

Search Engine Optimization: Practical Marketing Techniques

Course Code: BUS 163 W

Instructor Name: Jason McDonald, Ph.D. (<https://www.jasonmcdonald.org>)

Course Schedule: 5 Weeks (online)

Required Texts:

Required Books:

**Jason McDonald, *SEO Fitness Workbook*
2021**

Weekly Outline:

Week 1: Keywords

- How Search Engines Work and Have Evolved Over Time
- Basic Overview to SEO: On Page, Off Page, and Landing Behavior
- Understanding Keywords: Educational, Transactional, Volume, and Value
- Deliverable: Your Keyword Worksheet

Week 2: On Page SEO

- Page Tags: Learning to Talk to Google
- Your Home Page: The Queen of Your Website
- Your Website as a Whole: Link-sculpting and Google-friendly Files
- Content Marketing: Blogging
- Deliverable: An On Page Audit and Website Structure Plan

Week 3: Off Page SEO

- PageRank, Domain Authority, and Links
- Link-building
- Social Authority and Social Mentions
- Deliverable: A Link-Building Plan

Week 4: Content Marketing

- Content is King, or Is It?
- Blog, blog, blog for SEO (and Social)
- Press Releases and SEO
- Deliverable: A Content Marketing Plan

Week 5: Metrics

- What to Measure and Why
- Measuring Your Rank on Google and Bing/Yahoo
- Google Analytics Basics
- Advanced Segments and Goals in Google Analytics

Credit/No Credit:

For those students who choose to receive credit, here are the requirements:

- Quizzes – take all quizzes and pass with a minimum grade of 70% correct.
- Participation in weekly class discussions.

Letter Grade Option:

For those students who choose this option, here are the requirements:

- Quizzes – take all quizzes with points counting cumulatively towards your letter grade.
- Participation in weekly class discussions.
- Class project (if you would like to aim for an "A") – an analysis of the SEO of a target company.

Tentative Weekly Zoom Schedule (Pacific Time):

- **Week 1: Keywords – Identifying Transactional Keywords**
 - Lecture: Monday, June 21, 2021: 6-7:30 pm.
 - Workshop: Tuesday, June 22, 2021: 9-10 am.
- **Week 2: On Page SEO – Making your Website Google-friendly**
 - Lecture: Monday June 28, 2021: 6-7:30 pm
 - Workshop: Thursday, July 1, 2021: 5-6 pm
- **Week 3: Off Page SEO – Links, Social Mentions, Social Authority (Reviews)**
 - Lecture: Tuesday, July 6, 2021: 5-6:30 pm
 - Workshop: Wednesday, July 7, 2021: 12-1 pm
- **Week 4: Content Marketing – Blogs, Press Releases, and Content Strategy**
 - Lecture: Monday, July 12, 2021: 5-6:30 pm

Preliminary Syllabus

- Workshop: Tuesday, July 13, 2021: 5-6 pm
- **Week 5: Metrics – Google Analytics & More**
 - Lecture: Monday, July 19, 2021: 4-5:30 pm
 - Workshop: Tuesday, July 20, 2021: 5-6 pm

All sessions will be recorded for later viewing. In addition, Jason is available for one-on-one live "office hours" meetings on demand during each course.