for better positioning in the popular search engines.

Format

A whole day conference, comprising of three sessions, with a total of 18 lectures, each lasting 60 minutes, as well as a round-table discussion on optimization and search engine marketing. This particular format allows both detailed topic presentations and at the same time provision of answers to all the questions asked during each lecture. The Round-table discussion at the end of the conference will help to summarize the information and allow attendees to direct questions to the speakers.

Program

The program of SEO Conference 2013 is designed so as to provide the attendees with the opportunities not only to learn about current trends in SEO and SEM, but also to find thorough answers to the questions they are interested in. We have purposefully chosen applied topics, in order to make this conference extremely useful in terms of SEO practical experience.

Speakers

The names of the speakers at the conference are familiar to anyone who has been part of this industry, even for a short period of time. Every speaker is unanimously considered among the best experts in their field. Among the speakers are representatives of Google, SEO experts, internet marketing professionals, professionals in contextual advertising. Once again, we would like to emphasize that all the speakers are employees who deal with practical situations, rather than people, occupying leadership positions in the companies they work for.

Advertisers

Specialized industry conferences have the great potential to attract new customers. We have prepared a hard to resist offer for advertisers participating in SEO Conference 2013 and are also open for any mutually beneficial partnership.

What else?

1. Ask Google a question - You can send any questions to the Google representatives.
2. Free mini-site audit - SEO experts from the speakers of the event will make a free site analysis of participants in the conference.
3. Sites Clinic provided by Google - Experts from the department of quality at Google Search will consider sites of participants in the event and will provide practical advice on how they can be made more convenient for users and search engines.

Organizers of the conference are [SEOM](#), [Cloxy](#) and [searchengines.bg](#). General sponsor - SuperHosting.bg

Date and venue

Date: March 22, 2013; 9:00 am – 7 p.m.

Venue: Inter Expo Center Sofia

For an additional cost, a limited number of participants may become part of the VIP guest list and receive:

1. Entrance for two people
2. First row seats
3. Right to distribute promotional materials

If you have further questions, please contact us at +359 876 178515 or mail : office [@] [seom.bg](mailto:office@seom.bg) and we will provide you with comprehensive information about the event.



КОНФЕРЕНЦИЯ 2013

LECTURERS

Maria Moeva works in Google from 2008, as part of the Search Quality teams (Quality Team for demand) and Webmaster Trends Analysts. She works directly with the teams Webmaster Tools, Sitemaps and Search Quality, as well as webmasters and site owners, mainly in the Russian forum for webmasters.

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PROGRAM

Preliminary program for SEO Conference 2013

Hall 1

8:00 to 9:00 Registration

9:00 to 9:30 Opening

9:30-10:15 Maria Moeva - Google - Algorithmic updates to improve search quality

10:30 to 11:15 Vasil Toshkov - Cloxy - Authorship and Google+

11:30 to 12:30 Dimitar Dimitrov - 411Marketing - How to optimize your site for local search?

12:30 to 13:30 Lunch

13:30 to 14:30 Stanislav Dimitrov - Hop Online - SEO reload using the resources of Google.

14:30 to 15:30 Ivo Iliev - InteractAge - Social Media and SEO

Afternoon break 15:30 to 16:00

4:00 p.m. to 5:00 p.m. Evgeni Yordanov - First Online Solutions - The Future of SEO

Lily Grozeva 5:00 p.m. to 5:45 p.m. - DigitalPro - Creative link building campaigns

6:15 p.m. to 7:00 p.m. Roundtable

Hall 2

10:30 to 11:15 Ivo Apostolov - Sabitie.bg - SEO optimization with TV ads

11:15 to 12:00 Mike Ram - RamSoft - Managing SEO projects

12:00 to 12:45 Hristo Atanasov - WeKnowHow - Brands sell more ...

12:45 to 13:45 Lunch

13:45 to 14:30 Kalin Vasilev - ORM.bg - A better online reputation for better sales

14:30 to 15:30 Lubomir Lyubomirov - Rocket Studio - SEO Copywriting or "natural" optimization

Afternoon break 15:30 to 16:00

4:00 p.m. to 4:45 p.m. Borislav Arapchev - Idea Studio Ltd. - Use of RSS

16:45 to 17:30 Gennadiy Vorobyov - Optimization.bg - "The power of internal factors' 80/20

17:30 to 18:15 Banco Stoyanov - eSale.bg - Creating Landing Pages, that convert more

Hall 3

Resuscitation – Sites analysis

Professionals from the Search Quality Team at Google will examine sites of participants at the conference and will provide specific advice on how they can be made more user-friendly and easier for search engines.

Workshop for Success - How did I achieve this?

After Party

19:00 to 4:00 Pub Night on the dark side of SEO ☺

INTER EXPO CENTER

The SEO Conference 2013 will be held at Inter Expo Center

Vitosha Hall is equipped with audio and discussion system, simultaneous translation (up to 4 languages), internet and telephone. Additional technical equipment is available: multimedia, laptop, plasma screen, video camera, projector, flipchart, video, TV, monitor, DVD player, fax machine, copier.

How to reach Inter Expo Center?

147, Tzarigradsko Shose, 1784 Sofia, Bulgaria

Public Transport

Metro – Last stop of Metro line - Tzarigradsko Shose

Bus - the bus line, providing direct access to the exhibition center:

- From the railway station: Buses 305, 213, 313, 413, 214 - to Eagle Bridge, contact Metro
- From Sofia Airport: Bus 84 - to Eagle Bridge, contact Metro
- Buses 1, 3, 5, 6 and 114 (new route Tzarigradsko Shose Metro - Druzhba , Druzhba 2 – Metro Tzarigradsko shose)

For more information: www.sofiatraffic.bg

Sofia Airport

Sofia Airport provides daily flights to major European cities and offers all additional services related to your travel. Inter Expo Center is located just 3 km from the airport. Bus № 84 connects the airport with the city center and near the exhibition center.

For more information: www.sofia-airport.bg

SPONSORS

We offer the following sponsorship packages for SEO Conference 2013:

1. Platinum Sponsor: 5000 BGN without VAT
2. Gold Sponsor: 2000 BGN without VAT
3. Silver Sponsor: 1000 BGN without VAT Each sponsor will receive:

1. 10/5/3 free conference passes with guaranteed VIP seats.
2. Presence of the sponsor's logo displayed on the conference screen, conference materials and event website at seoconference.net.
3. Opportunity to distribute promotional materials at the event.
4. Free participation for all events organized by SEOM till the end of 2013
5. The sponsor will be mentioned in publications covering the event.
6. Announcing the sponsorship and gratitude at the opening and closing of the event.
7. Placing banner displays prominently on the stage and the hall entrance

Participants

- 40% owners and managers of Internet businesses
- 15% programmers' and developers
- 15% Internet Marketing Specialists
- 10% PR and advertising agencies
- 20% web design studio

The audience is mostly people up to 30 years - 75%. Over 80% of participants have incomes above the national average.

If you have further questions, please contact us by phone 0700 300 89 or email info [at] seoconference.net and we will provide you with comprehensive information

MEDIA

The organizers of the 2013 conference SEO would like to invite journalists from the specialized media, covering advertising and marketing, business publications and electronic media covering the events in the IT industry to participate in the conference.

In preparation for the conference journalists will be provided the necessary information (program, speakers, and auxiliary materials). Should journalists require we can assist in arranging an interview with the organizers, speakers and other conference participants?

Accreditation

Please note that participation at all events related to the Conference is by required mandatory accreditation.

Note: The organizers have the right to refuse accreditation without cause

In all matters related to accreditation, please contact Asya Assenova.

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