Course Syllabus

SEO: Analytics and Tracking

COURSE DESCRIPTION:

Students develop skills to survey search engines and indexes using tools including Google & Microsoft Webmaster tools, Google Analytics, and others. Topical discussions will cover best practices to be employed when building a website. Prerequisite: HTML II (ITNWC 1203600) or approval from instructor.

Students encouraged to bring their own laptops. If students don't have a laptop, they should bring a USB flash drive (2GB minimum) to carry their work with them.

Course Title	SEO: Analytics and Tracking
Course Number	ITNWC 2109100
CEUs	1.6
Instructional Hours	16
Prerequisites	HTML II (ITNWC 1203600) or approval from instructor
Start/End Date	April 22 - May 2, 2019
Instructor	Bruce Caraway
Instructor Contact Information	Email: bruce.e.caraway@lonestar.edu Office: 281-401-5394 Slack Team Site: https://seospring19.slack.com
Class Days and Times	TBD
Classroom Location	TBD

LEARNING OUTCOMES:

1. An understanding of Search Engines.
2. Introduction to techniques for optimizing a web site.
3. Introduction to SEO tools and plugins.
4. Understanding of what is required to perform an SEO audit.

TENTATIVE INSTRUCTIONAL OUTLINE:

Activities and Assignments	Objectives and Details
Welcome & Introductions	Introduction to course Student and instructor intros
Search Engines	Definition of a Search Engine Survey of various Search Engines How Search Engines Work
Google Analytics Account Setup	Register for Google Analytics (GA) account Configure GA tracking
Search Engine Optimization	Definition of SEO Algorithms
Keywords	Foundation to Our SEO Tools for Keyword Analysis Building a Research Plan
Optimizing our Content	Optimizing for human visitors Optimizing for search engines Improving content quality
Google Analytics and SEO	Understanding how visitors reach your site Visitor segmentation Page conversions
SEO Webmaster Tools	Google Webmaster Tools Introduction
SEO Best Practices	Semantic markup review Writing and deploying better SEO content Steps to completing an SEO Audit
Other SEO Tools & Services	Plugins Web resources

TEXTBOOK: No textbook required.

SUPPLIES: USB drive (2GB minimum)
Students are welcome to bring their own laptops

COMMUNICATION: We will be using slack.com for communication between students and the instructor. You should receive an email on the first day inviting you to our slack team. (https://seospring19.slack.com)

LETTER GRADE ASSIGNMENT:
The student's accomplishment is measured by mastery of the learning outcomes and a letter grade will be assigned. "**S**" (satisfactory) is assigned for satisfactory completion of all learning outcomes; "**N**" (non-satisfactory) is assigned when learning outcomes have not been completed.

CERTIFICATES AND TRANSCRIPTS:
Upon course completion, students receive Certificates of Completion. Certificates awarding continuing education units (CEUs) are issued to students either at the end of class or by mail. Additionally, the grade for the course (S or N) is noted on the individual's official transcript.

One CEU is 10 contact hours of successful completion in an organized continuing education experience. CEUs are recognized internationally as a measure of substantive professional education and training. Official transcripts are available upon request from the college continuing education office or may be requested online through the myLoneStar online CE portal. Unofficial transcripts may be viewed online through the myLoneStar online CE portal.

COURSE EVALUATION:
Courses are evaluated in several ways. Students complete an evaluation for each course they take. The college supervisor reviews these evaluations and may visit an instructor's class at some time during the course.

ATTENDANCE POLICY:
Attendance at all classes is expected. Students must also adhere to the specific requirements of the licensing agency, if applicable. Should a student anticipate an absence, the student should notify the instructor in advance. An excessive number of absences will prohibit the successful completion of this course and subsequent receipt of CEUs and a course Certificate of Completion. If a student must miss a class, it is the student's responsibility to obtain lecture notes and assignments from a classmate. Make-up is allowed only within the timeframe of the course.

STUDENT BEHAVIOR EXPECTATIONS:
Students are expected to conduct themselves appropriately while on College property or in an online environment. Students may receive disciplinary action up to and including suspension, if they violate System or College rules, disrupt classes or interfere with the opportunity of others to obtain an education. Students who pose a threat to the safety of others will be subject to immediate withdrawal from the classroom, campus environment, and/or online environment, as well as face subsequent criminal charges, as appropriate. Please refer to the Student Code of Conduct located online at http://www.lonestar.edu/146126/ for additional information.

