

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 647

COURSE TITLE

WEBSITE PROMOTION

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course introduces promotion of a website through search engine optimization (SEO) to increase a website's visibility. Basic optimization strategies, such as conducting keyword research, building inbound links, and optimizing your pages and content are included. Students will learn how to read a search engine results page, find its ranking and see how rankings can affect a business. Learn website promotion through social media and how to leverage social media tools to grow a brand and drive site traffic. (FT)

LECTURE/LABORATORY HOURS

40

ADVISORY

Completion of Front End Web Developer Program I, or equivalent.

RECOMMENDED SKILL LEVEL

Possess a 10th grade reading level; ability to communicate effectively in the English language.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by leaning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.
3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Learn how to promote a website.
2. Introduce and use search engine optimization.
3. Learn how to read a search engine results page.
4. Learn how to use research and use keywords.
5. Understand content optimization.
6. Understand content planning.
7. Learn link-building strategies.
8. Learn social media basics and pages for business.

COURSE OBJECTIVES

Upon successful completion, the student will be able to:

1. Understand and explain website promotion.
2. Understand and demonstrate using search engine optimization.
3. Demonstrate how to read a search engine results page.
4. Understand and demonstrate using keywords.
5. Understand and demonstrate content optimization.
6. Demonstrate content planning.
7. Understand and use link-building strategies.
8. Understand how to use social media to promote website content.

SECTION II

COURSE CONTENT AND SCOPE

1. Website Promotion
 - 1.1. Overview
 - 1.2. Website visibility
2. Search Engine Optimization (SEO)
 - 2.1. Overview
 - 2.2. Reading a search engine results page
 - 2.3. How SEO affects your business
 - 2.4. Setting SEO expectations
3. Keywords
 - 3.1. Why you need a keyword research plan
 - 3.2. How to research keywords
 - 3.3. Tools to help you analyze keywords
 - 3.4. Understanding keyword attributes

COURSE CONTENT AND SCOPE (CONTINUED)

- 3.5. Understanding keyword distribution
- 3.6. Ongoing keyword evaluation
- 4. Content Optimization: How Search Engines and People View Web Pages
 - 4.1. Understanding content optimization
 - 4.2. Optimizing for site structure
 - 4.3. Recognizing different types of content
 - 4.4. Optimizing textual page elements
 - 4.5. Optimizing non-text components of a web page
 - 4.6. Analyzing content quality
 - 4.7. Exploring the benefits of user-generated content
- 5. Content Planning
 - 5.1. Planning a successful content strategy
 - 5.2. Defining your audience, topics, angle, and style
 - 5.3. Understanding different types of content
 - 5.4. Getting ideas for content
- 6. Link-Building Strategies
 - 6.1. Understanding the importance of links
 - 6.2. Building internal links
 - 6.3. Building external links
 - 6.4. Finding link-building opportunities
- 7. Measuring SEO Effectiveness
 - 7.1. Measuring SEO performance
 - 7.2. Analyzing keywords
 - 7.3. Analyzing links
 - 7.4. Analyzing the impact of social media
- 8. Understanding Online Marketing Via Social Media
 - 8.1. Comparing social media such as Twitter and Facebook
 - 8.2. Preparing for online marketing
- 9. Social Media Basics
 - 9.1. Setting up your business account
 - 9.2. Creating and applying custom backgrounds
 - 9.3. Tweeting and following
- 10. Social Media Overview
 - 10.1. Understanding the news feed
 - 10.2. Controlling access to your posts
 - 10.3. Customizing privacy settings
 - 10.4. Following terms of service
- 11. Social Media Pages for Business
 - 11.1. Touring a page timeline features and controls
 - 11.2. Creating a new page
 - 11.3. Creating a profile picture
 - 11.4. Designing a cover image
 - 11.5. Creating a combined cover-and-profile image
 - 11.6. Using the admin panel
 - 11.7. Editing important page settings
 - 11.8. Adding and featuring page admins

COURSE CONTENT AND SCOPE (CONTINUED)

12. Alternate Services
13. Using Hashtags

APPROPRIATE READINGS

Readings of appropriate reading level may include, but are not limited to materials such as a textbook, supplemental reading assignments, industry-related periodicals or magazines, manuals, videos, television programs about the internet, on-line help, articles posted on the internet and information from web sites, on-line libraries and databases.

WRITING ASSIGNMENTS

Typical writing assignments may include completing assigned projects, providing written answers to assigned questions, performing internet research and reporting on that research.

OUTSIDE ASSIGNMENTS

Assignments may include, but are not limited to: appropriate internet research, reading, projects and studying as needed to perform successfully in class.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to creating SEO strategies, researching and selecting effective keywords, participate in group discussions and work individually and with others utilizing techniques to promote a website. Students may also be expected to participate in online class discussion posts and in-class discussions.

EVALUATION

Evaluation methods may include, but are not limited to performance in a variety of activities and assignments, such as completing research individually or in a group, hands-on projects, quizzes, class participation, written and practical tests, attendance and punctuality.

Upon successful completion of the course a Certificate of Course Completion will be issued. Upon successful completion of all courses in the program a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to lectures, discussion, hands-on demonstrations, computer-assisted instruction, laboratory assignments and field trips. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Books

SEO 2014 & Beyond: Search Engine Optimization Will Never Be The Same Again!,
by Dr. Andy Williams, CreateSpace Independent Publishing Platform, current edition
500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business, Andrew
McCarthy, CreateSpace Independent Publishing Platform, current edition
Profitable Social Media Marketing, Tim Kitchen, CreateSpace Independent Publishing
Platform, current edition

Online Video Training:

www.lynda.com

Supplies:

Pen, journal (composition book), notebook paper and a soft 3-ring binder, or a one-subject 110 sheet college ruled notebook, and appropriate storage media such as a USB Drive or external hard drive.

PREPARED BY Emily Kay DATE February, 20, 2014

REVISED BY _____ DATE _____

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog