Course Title: Search Engine Marketing Optimization

Instructor: Dave Lobo

Course Description:
Focus on utilizing search engines to draw targeted customer traffic to a website. Employ proven Search Engine Optimization (SEO) techniques. Create effective mobile marketing, Pay-per-click advertising, Google AdWords, Google Analytics, and Website Copywriting.

Course Prerequisite(s):
N/A

Course Objectives:
1. Focus on utilizing search engines to draw targeted customer traffic to a website.
2. Employ proven Search Engine Optimization (SEO) techniques.
3. Create effective mobile marketing, Pay-per-click advertising, Google AdWords, Google Analytics, and Website Copywriting.

Next Class Possibilities: Spring 2014

Lesson Plan – by week or session

Session 1: Focus on utilizing search engines to draw targeted customer traffic to a website.
Session 2: Employ proven Search Engine Optimization (SEO) techniques.
Session 3: Create effective mobile marketing, Pay-per-click advertising, Google AdWords, Google Analytics, and Website Copywriting.
Session 4: Employ search engine techniques on computer