CIS 244 - Web Development IV: Introduction to Search Engine Optimization

5.0 Credits

An intro to Search Engine Optimization and content management for the web. A step-by-step approach to organic and paid search engine optimization. Learn about free statistic collectors and what makes a web site move up in placement. Prerequisite: CIS 241 with a minimum grade of 2.5 or equivalent experience.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Determine the business model of a website such as: Business-to-business, Business-to-consumer, Large organization, Small Organization, Brick-and-Mortar vs E-Commerce, Social networking, Blog. [REASON]
2. Compare and contrast how different search engines work. [COMMUNICATE]
3. Develop and implement an SEO plan. [COMMUNICATE]
4. Create a baseline and keyword strategy for a website. [REASON]
5. Create an ongoing plan to establish good SEO practices. [COMMUNICATE]