



CMPT 1420: SEO & Google Analytics

EFFECTIVE DATE

September 2020

DEPARTMENT

Computers - City Centre

DESCRIPTION

How often do you go past page 1 of Google? There are over a trillion searches on Google every year, and it has never been more important to get your website to the top of the search results. This process is called SEO – Search Engine Optimization. In this hands-on course, you will build practical, real-world skills by working on your on real-life website, or if you do not have a website, you can choose a business to practice on. You will learn the theory behind Google’s algorithm, how to conduct an SEO audit, how to conduct a content audit, on-page and off-page optimization catering towards local and international audiences, and how to align SEO with wide business strategies. SEO is the most cost-effective source of marketing – this course will help you build the practical skills needed to begin your career in digital marketing, or as a business owner or employee. It will also help you better understand the process of increasing traffic and revenue for your business.

CREDITS

0.0

YEAR OF STUDY

General Interest

PREREQUISITES

Basic knowledge of Windows

COREQUISITES

None

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Explain the difference between SEO and other forms of online marketing
- Summarize how the Google search-engine finds and displays search results
- Describe the difference between on-page and off-page SEO
- Describe the difference between white hat, black hat and grey hat SEO

- Use online tools to target keywords that customers are looking for
- Demonstrate how to conduct successful technical SEO and content SEO audits
- Demonstrate how to integrate a website with Google Analytics and Google Search Console
- Use data to find actionable metrics that improve website performance

PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

HOURS

Lecture: 7.5

Lab: 7.5

INSTRUCTIONAL STRATEGIES

GRADING SYSTEM

Satisfactory/Unsatisfactory

PASSING GRADE

'S' based on minimum 80% attendance

EVALUATION PLAN

None

COURSE TOPICS

- Online marketing and SEO
 - Setting up Google Analytics
 - Google Search Console
 - On-page and off-page SEO
 - White hat, black hat, and grey hat SEO
 - Keyword tools
 - SEO audits
 - Sitemaps report
 - Website integration
 - Actionable metrics to improve website performance

LEARNING RESOURCES

None

Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

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Generated at: 5:56 pm on Apr. 10, 2021