

SEO Course Sample Syllabus

Instructor: Name
Office Hours: By appointment

E-mail: Email Address
Social media:

Course Meeting Details: Day & Time, Location
Required text: SEO: Strategy & Skills ([Insert access URL](#))

Course Overview

This course examines the strategic use of search engine optimization in marketing in order to build profitable customer relationships. Topics in the course will include consumer search behavior, search engines and algorithms, website user-experience, on- and off-page SEO, and strategies for conducting SEO campaigns for traditional and niche search engines. The course is designed to teach the fundamentals of SEO as well as provide practice with analysis and skills associated with doing SEO for a business or organization.

Learning Objectives

At the end of this course, students should be able to:

- Understand the primary business function of SEO
- Perform appropriate analysis in preparation for conducting a successful SEO campaign
- Accomplish key tasks associated with SEO for websites and other media
- Measure and report on SEO outcomes and make adjustments based on performance data

Assignments and Grading Scale

Assignments	Points	Grade	Point Range (%)
Quizzes (X15, drop 2 lowest)	130	A	
SEO Assignments (X15, drop 1 lowest)	70	A-	
LinkedIn SEO Project	40	B+	
Video SEO Group Project	40	B	
Mid-Term Exam	100	B-	
Final Exam	100	C+	
In-class Participation	20	C	
		C-	
TOTAL	500	D+	
		D	

Grading Details

Quizzes (10 points each, 2 lowest scores dropped)

Quizzes for each courseware chapter of assigned reading are completed through the Stukent courseware according to the course schedule. All quizzes should be completed before class and should be completed independently (no working together).

SEO Assignments (5 points each, 1 low score dropped)

Each courseware chapter includes an assignment to apply the principles and skills associated with the chapter topic. All assignments should be **uploaded to the LMS** before class according to the course schedule. Grading of each assignment will be based on full or partial completion, with occasional feedback offered.

LinkedIn SEO Project (40 points)

The objective of this individual project is to experience the process of creating an optimized page of content in the form of a published LinkedIn article on a professional topic of choice. The student will demonstrate competence in keyword research, on-page optimization, and content marketing.

Video SEO Project (40 points)

The objective of this group project is to experience the process of creating an optimized short video designed to produce viewer retention and keyword rankings. Groups will demonstrate competence in keyword research, video optimization, video promotion, and analytics.

Exams (100 points each)

Exams are designed to assess knowledge and applications learned in prior chapters and in-class sessions. Exams will be completed individually, with exam details and an exam review provided beforehand.

In-Class Participation (20 points)

This is an interactive, skill-building course, so you need to attend class and participate. Participation points are earned rather than deducted. It is your responsibility to obtain class material from another student if you are absent.

Other Policies

- Assume that all work should be completed individually unless specified.
- Late assignments will be accepted up to 24 hours after the original deadline, but will only be awarded 80% of the assignment score. There are no makeup quizzes except in cases of medical and official school excusals (i.e., a dated note from a medical professional or professor).
- I can't adjust grades due to factors outside of the course (e.g. GPA trouble, work conflicts, personal problems, etc.) so do yourself a favor: plan ahead and be a good communicator, give your best effort, and come to class prepared to participate and fully invested in your own learning.

SEO COURSE SCHEDULE (*Project details given in class)

Disclaimer: I reserve the right to change the course calendar to take advantage of new opportunities or adjust to our circumstances and will notify you if this happens.

Day	Topic	Assignments / Readings (Completed Before Class)
1	Course Introduction/Overview of Search	
2	An Overview of Search Cont.	Read: Chapter 1

3	Searcher Behavior	Chapter 1 Quiz Chapter 1 Assignment Read: Chapter 2
4	Search Engines	Chapter 2 Quiz Chapter 2 Assignment Read: Chapter 3
5	Performance Indicators	Chapter 3 Quiz Chapter 3 Assignment Read: Chapter 4
6	Performance Indicators Cont.	Chapter 4 Quiz
7	Crawlability	Chapter 4 Assignment Read: Chapter 5
8	Crawlability Cont.	Chapter 5 Quiz
9	User Experience	Chapter 5 Assignment Read: Chapter 6
10	Keyword Research	Chapter 6 Quiz Chapter 6 Assignment Read: Chapter 7
11	Keyword Research Cont.*	Chapter 7 Quiz
12	Site Structure & Keyword Mapping	Chapter 7 Assignment Read: Chapter 8
13	Content Optimization	Chapter 8 Quiz Chapter 8 Assignment Read: Chapter 9
14	Content Optimization Cont.	Chapter 9 Quiz Chapter 9 Assignment
15	Midterm Exam Review	LinkedIn SEO Project Due
16	Midterm Exam Due (End of Day)	
17	Off-Page SEO	Read: Chapter 10
18	Off-Page SEO Cont.	Chapter 10 Quiz
19	Link Building	Chapter 10 Assignment Read: Chapter 11
20	Holistic SEO Strategy	Chapter 11 Quiz Chapter 11 Assignment Read: Chapter 12
21	Holistic SEO Strategy Cont.	Chapter 12 Quiz
22	Local SEO	Chapter 12 Assignment Read: Chapter 13
23	YouTube SEO*	Chapter 13 Quiz Chapter 13 Assignment Read: Chapter 14

24	YouTube SEO Cont. (Work Day)	Chapter 14 Quiz Chapter 14 Assignment
25	The Future of Search, Amazon, Voice, ORM	Read: Chapter 15 Group SEO Video Published
26	Future of Search Cont.	Chapter 15 Quiz
27	Guest Speaker	Chapter 15 Assignment
28	Video Watch Party & Discussion	Group SEO Video Report Due
29	Final Exam Prep	
30	Final Exam	