

## DMK340: Search Engine Optimization (SEO)

### Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

### Course Description

3 Credits Prerequisite:

None

This dynamic and fast paced course is designed to teach students the art of search engine optimization (SEO) in seven steps, without fear of failure. In easy to understand terms, and with video and worksheet support, students will be provided with a definition and overview of what SEO is, how to master keywords, best practices to optimize on page SEO tactics and link-building strategies, as well as implement key metrics to measure success and/or tweak campaigns for better performance. As part of the curriculum, students will also build a hosted website to practice and apply some of the most widely used SEO optimization strategies. Every participant will also have access to a complementary toolbox, with hundreds of tools for search engine optimization and have knowledge of off page PR and visibility opportunities to maintain a high SEO ranking on Google and Bing search engines.

### Course Outcomes

By the end of this course students will be able to:

1. Demonstrate a working definition and understanding of SEO and explain the role search engines play in supporting internet marketing strategies.
2. Explain the important and dynamic relationship of SEO to online marketing, and why search engines, like Google, want to make SEO appear complex and impossible to navigate.
3. Formulate a plan for SEO discovery research, which includes keyword identification, website review, competitor analysis and how AdWords works.
4. Learn SEO content strategy and best practices for online platforms to rank high in the search engine process.
5. Demonstrate, document, and apply industry best practices of on page optimization to a custom-built website.
6. Understand and apply best practices of off page optimization to a custom-built website, including blogging, press releases, etc.
7. Evaluate traffic building strategies and tools to measure website and campaign effectiveness.

## Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

## Materials and Resources

Required Text:

- McDonald, J. (2017). *SEO Fitness Workbook 2018*. Published by JM Internet Group. ISBN: 9781540537690.

## Bookstore Information

The bookstore is located in the left-hand navigation of any Canvas course.

## Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

## Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website: <https://community.canvaslms.com/docs/DOC-4121>

## Weekly Schedule

<b>Week 1 Introduction to SEO and Search Engines</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Define what search engines are and how they work.</li> <li>• Know your ideal online customer.</li> <li>• Establish marketing goals for custom created website.</li> <li>• Develop a Business Value Proposition worksheet.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• SEO Workbook (Pages 4 – 28)</li> <li>• Google Adwords versus SEO</li> <li>• What is the difference between on-page and off-page SEO</li> <li>• How to set SEO goals for your company.</li> <li>• Understanding “on page” and “off page” SEO</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Search Engine Optimization Defined</li> <li>• What is a Search Engine and how does it work</li> <li>• Introduction to Google Algorithms</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• SEO Explained in Easy Terms</li> <li>• SEO for Beginners (Tutorial)</li> <li>• How Search Works</li> </ul>
Discussion	<b>Google Algorithm</b>
Quiz	Refer to your course

<b>Week 2 SEO Role in Internet Marketing</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Identify the role of SEO in internet marketing initiatives.</li> <li>• Analyze the different types of online marketing.</li> <li>• Investigate the value of SEO and why companies use SEO to enhance marketing initiatives.</li> </ul>

Readings	<ul style="list-style-type: none"> <li>• SEO Workbook. Pages 32-49</li> <li>• The 10 building blocks of a strong digital presence</li> <li>• How small business can make use of Big Data</li> <li>• The beginner's guide to SEO</li> <li>• Introduction to Search Engine Optimization</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• SEO and Internet Marketing</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• SEO Tutorial and Guide for 2017</li> </ul>
Discussion	Digital marketing strategies
Assignments	Value of SEO
Quiz	Refer to your course

<b>Week 3      Discovery Research</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Formulate website goals.</li> <li>• Identify target audiences.</li> <li>• Analyze competitors and conduct a competitor analysis.</li> <li>• Develop targeted keywords.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• SEO Workbook. Chapter 2.1 – 2.2. Pages 50 – 100</li> <li>• Moz, the beginner's guide to SEO. Chapter 5</li> <li>• Hubspot, Introduction to SEO, Part 4</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Define your website goals and your ideal customer online</li> <li>• Who are your Competitors?</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Keyword Worksheet</li> </ul>
Discussion	Keywords
Assignments	Keyword Worksheet
Quiz	Refer to your course

