COURSE INFORMATION

Course Number: WEBT 7165

Course Title: SEO for Small Business Basic

Course Description: Increase targeted website traffic for sales of products and services.

Suggested Course Prerequisite(s): Familiarity with Internet and search engine basics.

Course Resources: Textbook: (Optional)
SEO for Dummies, 7th edition
by Peter Kent 978-1119579571

Student Learning Outcomes: N/A

Certification Notes: N/A

Next course recommendation: Search Engine Optimization for Small Business –
Advanced.

Lesson Plan – by week or session:

Session 1: Surveying the Search Engine Landscape
Search Results, Deconstructed
Session 2: Your One-Hour, Search Engine-Friendly Web Site Makeover
Beating the Competition – Planning a Powerful Search Engine Strategy
Session 3: Making Your Site Useful and Visible
Picking Powerful Keywords
Session 4: Creating Pages that Search Engines Love
Avoiding Things that Search Engines Hate
Session 5: Dirty Deeds, Done Dirt Cheap
Bulking Up Your Site – Competing with Content
Session 6: Finding Traffic Through Local-Search Marketing
Getting Your Pages into the Search Engines

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance.
Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.
Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.
Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act:
Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.