

Course unit title:	Search Engine Optimization and Internet Marketing
Course unit code:	CSC233
Type of course unit: (Compulsory/optional)	Compulsory
Level of course unit: (First, second or third cycle)	Bachelor (1st cycle)
Year of study:	3
Semester when the unit is delivered:	5
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
Learning outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Optimize a website so that it appears on the first page of search engines results • Track statistics about visitors on a website • Advertise on the WWW through Google AdWords, Facebook Ads and other online channels • Implement social media promotions through Facebook, Twitter, LinkedIn, etc as part of an overall company marketing strategy 	
Mode of delivery:	Face- to- face
Prerequisites and co-requisites:	CSC209 (for BCSC, BECE) or CSW341 (for BWIS) or CSC216 (for BMME) or Consent of instructor
Recommended optional program components:	None
Course Contents:	
Objective:	
<p>To introduce the concept of manipulating search engines, so that specific websites will rank higher in Internet search results. In addition, techniques of promoting a specific website over the Internet will be analyzed. The students get practical experience with specific tasks that need to be implemented in order for the target result in the search engines rank to be achieved. Moreover, students will build a comprehensive online marketing strategy that will include paid channels of online advertising media as well as advertising through social media.</p>	

Description:

Part I: SEARCH ENGINE OPTIMIZATION (SEO)

Important considerations for a website:

Importance of quality website content, importance of continuous updating of website content, web hosting considerations, domain registration in the US or Cyprus, primary domain, company email & FTP account, secondary domains, parked domains, uploading websites, link checking, website server uptime monitoring, permanent redirect of primary and secondary domains.

Website traffic analysis:

OpenTracker, WebAlizer, AWStats, Google Analytics, audience, demographics, location, behavior of new vs returning visitors, frequency vs recency of visits, visits duration, technology used with regards to browser & operating system, traffic sources, referrals, search vs organic traffic, most visited pages, in-page analytics.

Linking & Sitemaps:

Internal linking, external linking (free vs paid), sitemaps, HTML and XML sitemaps, submitting XML sitemaps in all search engines.

Keywords:

keywords in URLs (URL friendliness), keywords in images, keywords in headings on a web page, Keywords in the page title, keywords in the description-meta-tag, keywords in the keywords-meta-tag, how to write keywords, keywords density (keyword frequency), black hat SEO with regards to keywords.

PART II: INTERNET MARKETING

Google Advertising:

Comparison between traditional advertising media and online media, why to invest in Internet marketing, conversion rate, organic vs paid search results, Google AdWords campaign, bidding, budgeting, scheduling, types of ads, campaigns vs groups vs ads, common mistakes in ads, finding the keywords to use in an ad, cost per click (CPC), maximum cost per click, average cost per click, impressions, click through rate (CTR), average position, broad vs phrase vs exact keyword match, negative keywords, create and manage an Adwords campaign, Google AdSense.

Social Media Promotion:

The power of Facebook, creating an account, creating a company page vs group, linking your

website with your Facebook page or group, Facebook ads, targeting provided with Facebook ads, create and manage a Facebook Ad campaign, using other social media (Blogger, LinkedIn, Twitter, Google+) in your online marketing strategy.

Other online advertising channels:

YouTube, posting videos about your company/products/services, linking YouTube videos with your company website, paid banner ads, host website popularity, free vs paid email advertising, bulk email services.

<p>Recommended or required reading:</p>	<p>Kevin Lee, Catherine Seda: Search Engine Advertising: Buying Your Way to the Top to Increase Sales, 2/E, PEARSON</p> <p>Andreas Ramos, Stephanie Cota: Search Engine Marketing, MCGRAW HILL</p>						
<p>Planned learning activities and teaching methods:</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;">Class Instruction</td> <td style="width: 30%; text-align: center;">42 Hours</td> </tr> <tr> <td>Consultation/Computer Lab</td> <td style="text-align: center;">30 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation/Computer Lab	30 Hours		
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<p>Assessment methods and criteria:</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;">Examinations</td> <td style="width: 30%; text-align: center;">50%</td> </tr> <tr> <td>Assignments/ Class Participation</td> <td style="text-align: center;">50%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </table>	Examinations	50%	Assignments/ Class Participation	50%		100%
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	100%						
<p>Language of instruction:</p>	<p>English</p>						
<p>Work placement(s):</p>	<p>No</p>						
<p>Place of Teaching:</p>	<p>Computer Laboratory European University Cyprus, Nicosia</p>						