

WEBD323

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : WEBD323 **Title :** Search Engine Optimization

Length of Course : 8

Prerequisites : **Credit Hours :** 3

Description

Course Description: This course introduces concepts and strategies for successful search engine optimization (SEO). It examines different kinds of searches including image searches, local searches, and industry-specific vertical search engines. Additional topics such as link building, site structure improvements, conversation tracking, research and development keyword strategic development, and understanding barriers of search engine optimization are addressed for the purpose of increasing a website's relevance and to determine how people search for products and services.

Course Scope:

This course will cover all areas of search engine optimization. The student will be able to comprehend search engine optimization and how to increase website traffic critical to successful e-commerce, business and market research.

Objectives

After successfully completing this course, you will be able to:

- Define search engine optimization in respect to how search engines work, marketing, keywords research, and other search tools and services.
 - Contrast different kinds of searches including image searches, local searches, and industry-specific vertical search engines.
 - Explain Search Engine Optimization in respect to conducting business activities online.
 - Describe how search engines work and the essential strategies affiliated with search engine optimization.
 - Describe guidelines and techniques associated with Search Engine Optimization.
 - Apply research on search engine optimization and how to increase website traffic generated by search engines to the creation of a Search Engine Optimization Plan for a final project.
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Outline

Week 1:

Topic

Search Engine Basics, Theory of Searches, and Creating an SEO Plan

Learning Objectives

Define search engine optimization in respect to how search engines work, marketing, keywords research, and other search tools and services.

Contrast different kinds of searches including image searches, local searches, and industry-specific vertical search engines.

Explain Search Engine Optimization in respect to conducting business activities online.

Describe how search engines work and the essential strategies affiliated with search engine optimization.

Readings

Ch. 1, 2, 3

Assignment

Introduction Forum

Week 1 Forum

Assignment 1

Week 2:

Topic

Building Sites for SEO, Keywords, and Pay-per-click (PPC)

Learning Objectives

Define search engine optimization in respect to how search engines work, marketing, keywords research, and other search tools and services.

Describe how search engines work and the essential strategies affiliated with search engine optimization.

Readings

Ch. 4, 5, 6

Assignment

Week 2 Forum

Assignment 2

Week 3:

Topic

Maximizing PPC, Increasing Keyword Success, and Campaign Targeting

Learning Objectives

Describe how search engines work and the essential strategies affiliated with search engine optimization.

Describe guidelines and techniques associated with Search Engine Optimization.

Readings

Ch. 7, 8, 9

Assignment

Week 3 Forum

Assignment 3

Quiz 1 (Ch. 1-9)

Week 4:

Topic

Keyword and PPC Campaigns, Keyword Tools and Services, and Tagging

Learning Objectives

Describe guidelines and techniques associated with Search Engine Optimization.

Readings

Ch. 10, 11, 12

Assignment

Week 4 Forum

Assignment 4

Week 5:

Topic

Content, Communities, Links and Linking

Learning Objectives

Describe guidelines and techniques associated with Search Engine Optimization.

Readings

Ch. 13, 14, 15

Assignment

Week 5 Forum

Assignment 5

Quiz 2 (Ch. 10-15)

Week 6:

Topic

Directories, Pay-for-Inclusion Services, and Robots, Spiders, and Crawlers

Learning Objectives

Explain Search Engine Optimization in respect to conducting business activities online.

Describe guidelines and techniques associated with Search Engine Optimization.

Readings

Ch. 16, 17, 18

Assignment

Week 6 Forum

Assignment 6

Week 7:

Topic

SEO Spam, Social-Media, and Mobile Optimization

Learning Objectives

Describe guidelines and techniques associated with Search Engine Optimization.

Readings

Ch. 19, 20, 21

Assignment

Week 7 Forum

Assignment 7

Week 8:

Topic

Monetizing Traffic and Automated Optimization

Learning Objectives

Explain Search Engine Optimization in respect to conducting business activities online.

Apply research on search engine optimization and how to increase website traffic generated by search engines to the creation of a Search Engine Optimization Plan for a final project.

Readings

Ch. 22, 23, 24

Assignment

Week 8 Forum

Reflection Forum

Quiz 3 (Ch. 16-24)

Final Project

Evaluation

This course requires disciplined independent practice and individual completion of assignments. Although Distance Learning provides you with a flexible schedule to meet your professional, personal, and academic responsibilities, you are expected to follow the syllabus and submit assignments on time and on schedule. **Assignments, quizzes, and initial forum posts may be submitted up to one week late, but will lose 5 points per day late.** Follow-up posts will not receive any credit if posted after the due date. After one week past the due date, assignments, quizzes, and forum posts may not be submitted for credit. All work must be submitted by the end of the class session. **No** assignments will be accepted after the class end date.

Reading Assignments

Each week, you will be assigned chapters from the class textbook to read. You will be evaluated on your understanding of the material in your readings through your forum contributions, assignments, quizzes, and final project. In order to grasp the weekly course objectives and participate fully in the discussions, it is highly recommended that you read each week's assigned reading chapters before participating in the week's forum discussion, taking your quizzes, and completing your weekly assignments.

