

## SYLLABUS

### Marketing 7333 – Search Engine Marketing Fall 2023

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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 class.

#### **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

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represent yourself and your company. You also will learn how SEO and PPC can help build long-term, profitable relationships with clients.

### Flipped Classroom Delivery

The format for this course will involve the following:

1. Independent learning via Video and Reading in the week leading up to each class.
2. Weekly comprehension quiz based on the Readings, Videos, and the Prior Week's Lab (when applicable).
3. Weekly in-class discussions via Zoom including practical exercises and cases that require coming to class having watched the videos and completed the readings.
4. Lab assignments completed with a team of classmates.

### In-Class Requirements

To earn full credit for your work every week, we require the following in-class behaviors:

1. Attendance is mandatory each week. Attendance means you are making a good faith effort to be on camera, on your computer, when class starts. We are understanding that many of you commute or have other responsibilities. But our expectation is that you are in class and on time.
2. Web cameras must be turned on at all times (you can turn off for no more than 5 minutes at a time if you need to get up). Cameras may also be turned off at breaks but need to be turned back on after the break.
3. You must be logged into class on a laptop or desktop. This class requires work that is done on a computer and cannot be done on a tablet or smartphone at this time. You will also sometimes be asked to share your screen and show your work. As the work cannot be done on a tablet or smartphone, this requires you to log in on a computer. Logging in through a computer is mandatory.
4. If for some reason, you cannot fulfill all these requirements for a given week, please let us know in writing ahead of time. We are okay with infrequent requests, but the above requirements should be normalized in our class. Violating the above requirements three times will result in a one-letter reduction in your final course grade. If a 4<sup>th</sup> violation occurs, the professors will request your withdrawal from the course for non-participation.
5. If you do not agree to these conditions, please consider dropping the class.

### Top Hat

We will be using Top Hat Pro ([www.tophat.com](http://www.tophat.com)) for class participation. You will be able to submit answers to in-class questions using Apple or Android smartphones and tablets, laptops, or through text message. For instructions on how to create a Top Hat account and enroll in our Top Hat Pro course, please refer to the invitation sent to your school email address or consult Top Hat's Getting Started Guide (<https://bit.ly/31TGMIw>).

If you already have a Top Hat account, go to [<https://app.tophat.com/e/753252>] to be taken directly to our course. If you are new to Top Hat, follow the link in the email invitation you received or...

- Go to <https://app.tophat.com/register/student>
- Click "Search by school" and input the name of our school
- Search for our course with the following join code: 753252

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You will be enrolling in Search Engine Marketing (<https://app.tophat.com/e/753252>), Join Code 753252.

If a paid subscription is required, it will be listed at checkout when you enroll in our Top Hat Pro course.

Should you require assistance with Top Hat at any time please contact their Support Team directly by way of email ([support@tophat.com](mailto:support@tophat.com)), the in-app support button, or by calling 1-888-663-5491. Specific user information may be required by their technical support team when troubleshooting issues.

### Required Readings

Selected blog posts, articles, and videos will be made available on Top Hat.

Ultimate Guide to Google Ads: How to Access 100 Million People in 10 Minutes (Ultimate Series). 6<sup>th</sup> Edition. Perry Marshall, Mike Rhodes, and Bryan Todd 2017. (Abbreviated MRT in the readings list)

### Optional Readings

Ponderings of a PPC Professional. Kirk Williams

Product-Led SEO: The Why Behind Building Your Organic Growth Strategy. Eli Schwartz

### Canvas

This class will use Canvas as a course supplement. With Canvas 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 Canvas regularly to stay current with the class.

### Grades

#### **Semester Project**

The semester project you will complete is an important part of this course. Groups of 4-5 will be assigned. Projects will involve you working with an actual client to optimize their site for search engine results and manage a \$250-\$500 budget for search engine advertising.

- As a team member, you will be expected to contribute to the team. "Slackers" beware! Throughout the semester, each teammate will evaluate your participation in completing the team assignments, and these peer evaluations will factor into your final grade.

**The group project will consist of three parts: 2 written reports and a presentation.**

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### Labs

Some classes will have a lab assignment related to the topic of the day. For every lab you will work in groups. These groups will be composed of your semester project teammates. You must rotate teammates within each group weekly.

These labs will be completed with your team and are due by Tuesday at 11:59PM before the next class to give us time to respond and discuss the lab in class. Students who don't participate or help their team can be left off of the assignment and will receive a 0 for the lab at the discretion of their teammates.

### Top Hat Comprehension Checks

Each week, you will need to go through the reading materials and lecture videos prior to class. These will all be made available via the Top Hat course. Each module will include some comprehension and discussion questions, which will be a part of your final grade. While the reading materials and videos will remain available to watch through the semester, the comprehension question and discussion questions are due before class that week. You will not receive credit for questions completed once class has started.

### Google Ads Certification

Google Ads certification is a professional accreditation that Google offers to individuals who demonstrate proficiency in basic and advanced aspects of Ads. Individuals with an Ads certification have been recognized by Google as an online advertising professional. You will complete the Google Ads Search certification at Google's skillshop here: <https://skillshop.exceedlms.com/student/path/18128-google-ads-search-certification> and e-mail us screenshots to your exams/certificates to receive credit for this assignment.

Google Ads Video Tutorials by Google

([https://skillshop.exceedlms.com/student/catalog/list?category\\_ids=313-google-ads-search](https://skillshop.exceedlms.com/student/catalog/list?category_ids=313-google-ads-search)) is an optional series of videos that reinforce what you'll learn in class. We highly recommend watching these videos to strengthen your learning and to have a different perspective on Google Ads.

