



Search Engine Optimization - ONLINE

This course provides an introduction to the basic principles and strategies of search engine optimization (SEO). It is intended for those who are seeking to improve the online visibility of their website. The course will review the overarching structure of search engines, and will also outline best SEO practices. This course will provide the learner with the skills and knowledge to develop a comprehensive and competitive SEO strategy.

Who should take this course?

This class is for students with web design knowledge who wish to optimize their site for the search engines.

Course Objectives

- Describe the background, purpose and business goals of Search Engine Optimization
- Optimize your pages with well-written content and the effective use of keywords.
- Design the information structure of your web site to enable efficient search engine indexing.
- Develop incoming links to increase site relevance to the search engines.
- Assess how well a site is optimized for search engines.

Course Details

- Length: 9 hours
- Format: Online
- Prerequisites: None

The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.



Course Contents

Module 1

- Identify how search engines have changed
- Explain how to spot outdated or harmful practices
- Describe why and how search engines determine the value of content on the Internet
- Articulate how search engines provide answers to questions
- Describe how people use search engines through buying and voting behavior, and how this relates to SEO
- Describe how SEO has leveled the field of marketing
- Explain why SEO is important for small business
- Describe the high-level challenges of SEO
- List SEO strategies for managing business growth
- Explain how SEO goals can differ from business to business
- Describe the importance of establishing conversion goals and metrics to measure SEO success

Module 2

- Explain how traditional marketing strategies are similar to SEO strategies
- Describe how to match the online audience with key work phrases
- Identify how to accomplish key word research
- Describe how search intent drives content strategy
- Explain how providing value is more important than selling in SEO
- Describe how fresh content can demonstrate leadership
- Articulate how to structure content for search engines
- Define how to make websites that are accessible to search engine technology
- Describe how to get websites noticed by search engines
- Explain how to optimize page-specific content for search engines
- Explain how the quality and context of links affects search ranking
- Identify the basics of building SEO authority via links



Course Contents, continued

Module 2, continued

- Describe the value of a long-term, marathon approach to SEO
- Identify why SEO will always be evolving
- Explain how social marketing is currently changing the landscape of SEO