Search Engine Optimization
Course Design
2007-2008

Course Information
Organization
EASTERN ARIZONA COLLEGE

Division
Business

Course Number
CMP 114C

Title
Search Engine Optimization (SEO)

Credits
3

Developed by
Cara Summerfield

Lecture/Lab Ratio
2 Lecture/ 2 Lab

Transfer Status
Non-transferable

Activity Course
No

CIP Code
11.0100

Assessment Mode
Pre/Post Test (25 Questions/100 Points)

Semester Taught
Upon Request

GE Category
None

Separate Lab
No

Awareness Course
No

Intensive Writing Course
No

Prerequisites
None

Educational Value
Student will become familiar with and learn the techniques of proper search engine optimization for personal sites, as well as business sites, if going into business.

Description
This course is designed to allow for the opportunity to practice optimizing website pages as well as learning the basic rules of optimization.

Supplies
Access to the world-wide web
Competencies and Performance Standards

1. Define and Understand the Importance of SEO

   **Learning objectives**
   
   *What you will learn as you master the competency:*
   
   - Definition of SEO
   - The importance of optimization for websites
   - Problems which may prevent high rankings in search engines
   - The new rules of SEO

   **Performance Standards**
   
   *Student will demonstrate his/her competence:*
   
   - on assigned activities
   - on written exams
   - student demonstration

   *Student performance will be successful when:*
   
   - he/she can identify the importance of SEO for websites
   - he/she can define those elements that are necessary for a well-optimized site
   - he/she can define problems which prevent rankings in search engines
   - he/she can identify the new rules of SEO

2. Define the 6 aspects of SEO and Location of each on web page

   **Learning objectives**
   
   *What you will learn as you master the competency:*
   
   - Identify meta tags in head of document
   - Identify title meta tag
   - Identify description meta tag
   - Identify keyword meta tag
   - Identify image alt tags

   **Performance Standards**
   
   *Student will demonstrate his/her competence:*
   
   - On assigned activities
   - On written exams
   - Student Demonstration

   *Student performance will be successful when:*
   
   - he/she can write appropriate title meta tag
   - he/she can write appropriate description meta tag
   - he/she can write appropriate keyword meta tag
   - he/she can write appropriate image alt tags
3. Create effective text and keywords

Learning objectives
What you will learn as you master the competency:
- How to use keyword search tools
- How to use appropriate keywords for a specific website
- How to recognize spam
- How to create effective text by utilizing keywords found on keyword search
- How to optimize a page for highly competitive markets
- How to optimize a page for regional markets
- How to optimize a page for local markets

Performance Standards
Student will demonstrate his/her competence:
- On assigned activities
- On written exams
- Student Demonstration

Student performance will be successful when:
- He/she can demonstrate thorough understanding of keyword search tools
- He/she can use appropriate keywords for a specific website
- He/she can recognize spam and reasoning for not using it
- He/she can create effective text by utilizing keywords found on keyword search
- He/she can optimize a page for highly competitive markets, regional, and local markets

4. Standards for most search engines and the difference between Google & Yahoo

Learning objectives
What you will learn as you master the competency:
- What is not read by search engines
- Which search engines rely heavily on text
- Which search engines rely heavily on meta tags
- The purpose of Headings and specific text layout on page

Performance Standards
Student will demonstrate his/her competence:
- On assigned activities
- On written exams
- Student Demonstration

Student performance will be successful when:
- He/she can demonstrate a full understanding of what is required by most search engines
- He/she can create an appropriate heading
- He/she can create an optimized layout of page
5. Submission of site to search engines & analysis of hits

*Learning objectives*

*What you will learn as you master the competency:*

- How to find free search engines to register
- How to register site
- How to analyze hits to site
- How to create an online marketing strategy based on analysis

*Performance Standards*

*Student will demonstrate his/her competence:*

- On assigned activities
- On written exams
- Student Demonstration

*Student performance will be successful when:*

- he/she can demonstrate the ability to find free submission sites
- he/she can demonstrate the ability to register a site
- he/she can demonstrate the ability to interpret hits on site
- he/she can develop an online marketing strategy based on interpretation

**Types of Instruction**

Lecture and demonstration, and presentation

**Grading Information**

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90% - 100%</td>
</tr>
<tr>
<td>B</td>
<td>80% - 89%</td>
</tr>
<tr>
<td>C</td>
<td>70% - 79%</td>
</tr>
<tr>
<td>D</td>
<td>60% - 69%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
</tr>
</tbody>
</table>