Welcome to WebVisSE-7!

Course:

Website Visibility and Search Engines

MW Sept 2014



The aim of this course is to give you an overall view of the SEO industry, and specifically:

- introduce you to SEO and Search Engines
- teach you to evaluate a website in terms of SEO
- empower you to apply the basic whitehat SEO techniques to improve the ranking of a website

Content:

- 0 Introduction
- a Search, HTML Basics
- b Metrics & SERPs
- c Content Writing
- d Inlinks & Keywords
- e Hyperlinks & Metatags
- f Whitehat vs Blackhat
- g Website Visibility
- h Evaluation

Materials:

Laptop and Internet access,

access to the prescribed book

Website Visibility: The Theory and Practice of Improving Ranking



Modules:

(0 - g)

- each module is an 90 minute session, which may include teaching, hands-on exercises, demonstrations, reading and project work
- students will receive a grid at the start of every module, which defines module content, objectives, sources, and projects and evaluation

Prerequisites:

- skilled on browser use in general (Internet access required)
- familiar with the use of search engines, and English writing and reading
- motivated to learn how SEO can be applied, basic knowledge of Web design principles

Evaluation:

- an 80 minute online examination (60% of total mark)
- a project (40% of total mark)
- students with a combined grade of 70% and higher will pass the course and receive the credit(s) from MUNI

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