Course Title: Search Engine Marketing

Course Description:
This introductory course will focus on utilizing search engines to draw traffic to a website. Students will learn about Search Engine Optimization (SEO) techniques, creating effective Landing Pages, Pay-per-click advertising, Google AdWords, Google Analytics, Website Copywriting and more.

Course Prerequisite(s): N/A

Course Objectives:
1. Utilize search engines to promote websites. 2. Employ Search Engine Optimization (SEO) techniques. 3. Perform Requirements Gathering, Keyword Research, Title and Meta Tag Creation, Website Copywriting and more.

Instructor Notes:

Textbook(s): N/A

Lesson Plan – by week or session
Session 1: What are search engines and how are they used? Website traffic and recognized search engine features.
Session 2: Search Engine Optimization (SEO) techniques. Requirements Gathering Doing keyword research
Session 3: Landing Pages Pay-per-click advertising Google AdWords and Analytics Building successful brands Understanding the branding process:
Session 4: Title and Meta Tag Creation Website Copyright laws