Cumberland LOGO

Session: **Winter 2021**
Course: **Search Engine Optimization**
Code:
Weighting: 2-6-6
Duration: **120 hours**
Prerequisite: **None**
Approved by: _____
              Director of Studies

Instructor: **Moe Harb**
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GENERAL OBJECTIVES
Optimize the media according to the broadcast.
Research, organize, and share information.

COURSE OBJECTIVES
By the end of this course, the student should be able to:
- Understand the underlying principles of search engine optimization
- Analyze the implementation of search engine optimization best practices for a website
- Create written content that adheres to search engine optimization best practices
- Define targeted keywords for an SEO campaign

EVALUATION
Classwork: 10%
Project 1:   40%
Project 2:   20%
Final Exam: 30%

Total   100%

MEDIAGRAPHY (required reading)
➢ **Course Notes**

➢ **Online resources.**

Suggested readings

Online: Ahrefs on Youtube
https://www.youtube.com/channel/UCWquNQV8Y0_defMKnGKrFOQ

Paperback: **SEO 2020: Actionable, Hands-on SEO, Including a Full Site Audit (Webmaster Series)**
by Dr. Andy Williams

PARTICIPATION

The students should be in class at the right time and submit their projects in time.

The students will be afforded some class time to develop their coursework with the guidance of the instructor, but are expected to complete it independently.

	THEORY	PRACTICAL/MEDIA
1	**Intro to SEO** 1. What is SEO? 2. Basic SEO principles and practices 3. Introduction to SEO tools	Guided Learning: Overview of Project 1- Carry out an SEO audit of a website Guided Learning: Navigating Mozilla, Search Console and GA
2	**Keyword research** 1. How keywords work 2. The Keyword Research Process 3. Ranking analysis 4. Tracking keyword rankings over time	Group Exercise- Build a keyword list for a company Guided learning- Define target keywords for project 1
3	**On page SEO** 1. Elements of on-page SEO 2. Best practices for on-page SEO 3. Reviewing and optimizing on-page SEO over time	Exercise: on-page SEO review of 10 web pages Guided learning: On-page SEO analysis for project 1
4	**Optimized content marketing** 1. Benefits of content marketing 2. Anatomy of an SEO optimized blog 3. Other content types (video, infographics, whitepapers, etc.)	Exercise: Optimize a short blog for a company Guided learning: Overview and planning for Project 2- Write an SEO optimized blog for an organization
5	**Content Marketing Strategy** 1. Creating Topic Clusters 2. Defining content mix and content calendars 3. Measuring content success 4. Historical Optimization	Group exercise: Create a topic cluster for a company Exercise: Historically optimize a blog Guided learning: Content analysis for Project 1
6	**Off-Page SEO** 1. Off-page SEO ranking factors 2. Monitoring your off-page SEO success 3. Strategies for improving off-page SEO	Group exercise: link building: Identify sites for a link building campaign for a business Guided learning: Off-page SEO analysis for Project 1
7	**Technical SEO** 1. Creating sitemaps 2. Structured data markup 3. Fixing technical SEO issues	Group Exercise: Analyze a site through Google Search Console and identify issues Guided learning: Technical SEO analysis for Project 1
8	**Measuring SEO** 1. SEO measurement platforms 2. Tracking keywords rankings and website traffic 3. SEO KPIs	**Submit Project 2** Group exercise: Review the monthly website results of an organization and make recommendations
9	**Local SEO** 1. The increased importance of local SEO 2. Local SEO best practices and tactics 3. Optimizing for Google My Business	Exercise: Create a local keywords list for an organization Guided learning: Local SEO and GMB analysis for Project 1
10	**Mobile SEO** 1. Mobile SEO vs. Desktop SEO 2. Mobile SEO ranking factors and best practices 3. Evaluating mobile SEO	Exercise: What is Wrong with This Picture?- Identify mobile SEO errors on a series of websites using Google Mobile Friendly Test Guided Learning: Mobile SEO analysis for Project 1
11	**Voice SEO** 1. The rise of voice search 2. The relationship between voice search, mobile, and local SEO 3. Best practices for voice search optimization	Group Exercise: OK Google- Compare and contrast voice search results with written search results for a series of queries, and identify Voice SEO successes and failures Guided learning: Analyze voice search optimization for Project 1
12	**Video SEO** 1. What is Video SEO? 2. Ranking factors and best practices for website videos 3. Optimizing for YouTube	Exercise: Optimize a video for YouTube Guided Learning: Final in-class session for Project 1
13	**Submit Project 1**	**Present Project 1**
14	**International SEO** 1. Multilingual website architecture 2. International search engines 3. Creating optimized content for international audiences	Group exercise: Analyze multilingual SEO structure of an international site and identify issues Guided Learning: Exam revision
15	**Final exam**	