

## MASTER COURSE OUTLINE

A. CPRO 1755 Search Engine Optimization (SEO) and Analytics

B. COURSE DESCRIPTION:

This course focuses on developing the skills needed for Search Engine Optimization (SEO). A wide variety of tasks will be used to improve a websites presence on search engines. Analytic tools will be used to analyze the traffic visiting a website.  
**(3 Cr – 3 lect, 0 lab)**

C. \*\*Core Theme: Critical Thinking

D. MAJOR CONTENT AREAS:

- SEO
- Paid Internet ads
- Search engine algorithms
- Keywords
- Site optimization
- Analytics

E. GOAL TYPES, OBJECTIVES, AND OUTCOMES:

<u>GOAL</u>	<u>OBJECTIVES</u>	<u>OUTCOMES</u>
<u>**Critical Thinking</u>	analyze the logical connections among the facts, goals, and implicit assumptions relevant to a problem or claim; generate and evaluate implications that follow from them.	<ol style="list-style-type: none"> <li>1. analyze traffic to a website.</li> <li>2. determine if assumption about traffic to site were correct.</li> <li>3. implement SEO strategies to improve traffic and conversion.</li> </ol>
<u>CS</u>	create an organic SEO plan which optimizes a website for search engines without any out of pocket expenses.	<ol style="list-style-type: none"> <li>1. improve websites page ranking.</li> </ol>
<u>CS</u>	create pay per click ad campaign.	<ol style="list-style-type: none"> <li>1. increase traffic and conversions on the website that justify the costs of the ads.</li> </ol>
<u>CS</u>	identify keywords for website.	<ol style="list-style-type: none"> <li>1. create a list on keywords that increase website ranking and traffic to the site.</li> </ol>
<u>CS</u>	incorporate social media to improve SEO.	<ol style="list-style-type: none"> <li>1. establish presence in social media for the site to increase traffic.</li> </ol>

F. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact the instructor or the Student Success Center at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request. Students will be required to create accounts on social media sites.

G. COURSE CODING INFORMATION:

Course Code T/Class Maximum 30; Letter Grade

Revision date: 04/01/12

AASC Approval date: 05/01/12

<b>*Riverland Community College Disciplines</b>	<b>MnTC Goal Number</b>
Communication (CM)	<b>1</b>
Natural Sciences (NS)	<b>3</b>
Mathematics/Logical Reasoning (MA)	<b>4</b>
History and the Social & Behavioral Sciences (SS)	<b>5</b>
Humanities and Fine Arts (HU)	<b>6</b>

<b>**Riverland Community College Core Themes</b>	<b>MnTC Goal Number</b>
Critical Thinking (CT)	<b>2</b>
Human Diversity (HD)	<b>7</b>
Global Perspective (GP)	<b>8</b>
Ethical and Civic Responsibility (EC)	<b>9</b>
People and the Environment (PE)	<b>10</b>

\*These five MnTC Goals have been identified as Riverland Community College Disciplines.

\*\* These five MnTC Goals have been identified as Riverland Community College Core Themes.

NOTE: The Minnesota Transfer Curriculum “10 Goal Areas of Emphasis” are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.