Supplemental Readings

Students are encouraged to research weekly topics on the Internet and use their research findings in their forum posts and weekly assignments to support their points.

Forum Participation

Each week you will be expected to participate in a class discussion on the forum. Each week's discussion questions can be found on the forum itself. Each one of you will have different and unique experiences and points of view related to the topics that we are learning each week, and we can all learn from each other by sharing our thoughts and ideas together on the forum. Your participation in the forums unleashes the power of synergy in our classroom. To facilitate this interaction, please be prompt when posting your forum work for each week, allowing time for the others to actively engage in the dialogue.

Forum Timing: Although the due date for both your initial post, with your answers to the week's questions, and your two follow-up posts is 11:55 PM ET on Sunday, you are encouraged to post your initial post no later than Thursday, to allow time for your classmates to read and reply to your post. Be sure to read all of the follow-up posts to your own posts and reply to any questions or requests for clarification. You are encouraged to conduct research and use other sources to support your answers.

Forum Guidelines:

- Try to post your initial response to each forum by 11:55 PM ET on Thursday each week.
- Initial responses should be no less than 250 words.
- Do not include my questions or discussion prompts in your post. You may number your answers, but your post should contain only your own original writing.
- Write in complete sentences and full paragraphs and avoid using lists of any kind in your posts.
- Your initial post must be original in content and demonstrate a thorough analysis of the topic.
- Include your own personal experience related to the topic being discussed. If you do not have experience with implementing search engine optimization, describe your experiences using search engines that employ the techniques and technologies we are learning about.

- Write in your own words and avoid copying and pasting from other websites.
- If you do quote from a source, keep quotations to a minimum – I would rather see you express your own understanding of what you learned from your sources, in your own words.
- Include a citation at the bottom of your post, indicating the source(s) you consulted in your personal research into the topic being discussed each week.
- Reply to at least 2 of your classmates in each forum by 11:55 PM ET on Sunday each week.
- Replies to classmates should be no less than 150 words each.
- For practical reasons, when you respond to other learners' posts, please start your response by referencing their name.
- Responses to classmates must be significant in content, to advance the discussion forward. Your responses should add additional insight to the discussion or challenge your classmates' opinions.
- You are encouraged to log into the classroom several times each week to participate in the class discussion on the forum.
- Refer to the forum and the Rubric for Grading Forum Posts below for more details on grading. Forum postings are a significant part of your grade and I will be looking for quality and depth in your participation in the weekly forum discussions.

Quizzes

There will be three quizzes in this course, during weeks 3, 5, and 8. The quizzes are multiple-choice and are untimed. However, you may only take each quiz one time, so take your time and be certain of each answer before proceeding to the next question. It is presumed that you have completed and understood all assigned readings up through the week of the quiz you are taking, before you being the quiz.

Assignments

You will have written assignments due each week. They will consist mostly of questions designed to test your understanding and comprehension of the material you have learned from your textbook readings and independent research each week. Detailed instructions for each weekly assignment can be found in the Assignments area of the classroom.

Final Project

You will have a Final Project (Search Engine Optimization Plan) due at the end of Week 8. Detailed instructions for the final project can be found in the Assignments area of the classroom.

Standards for Original Work:

All work submitted must be original work. Incidents of academic dishonesty will result in you failing the assignment, and repeat incidents will result in failing the course. I check forum posts and assignments regularly for incidents of plagiarism and academic dishonesty. Please read and understand the University policy on academic dishonesty (Plagiarism Policy). When writing about ideas learned from your sources, you must summarize the ideas **in your own words** (rather than using direct quotations from your sources). Be sure to provide appropriate citations and references on your forum posts and assignments to give credit to your sources for the ideas you are paraphrasing and writing about, even though you will not be directly quoting from your sources.

Grading:

| Name | Grade % |
|------|---------|
|------|---------|

Materials

Book Title: SEO: Search Engine Optimization Bible - E-book available in the APUS Online Library; hard copy not available from the APUS Bookstore, please try other sources.

Author: Ledford

Publication Info: Wiley Lib

ISBN: 9780470452646

Book Title: To find the library e-book(s) req'd for your course, please visit <http://apus.libguides.com/er.php> to locate the eReserve by course #. You must be logged in to eCampus first to access the links.

Author: N/A

Publication Info: N/A

ISBN: N/A

Additional references are found in the Lessons area of the classroom, embedded in the weekly lessons.

Course Guidelines

Citation and Reference Style

- Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours* of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment.
- Generally speaking, late work may result in a deduction up to 20% of the grade for each day late, not to exceed 5 days.
- As a working adult I know your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com. Additionally, allowing your work to be placed on such web services is academic dishonesty, as

it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc) See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of this particular group.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting time after which the instructor will grade comments, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- “Substantive” means comments that contribute something new and hopefully important to the discussion. Thus a message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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