ACADEMIC INTEGRITY:
Lone Star College System (LSCS) is committed to a high standard of academic integrity in the academic community. In becoming a part of the academic community, students are responsible for honesty and independent effort. Failure to uphold these standards includes, but is not limited to, the following: plagiarizing written work or projects, cheating on exams or assignments, collusion on an exam or project, and misrepresentation of credentials or prerequisites when registering for a course. Cheating includes looking at or copying from another student's exam; orally communicating or receiving answers during an exam; having another person take an exam or complete a project or assignment; using unauthorized notes, texts, or other materials for an exam; and obtaining or distributing an unauthorized copy of an exam or any part of an exam. Plagiarism means passing off as his/her own the ideas or writings of another (that is, without giving proper credit by documenting sources). Plagiarism includes submitting a paper, report or project that someone else has prepared, in whole or in part. Collusion is inappropriately collaborating on assignments designed to be completed independently. These definitions are not exhaustive. When there is clear evidence of cheating, plagiarism, collusion or misrepresentation, a faculty member will take disciplinary action including, but not limited to: requiring the student to retake or resubmit an exam or assignment, assigning a grade of zero or "N" for an exam or assignment, or assigning a grade of "N" for the course. Additional sanctions including being withdrawn from the course, program or expelled from school may be imposed on a student who violates these standards of academic integrity.

SOFTWARE PIRACY:

Copyright laws strictly prohibit unauthorized copying of software purchased by the college for use in laboratories. The college administration will take appropriate disciplinary action against anyone violating copyright laws.

COMPUTER VIRUS PROTECTION:

Computer viruses are, unfortunately, a fact of life. Using storage media on more than one computer creates the possibility of infecting computers with a virus. This exposes the computers of the campus, your personal computer, and any others you may be using to potentially damaging viruses. The campus has aggressive anti-virus procedures in place to protect its computers, but cannot guarantee that a virus might not temporarily infect one of its machines. It is your responsibility to protect all computers under your control and use and ensure that each storage devices you use, whenever or wherever you use it, has been scanned with anti-virus software. Since new viruses arise continually, your anti-virus software must be kept current. And, since no anti-virus software will find every virus, keeping copies of data (backups) is extremely important.

INTERNET AND E-MAIL:

LSCS provides computing and network resources to students. Students are encouraged to use the computers, software packages, and electronic mail (e-mail) for educational or System-related activities and to facilitate the efficient exchange of useful information. However, the equipment, software, and network capacities provided through the System computer services are and remain the property of LSCS. Use of the equipment and networks is to be consistent with the policies and procedures of LSCS and access may be denied to any student who fails to comply with the System's policies and procedures regarding its use.

Access to the System's e-mail and similar electronic communications systems are a privilege and certain responsibilities accompany that privilege. All users are expected to demonstrate the same level of ethical and professional manner as is required in face-to-face or written communications. Anonymous or forged messages will be treated as a violation of this policy.

EQUAL OPPORTUNITY STATEMENT:

It is the policy of the LSCS to provide equal employment, admission and educational opportunities without regard to race, color, religion, national origin, sex, age, or disability. LSCS strives to provide an excellent learning environment free from harassment or intimidation directed at any person's race, color, religion, national origin, sex, age, or disability. Any form of harassment will not be tolerated.

ADA STATEMENT:

The LSCS campuses are dedicated to providing the least restrictive learning environment for all students. The System promotes equity in academic access through the implementation of reasonable accommodations as required by the Vocational Rehabilitation Act of 1973, Title V, Section 504 and the Americans with Disabilities Act of 1990 (ADA) which enables students with disabilities to participate in and benefit from all post-secondary educational activities. If a student requires reasonable accommodations because of a physical, mental, or learning disability, the student should notify the office of student development for complete information about support services available. A qualified disabilities advisor will determine if accommodations are required. It is then the student's responsibility to bring required documentation from the office of student development to the instructor that specifies all required accommodations.