Additional Certificates - Shopping, Measurement, Display and/or Video

([https://skillshop.exceedlms.com/student/catalog/list?category\\_ids=2844-google-ads-certifications](https://skillshop.exceedlms.com/student/catalog/list?category_ids=2844-google-ads-certifications)) - This is recommended (especially Display) but not mandatory.

**Remember Proof of your Certification needs to be emailed to Bill and Danny for full credit.**

### Exam

There will be one comprehensive take-home exam.

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### 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 day 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 Canvas often to keep abreast of the schedule. Please do not depend on the instructor to remind you of due dates.

### 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.

### Availability of Counseling Services

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS ([www.uh.edu/caps](http://www.uh.edu/caps)) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the "Let's Talk" program, which is a drop-in consultation service at convenient locations and hours around campus. [http://www.uh.edu/caps/outreach/lets\\_talk.html](http://www.uh.edu/caps/outreach/lets_talk.html)

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### Grading Summary

Final grades will be determined as follows:

Labs (7 x 20 pts)	140 points
Top Hat Comprehension Checks	100 points
Google Ads Certification	25 points
SEO Written Report	50 points
PPC Written Report	50 points
Final Presentation	35 points
Final Exam	100 points
<b>Total</b>	<b>500 points</b>

### Grade Scale

Grade	Total Points Received
A	450-500
B	400-449
C	350-399
D	300-349
F	299 & below

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Fall 2023 Tentative Schedule (changes to the schedule will be announced ahead of time)

Week	Date	Class Topic	Assignment
1	8-24	Course Intro Keyword Research	Lab 1. Keyword Research
2	8-31	On Site SEO and Schema Markup Introduction of Group Project and Groups Preparing for Client Meeting	Lab 2. Search Friendly Design
3	9-7	Duplicate and Fresh Content Initial Client Meetings	Lab 3. Duplicate and Fresh Content
4	9-14	Content Marketing and Internal Linking	Lab 4. Content Marketing for SEO Peer Evaluation Due (1 of 3)
5	9-21	Outreach and Local SEO	Lab 5. Outreach and Local SEO
6	9-28	Conversion, Analytics, and Core Web Vitals	SEO Report and Slide Deck Work
7	10-5	Getting Started + Campaign Research	<b>SEO Portion of Group Report and SEO Presentation Slide Deck Due Today</b> Peer Evaluation Due (2 of 3) Lab 6.

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<b>8</b>	10-12	Writing Ads/Match Type/Keywords Presenting Lab 6	Lab 7.
<b>9</b>	10-19	Monitoring and Managing Campaigns Presenting Lab 7	Group Work
<b>10</b>	10-26	Setup and Launch of Client Campaigns (running for approx. 2 weeks)	Google Ads Certification Due Today Launch Night 1 (groups 1-3)
<b>11</b>	11-2	Advertising Options Campaign Optimization	Launch Night 2 (groups 4-6)
<b>12</b>	11-9	Campaign Wrap/Reporting	<b>Take Home Exam Given Out</b>
<b>13</b>	11-16	Presentation Practice Day (ONE TEAM)	<b>Final Exam Due Sunday (11-19) by 11:59 pm</b>
<b>14</b>	11-23	<b>Thanksgiving</b>	
<b>15</b>	11-30	Final Project Presentation to Clients	
<b>16</b>	12-7	Final Project Presentation to Clients	Peer Evaluation Due (3 of 3)

1. Available on Canvas
2. Available at <https://moz.com/beginners-guide-to-seo>
3. Download at <https://backlinko.com/seo-this-year>
4. Optional readings help further explain concepts we have covered in videos but think you may want more material/examples to learn from

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### COVID-19 Information

Students are encouraged to visit the University's [COVID-19](#) website for important information including on-campus testing, vaccines, diagnosis and symptom protocols, campus cleaning and safety practices, report forms, and positive cases on campus. Please check the website throughout the semester for updates.

### Vaccinations

Data suggests that vaccination remains the best intervention for reliable protection against COVID-19. Students are asked to familiarize themselves with pertinent [vaccine information](#), consult with their health care provider. The University strongly encourages all students, faculty and staff to be vaccinated.

### Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact [the Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

### Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

### Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

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### Syllabus Changes

The instructors may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through Canvas announcements.

### Mental Health and Wellness Resources

The University of Houston has a number of resources to support students' mental health and overall wellness, including [CoogsCARE](#) and the [UH Go App](#). UH [Counseling and Psychological Services \(CAPS\)](#) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off-campus. For assistance visit [uh.edu/caps](http://uh.edu/caps), call 713-743-5454, or visit a [Let's Talk](#) location in-person or virtually. [Let's Talk](#) are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

The [Student Health Center](#) offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The [A.D. Bruce Religion Center](#) offers spiritual support and a variety of programs centered on well-being.

### **Need Support Now?**

**If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text [988](tel:988), or chat [988lifeline.org](https://988lifeline.org).**

### Academic Honesty Policy

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The [UH Academic Honesty Policy](#) is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

### Title IX/Sexual Misconduct

Per the UHS Sexual Misconduct Policy, your instructor is a "responsible employee" for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where

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you can make a report in confidence. You can find more information about resources on the Title IX website at <https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/>.

### Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: <https://uh.edu/accessibility/> calling (713) 743-5400, or emailing [jdcenter@Central.UH.EDU](mailto:jdcenter@Central.UH.EDU).

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### Webcams

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on during presentations to ensure the academic integrity of the presentation.