



University of Phoenix®
Professional Development

Introduction to Search Engine Optimization



Build a better you



Skill-focused



Self-paced



Job-ready

Course overview

This course explores Search Engine Optimization (SEO), the process of optimizing a web page and its content to increase its visibility amongst users searching for keywords relevant to your site. Learn about powerful strategies and web-based tools that can be leveraged to gain valuable insights into your web traffic and how to improve your site's user experience.

Skills you'll learn

- Relate important website attributes and components to their impact on the visibility of the site
- Interpret basic analytics reports for relevant trends and prospective website issues
- Develop a refined list of effective keywords related to a topic of interest
- Evaluate Google Ads data to identify opportunities of iterative improvement to your digital ads or target website





Key topics

- Google Ads analysis and application
- Google Analytics analysis and application
- Website component contribution evaluation and application
- Keyword analysis and application



Course outline

1 of 4

Course Introduction

- Getting Started
- Introduction to Search Engine Optimization

Module 1 - History of Search Engines and Directories

- Lesson 1 Learning Materials
- Knowledge Check - Lesson 1
- On the Web 1: Comparing Search Engine Results
- Resources

Module 2 - Understanding How Search Engines Work

- Lesson 2 Learning Materials
- Knowledge Check - Lesson 2
- On the Web 2: StatCounter
- Resources

Module 3 - Creating Killer Keyword Lists

- Lesson 3 Learning Materials
- Knowledge Check - Lesson 3
- On the Web 3: Google Trends
- Resources

Module 4 - Presubmission Analysis: Figuring Out Which Keywords Are the Right Ones

- Lesson 4 Learning Materials
- Knowledge Check - Lesson 4
- On the Web 4: Keyword Lists
- Resources



Course outline 2 of 4

Skills Assessment 1- Keywords

- Skills Assessment Primer: Keyword Effectiveness Indicator
- Skills Assessment: Keyword Effectiveness Indicator

Module 5 - Important HTML Tags to Master

- Lesson 5 Learning Materials
- Knowledge Check - Lesson 5
- On the Web 5: WC3 Schools
- Resources

Module 6 - Content Layout and Keyword Usage

- Lesson 6 Learning Materials
- Knowledge Check - Lesson 6
- On the Web 6: Google Webmaster
- Resources

Module 7 - Web Hosting, URLs, and Mobile Optimization

- Lesson 7 Learning Materials
- Knowledge Check - Lesson 7
- On the Web 7: Effective URLs
- Resources

Module 8 - Spamming Tricks to Avoid

- Lesson 8 Learning Materials
- Knowledge Check - Lesson 8
- On the Web 8: Google Webmaster Spam Report
- Resources



Course outline

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Skills Assessment 2- Website Components and Contributions

- Assessment Primer: Website Components & SEO Contribution
- Skills Assessment: Website Components & SEO Contribution

Module 9 - Submitting Your Site

- Lesson 9 Learning Materials
- Knowledge Check - Lesson 9
- On the Web 9: XML Sitemaps
- Resources

Module 10 - Track Your Progress With a Post-Submission Analysis

- Lesson 10 Learning Materials
- Knowledge Check - Lesson 10
- On the Web: Google Analytics
- Resources

Skills Assessment 3 - Google Analytics

- Skills Assessment 3 Learning Materials
- Skills Assessment : Google Analytics Reports Output & Interpretation of Analytics Data

Module 11 - Powerful Online Promotion Techniques

- Lesson 11 Learning Materials
- Knowledge Check - Lesson 11
- On the Web 11: Google Adwords Test Account
- Resources



Course outline 4 of 4

Module 12 - Effective Offline and Online Promotion Techniques

- Lesson 12 Learning Materials
- Knowledge Check - Lesson 12
- On the Web 12: Website Promotion
- Resources

Skills Assessment 4 - Google Ads

- Skills Assessment 4 Learning Materials
- Skills Assessment Interpretation of Google Ads



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