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:

There will be two Zoom sessions per week: a lecture and a workshop. Days and times will vary in hopes all students can attend at least some of the time, and all sessions are recorded for those that can't be there. The final schedule will be posted in Canvas when the course page opens up the week before the start of class.

- **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)**
Preliminary Syllabus

- **Week 4: Content Marketing – Blogs, Press Releases, and Content Strategy**
  - Lecture: Monday, July 12, 2021: 5-6:30 pm
  - 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.