Preliminary Course Syllabus

Course Title: Search Engine Optimization: Practical Marketing with Google, Bing, and Yahoo

Course Code: BUS 163 W

Quarter: Spring 2017

Instructor: Jason McDonald, Ph.D.

Course Schedule: 5 weeks (online)

Required Texts:

Jason McDonald, SEO Fitness Workbook 2017 (available on Amazon)

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

Grade Options and Requirements:

No Grade Requested (NGR):
This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

Credit/No Credit:
For those students who choose to receive credit, here are the requirements:
- watch all video lectures
- attend or watch all ZOOM sessions
- participate in questions and discussions

Letter Grade Option:
For those students who choose this option, here are the requirements:
- watch all video lectures
- attend or watch all Zoom sessions
- participate in questions and discussions
- weekly quiz for each topic.
- class project – an SEO audit of a website AND/OR plan for your own*

*In order to earn an “A” grade, you MUST complete the class project. Students who do not complete the project can only earn a “B” or lower.

Please note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.