

## **Advanced SEO**

The University of Vermont

CDE\_DM102

### **Faculty: Bill Rowland**

Bill Rowland is the Director of Search Engine Optimization (SEO) at Trinity Insight where he works with e-commerce retailers of all sizes to maximize online visibility, traffic, and revenue. From large brands like Levi's and Toys R Us to more modestly sized ventures, his experience includes SEO strategy, technical optimization, website development, content strategy and more. Finally, when he's not working, Bill spends his leisure time organizing the Grail Philadelphia Meetup <https://www.meetup.com/seo-philly/> and herding his cats Larry, Leroy & Peanut.

### **Course Description**

Search Engine Optimization is a foundational element for contemporary digital marketing. Go beyond buzzwords and superficial knowledge to expand your knowledge of this critical component to online success with the University of Vermont's 4-week Advanced SEO course. This course is designed for those with an existing basic understanding of online marketing that want to broaden their knowledge of Search Engine Optimization strategy and tactics. Ideally suited for those that have received the University of Vermont's Digital Marketing Fundamentals Professional Certificate, this course will provide students the background they need to maximize the online performance of an existing web property or enter the field as a practitioner.

### **Course Flow**

Our week runs from Wednesday to Tuesday night.

### **What You Will Learn**

Upon completion of this course, you will have been introduced to the following topics:

- Search Engine Foundations
- Web Search for Power Users
- Online Competitive Research
- Search Engine Ranking Factors

- Keyword Research
- HTML for Digital Marketers
- Building SEO-Friendly Websites

## What You Will Receive

During this course, you will receive the following:

- Access to an SEO Learning Platform
- Access to Discussion Board With Regular Interaction
- Access to Supplementary Reading Materials
- Hands-On Assignments to Apply Learnings

## Course Work

We estimate that the student will be engaged in 5-7 hours per week of course instruction. This will be a combination of readings, discussion boards, collaborative assignments, etc.

## Grading

This is a non-credit, certificate-based course. At the conclusion you will not receive a letter grade, but instead will receive a certificate of completion. All students who earn a 70% or greater, based on the criteria below, will receive a certificate of completion.

Successful completion of this course will be determined by the following factors:

Assignment Completion	60%
Discussion	30%
Assignment Accuracy	10%

**Discussion Boards:** The discussion forum will be an important part of our learning experience. Most students find that participating in discussions helps not only with understanding the

course content, but also increases the depth of learning and their ability to think critically. Here are some recommendations for posting on discussion boards:

- Keep your post focused on the topic, relating any class readings and materials from the current module in your post (as applicable).
- Proofread and review your response before hitting the Submit button.
- Participate regularly. Improve your learning by being an active and engaged student. Successful students follow and participate in the assigned discussions throughout the module, logging on at least three times a week.
- Post your original thoughts by Sunday, and your peer responses by Tuesday.

Each Discussion Board (DB) assignment will be worth 10 points and will be graded using the following rubric:

	<b>Mastery</b>	<b>Adept</b>	<b>Competent</b>	<b>Needs Improvement</b>
<b>Content of original post</b> <b>60%</b>	100% responds to the assignment in depth, provides insight and application of the week's materials	66% responds to the assignment and provides examples of insight or application	33% responds to the assignment with little expansion, insight, or application	0% No Posts
<b>Content of additional posts</b> <b>20%</b>	100% includes questions, offers critique, and fosters collaboration	66% offers constructive feedback but may not grow the conversation	33% are not substantive	0% No Posts
<b>Quantity</b> <b>20%</b>	100% at least three posts within the timeframe (original plus 2 responses)	66% at least two posts within the timeframe (original plus 1 response)	33% at least one post within the timeframe (original)	0% No Posts

## Course Schedule

Module	Topics
1	<ul style="list-style-type: none"> <li>• On-page Optimization</li> <li>• Ranking Factors</li> <li>• Basic HTML</li> </ul>
2	<ul style="list-style-type: none"> <li>• Keyword Research</li> <li>• Competitive Research</li> </ul>
3	<ul style="list-style-type: none"> <li>• Information Architecture</li> <li>• Content Strategy</li> </ul>
4	<ul style="list-style-type: none"> <li>• Technical SEO</li> </ul>

**Student Learning Accommodations:** In keeping with University policy, any student with a documented disability interested in utilizing accommodations should contact ACCESS, the office of Disability Services on campus. ACCESS works with students and faculty in an interactive process to explore reasonable and appropriate accommodations via an accommodation letter to faculty with approved accommodations as early as possible each semester. All students are strongly encouraged to meet with their faculty to discuss the accommodations they plan to use in each course.

Contact ACCESS: A170 Living/Learning Center; 802-656-7753; [access@uvm.edu](mailto:access@uvm.edu); [www.uvm.edu/access](http://www.uvm.edu/access)

UVM's policy on disability certification and student support: [www.uvm.edu/~uvmppg/ppg/student/disability.pdf](http://www.uvm.edu/~uvmppg/ppg/student/disability.pdf)

**Religious Holidays:** Students have the right to practice the religion of their choice. If you need to miss class to observe a religious holiday, please submit the dates of your absence to me in writing by the end of the second full week of classes. You will be permitted to make up work within a mutually agreed-upon time.

**Academic Integrity:** The policy addresses plagiarism, fabrication, collusion, and cheating. <http://www.uvm.edu/~uvmppg/ppg/student/acadintegrity.pdf>

**Grade Appeals:** If you would like to contest a grade, please follow the procedures outlined in this policy: <http://www.uvm.edu/~uvmppg/ppg/student/gradeappeals.pdf>

**Grading:** For information on grading and GPA calculation, go to [www.uvm.edu/academics/catalogue](http://www.uvm.edu/academics/catalogue) and click on Policies for an A-Z listing.

**Code of Student Rights and Responsibilities:** [www.uvm.edu/~uvmppg/ppg/student/studentcode.pdf](http://www.uvm.edu/~uvmppg/ppg/student/studentcode.pdf)

**FERPA Rights Disclosure:** The purpose of this policy is to communicate the rights of students regarding access to, and privacy of their student educational records as provided for in the Family Educational Rights and Privacy Act (FERPA) of 1974.

<http://www.uvm.edu/~uvmppg/ppg/student/ferpa.pdf>