**SEO Course Sample Syllabus**

**Instructor:** Name **E-mail:** Email Address

**Office Hours:** By appointment **Social media:**

**Course Meeting Details:** Day & Time, Location

**Required text:** SEO: Strategy & Skills (**Insert access URL**)

# **Course Overview**

# This course examines the strategic use of search engine optimization in marketing in order to build profitable customer relationships. Topics in the course will include consumer search behavior, search engines and algorithms, website user-experience, on- and off-page SEO, and strategies for conducting SEO campaigns for traditional and niche search engines. The course is designed to teach the fundamentals of SEO as well as provide practice with analysis and skills associated with doing SEO for a business or organization.

# **Learning Objectives**

At the end of this course, students should be able to:

* Understand the primary business function of SEO
* Perform appropriate analysis in preparation for conducting a successful SEO campaign
* Accomplish key tasks associated with SEO for websites and other media
* Measure and report on SEO outcomes and make adjustments based on performance data

# **Assignments and Grading Scale**

| **Assignments** | **Points** |  | **Grade** | **Point Range (%)** |
| --- | --- | --- | --- | --- |
| Quizzes (X15, drop 2 lowest) | 130 |  | A |  |
| SEO Assignments (X15, drop 1 lowest) | 70 |  | A- |  |
| LinkedIn SEO Project | 40 |  | B+ |  |
| Video SEO Group Project | 40 |  | B |  |
| Mid-Term Exam | 100 |  | B- |  |
| Final Exam | 100 |  | C+ |  |
| In-class Participation | 20 |  | C |  |
|  |  |  | C- |  |
| **TOTAL** | **500** |  | D+ |  |
|  |  |  | D |  |

**Grading Details**

**Quizzes (10 points each, 2 lowest scores dropped)**

Quizzes for each courseware chapter of assigned reading are completed through the Stukent courseware according to the course schedule. All quizzes should be completed before class and should be completed independently (no working together).

**SEO Assignments (5 points each, 1 low score dropped)**

Each courseware chapter includes an assignment to apply the principles and skills associated with the chapter topic. All assignments should be uploaded to the LMS before class according to the course schedule. Grading of each assignment will be based on full or partial completion, with occasional feedback offered.

**LinkedIn SEO Project (40 points)**

The objective of this individual project is to experience the process of creating an optimized page of content in the form of a published LinkedIn article on a professional topic of choice. The student will demonstrate competence in keyword research, on-page optimization, and content marketing.

**Video SEO Project (40 points)**

The objective of this group project is to experience the process of creating an optimized short video designed to produce viewer retention and keyword rankings. Groups will demonstrate competence in keyword research, video optimization, video promotion, and analytics.

**Exams (100 points each)**

Exams are designed to assess knowledge and applications learned in prior chapters and in-class sessions. Exams will be completed individually, with exam details and an exam review provided beforehand.

**In-Class Participation (20 points)**

This is an interactive, skill-building course, so you need to attend class and participate. Participation points are earned rather than deducted. It is your responsibility to obtain class material from another student if you are absent.

**Other Policies**

* Assume that all work should be completed individually unless specified.
* Late assignments will be accepted up to 24 hours after the original deadline but will only be awarded 80% of the assignment score. There are no makeup quizzes except in cases of medical and official school excusals (i.e., a dated note from a medical professional or professor).
* I can't adjust grades due to factors outside of the course (e.g., GPA trouble, work conflicts, personal problems, etc.) so do yourself a favor: plan ahead and be a good communicator, give your best effort, and come to class prepared to participate and fully invested in your own learning.

**SEO COURSE SCHEDULE** (**\***Project details given in class)

**Disclaimer**: I reserve the right to change the course calendar to take advantage of new opportunities or adjust to our circumstances and will notify you if this happens.

| **Day** | **Topic** | **Assignments / Readings**  **(Completed Before Class)** |
| --- | --- | --- |
| 1 | Course Introduction/Overview of Search |  |
| 2 | An Overview of Search Cont. | Read: Chapter 1 |
| 3 | Searcher Behavior | Chapter 1 Quiz Chapter 1 Assignment Read: Chapter 2 |
| 4 | Search Engines | Chapter 2 Quiz Chapter 2 Assignment Read: Chapter 3 |
| 5 | Performance Indicators | Chapter 3 Quiz Chapter 3 Assignment Read: Chapter 4 |
| 6 | Performance Indicators Cont. | Chapter 4 Quiz |
| 7 | Crawlability | Chapter 4 Assignment Read: Chapter 5 |
| 8 | Crawlability Cont. | Chapter 5 Quiz |
| 9 | User Experience | Chapter 5 Assignment Read: Chapter 6 |
| 10 | Keyword Research | Chapter 6 Quiz Chapter 6 Assignment Read: Chapter 7 |
| 11 | Keyword Research Cont.**\*** | Chapter 7 Quiz |
| 12 | Site Structure & Keyword Mapping | Chapter 7 Assignment Read: Chapter 8 |
| 13 | Content Optimization | Chapter 8 Quiz Chapter 8 Assignment Read: Chapter 9 |
| 14 | Content Optimization Cont. | Chapter 9 Quiz Chapter 9 Assignment |
| 15 | Midterm Exam Review | **LinkedIn SEO Project Due** |
| 16 | **Midterm Exam Due (End of Day)** |  |
| 17 | Off-Page SEO | Read: Chapter 10  **Mimic SEO Round 1** |
| 18 | Off-Page SEO Cont. | Chapter 10 Quiz **Mimic SEO Round 2** |
| 19 | Link Building | Chapter 10 Assignment Read: Chapter 11**Mimic SEO Round 3** |
| 20 | Holistic SEO Strategy | Chapter 11 Quiz Chapter 11 Assignment Read: Chapter 12  **Mimic SEO Round 4** |
| 21 | Holistic SEO Strategy Cont. | Chapter 12 Quiz**Mimic SEO Round 5** |
| 22 | Local SEO | Chapter 12 Assignment  Read: Chapter 13  **Mimic SEO Round 6** |
| 23 | YouTube SEO**\*** | Chapter 13 Quiz  Chapter 13 Assignment  Read: Chapter 14  **Mimic SEO Round 7** |
| 24 | YouTube SEO Cont. (Work Day) | Chapter 14 Quiz  Chapter 14 Assignment  **Mimic SEO Round 8** |
| 25 | The Future of Search, Amazon, Voice, ORM | Read: Chapter 15  **Group SEO Video Published** |
| 26 | Future of Search Cont. | Chapter 15 Quiz  **Mimic SEO Round 9** |
| 27 | Guest Speaker | Chapter 15 Assignment |
| 28 | Video Watch Party & Discussion | **Group SEO Video Report Due** |
| 29 | Final Exam Prep |  |
| 30 | **Final Exam** |  |