<b>Week 4</b>		<b>Dos and Don'ts of SEO</b>
Outcomes	<ul style="list-style-type: none"> <li>• Compare black hat techniques and white hat techniques.</li> <li>• Select a good domain name.</li> <li>• Set up a website with hosting.</li> </ul>	
Readings	<ul style="list-style-type: none"> <li>• Basics of SEO friendly Design and Development</li> <li>• Myths and Misconceptions of Search Engines</li> <li>• Difference between Black Hat SEO and White Hat SEO</li> <li>• Deep Web search engines that explore the hidden Internet</li> </ul>	
Lectures	<ul style="list-style-type: none"> <li>• What are Black Hat Tactics</li> <li>• What are White Hat Strategies</li> <li>• Black Hat SEO versus White Hat SEO</li> <li>• Keyword Stuffing</li> <li>• Wordpress: All in one SEO</li> </ul>	
Multimedia	<ul style="list-style-type: none"> <li>• Access Denied:</li> <li>• How to ensure your website does not get penalized</li> </ul>	
Discussion	Dark Web	
Assignments	Good and Bad Strategies	
Quiz	Refer to your course	

<b>Week 5</b>		<b>Content is King</b>
Outcomes	<ul style="list-style-type: none"> <li>• Evaluate good website content.</li> <li>• Apply good link building strategies.</li> <li>• Develop optimized written online content.</li> </ul>	
Readings	<ul style="list-style-type: none"> <li>• SEO Workbook. Chapter 4.1, 4.2 4.3 - Pages 146 – 213</li> <li>• Link Building: How to Build links to your website in 2017</li> <li>• How usability, experience and content affect rankings</li> </ul>	
Lectures	<ul style="list-style-type: none"> <li>• Content and Site Usability</li> </ul>	

Multimedia	<ul style="list-style-type: none"> <li>We're building a dystopia just to make people click on ads</li> </ul>
Discussion	Successful Bloggers
Assignments	Blogging and Keywords
<b>Week 6</b>	<b>On-Page Optimization</b>
Outcomes	<ul style="list-style-type: none"> <li>Determine the best on page optimization strategies.</li> <li>Apply various key components of on page optimization: tagging, keywords, permalinks, meta tagging, meta descriptions, anchor text.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>SEO Workbook. Chapter 3.1 – 3.3 - Pages 102 – 124</li> <li>Hubspot, On-Page SEO</li> <li>Understanding the Search Engine Results Page</li> <li>Google SEO Starter Guide</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>What is On-Page Optimization</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>On-page SEO</li> <li>Yoast SEO Tutorial</li> <li>Yoast SEO Premium Tutorial</li> </ul>
Discussion	On Page Optimization Strategies
Assignments	Yoast Listicle
<b>Week 7</b>	<b>Off-page Optimization</b>
Outcomes	<ul style="list-style-type: none"> <li>Determine the best off-page optimization strategies.</li> <li>Apply various key components of off page optimization: social media, video, backlinks.</li> <li>Explain the Social Media SEO.</li> <li>Optimize content for local SEO.</li> <li>Create a Google XML sitemap.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>SEO Workbook. Chapter 5.2 – 5.3. Pages 216 – 273</li> <li>Growing popularity and links</li> <li>Off-Page SEO</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>Links, more please!</li> </ul>

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Multimedia	<ul style="list-style-type: none"> <li>• Wordpress all in one SEO</li> <li>• Mobile Trends for 2017</li> <li>• Why YELP</li> </ul>
Discussion	MicroMoments
Assignments	SEO and online Reputation
Quiz	Refer to your course

<b>Week 8 Measuring SEO Success and Future Trends</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Evaluate metric tools and assessments.</li> <li>• Assess website optimization activities through the creating a website analytics plan.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• SEO Workbook. 5.2 and 5.3. Pages 216-273</li> <li>• Beginners guide to SEO</li> <li>• Introduction to SEO</li> <li>• Digital Marketing Trends 2018</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Measuring SEO Success</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Digital Marketing Trends</li> </ul>
Discussion	What is new in SEO.
Assignments	SEO Reputation Management

## Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

***Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.***

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	40%
Discussions	30%
Quizzes	30%
<b>Total</b>	<b>100%</b>

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

**Late Assignments:** Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

## Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

## Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit



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- Copyright Policy

## **Caveat**

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website: <https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>