Marketing 7333 – Search Engine Marketing
Fall 2016

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Course Description:

Search engines have changed the way people get information and make purchase decisions. Search engine optimization (SEO) and pay per click PPC advertising are excellent customer acquisition tools and they form the backbone of a successful search marketing program (and this class). This course will provide up-to-date and practical search marketing information and give you practice at real-world search challenges. You'll be empowered to implement what you've learned from this

Course Objectives:

1. Learn how search engines work and how to improve rankings for any type of website
2. Overcome obstacles that make search engine marketing daunting

3. Understand search behavior and the technical process involved with it
4. Create a focused search engine marketing program that will be supported by decision makers because of its specificity in goals and outcomes
5. Create search terms and copy that converts more traffic
6. Optimize web content for search results
7. Identify and resolve problems related to search engine marketing as they emerge
8. Develop a standard operating procedure to maximize search engine performance
9. Conduct search engine optimization audit and make recommendations on how to improve conversion rate of search engine traffic

If you participate in class, work closely with teammates, and complete assignments on time, you will improve your ability to use SEO and PPC to promote your ideas and products and to better represent yourself and your company. You also will learn how SEO and PPC can help build long-term, profitable relationships with clients.

Required Readings

Inbound Marketing and SEO: Insights from the MOZ Blog. Rand Fishkin and Thomas Hogenhaven 2013, Wiley: West Sussex. ISBN 978-1-118-55155-4
(Abbreviated FH in the readings list)

Entrepreneur Magazine's Ultimate Guide to Google Adwords (Fourth Edition). Perry Marshall, Mike Rhodes, and Bryan Todd 2014. ISBN 978-1-59918-542-2
(Abbreviated MRT in the readings list)

Recommended Readings

Learning Google Adwords and Analytics. Benjamin Mangold 2015. ISBN 978-0-99439-040-0

Blackboard

This class will use Blackboard as a course supplement. With Blackboard you can view class notes, download class readings, communicate with fellow students, and view grades and course progress at any time. Students are encouraged to log onto Blackboard regularly to stay current with the class.

Grades

Labs

Each class will have a lab assignment related to the topic of the day. These assignments will be completed in teams of two and are due at the end of each class period.

Google AdWords Certification

Google AdWords certification is a professional accreditation that Google offers to individuals who demonstrate proficiency in basic and advanced aspects of AdWords. Individuals with an AdWords certification have been recognized by Google as an online advertising professional. You will complete the AdWords certification (https://support.google.com/partners/?hl=en&rd=1#topic=3111012) and e-mail us the link to your certificates to receive credit for this assignment.

Exams

There will be two exams. The second exam will be comprehensive and will build off information you learned in the first half of the class.

Group Projects

The group (teams of 3) projects you will complete are an important part of this course. Please note that once you have selected your group, you MAY NOT switch teammates. **Group selections will be made on March 1st**. Projects will involve you working with an actual client to optimize their site for search engine results and manage a $500 budget for search engine advertising.

- As a team member, you will be expected to contribute to the team. "Slackers" beware! At the end of the semester, each teammate will evaluate your participation in completing the team assignments, and these peer evaluations will factor into your final grade and are worth **40 points**.

The group project will consist of two, equally-weighted parts: a report and a presentation.

The group project report will include an SEO audit of your client, an activity log of the changes you have suggested/undertaken to improve the client's search engine rankings, as well as the performance of your AdWords campaign. The presentation should be a 10-minute summary of your report for the class.

Late Assignments

Make sure that you submit every assignment on time to get full credit for your assignment. **If the assignment is not submitted on time you will be penalized 10 points for each hour the assignment is late.** It is up to you to keep track of due dates for the assignments, so please refer to this syllabus and WebCT Blackboard often to keep abreast of the schedule. Please do not depend on the instructor to remind you of due dates.

Students with Disabilities

The Center for Students with Disabilities provides a variety of academic support services to all currently enrolled UH students who have any type of mental or physical disability of either a temporary or permanent nature. If you feel that you may need assistance of this nature, you may wish to call the Center at (713) 743-5400. In addition, you should let me know about any special needs as soon as possible.

Academic Honesty

In accordance with university policy, cheating of any type on exams, quizzes, or papers will not be tolerated. Any student caught cheating will be dealt with according to university policy. Please refer to your student handbook for specific policies regarding academic honesty.

Bauer Code of Ethics

1. Bauer students shall maintain the standard of academic honesty set forth under the University of Houston's Academic Honesty Policy;

2. Bauer students shall respect other students, faculty, staff and the Bauer environment; and

3.   Bauer students shall maintain individual accountability and integrity.

Statement about Teaching

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions.

Grading Summary

Final grades will be determined as follows:

Labs (8 x 20 pts)	160 points
Google AdWords Certification	50 points
Exam 1	50 points
Exam 2	100 points
Group Project	100 points
Peer Evaluation of Your Effort	40 points
Total	**500 points**

Grade Scale

Grade	Total Points Received
A	460-500
A-	448-459
B+	435-447
B	410-434
B-	398-409
C+	385-397
C	360-384
C-	348-359
D+	335-347
D	310-334
D-	298-309
F	297 & below

Fall 2016 Tentative Schedule (changes to the schedule will be announced ahead of time)

Date	Class Topic	Readings/ Resources	Assignment
8-25	Course Intro	1. FH Introduction, Introduction to Part 1 2. Permission Marketing[1] 3. Moz Beginner's Guide to SEO chapters 1-3[2]	Information sheet
9-1	Keywords – Research, Groups, and Targeting	1. FH chs. 1, 3 2. Moz Beginner's Guide to SEO chapters 5[2]	Lab 1. Keyword Workshop
9-8	SEO Part 1	1. Moz Beginner's Guide to SEO chapters 4, 6, 8-9[2]	Lab 2. Search Friendly Design
9-15	SEO Part 2	1. FH ch. 2, 4 - 5 2. Moz Beginner's Guide to SEO chapters 6[2]	Lab 3. Duplicate and Fresh Content
9-22	Content Marketing	1. FH chs 8-10 2. Realistic Conversion[1] 3. Why SEO is actually all about content marketing[1]	Lab 4. Content Marketing for SEO
9-29	Outreach and Local SEO	1. FH ch6. 6, 16-18 2. Moz Beginner's Guide to SEO chapters 7[2] 3. Want More Effective Content Promotion?[1] 4. Top 20 Local Search Ranking Factors[1] 5. Ultimate Local SEO Audit[1] 6. How to Have a Successful Local SEO Campaign[1]	Lab 5. Outreach and Local SEO
10-6	Conversion and Analytics	1. FH part 5 (chs. 19-22) 2. FH part 6 (chs. 23-25) 3. Moz Beginner's Guide to SEO ch. 10[1] 4. 7 Tips for Landing in SEO Job[1]	Hand out Exam 1
10-13	Getting Started + Campaign Research	MRT chs. 1-6	Lab 6.
10-20	Writing Ads	MRT chs. 7-12, 14, 22-23, 33	Lab 7.
10-27	Monitoring and Managing Campaigns	MRT chs. 13, 15-16, 28-30	Group Work
11-3	Setup and Launch of Client Campaigns		1-2 Weeks
11-10	Advertising Options	MRT chs. 17-18, 24-25	Lab 8.
11-17	Project Work Day and Presentation Preparation	No readings.	AdWords Certification Due
11-24	Thanksgiving		No assignment due.
12-1	Exam 2		Group Project Report Due and Mandatory Presentation Rehearsal
12-8	Final Project Presentation to Clients		

1. Available on Blackboard
2. Download at https://moz.com/beginners-guide-to-seo