COURSE INFORMATION

Course Number: WEBT 7160

Course Title: SEO for Small Business Advanced

Course Description: Hands-on experience using advanced SEO tools, including Webmaster Tools.

Suggested Course Prerequisite(s): Search Engine Optimization for Small Business – Basic

Course Resources: Textbook: (Optional)
SEO for Dummies, 7th edition
by Peter Kent 978-1119579571

Student Learning Outcomes:
Demonstrate use of SEO tools for understanding website visitor behavior.

Certification Notes: N/A

Next course recommendation: Internet Marketing Using Google AdWords; Business Intelligence Using Google Analytics

Lesson Plan – by week or session:

Session 1: Submitting to the Directories
　　　　　Product Search: Remember the Shopping Directories and Retailers
Session 2: Using Link Popularity to Boost Your Position
　　　　　　　　Finding Sites to Link to Yours
　　　　　Session 3: Even More Great Places to Get Links
　　　　　　　　　　　Social Networking – Driven by Drivel
　　　　　　　Session 4: Video: Putting Your Best Face Forward
　　　　When Google Bites Back: A Guide to Catastrophe
　　Session 5: Ten Things to Know and do When Picking an SEO Firm
　　　　　　　　　　　Ten-Plus Myths and Mistakes
　　　　　　Session 6: Ten-Plus Ways to Stay Updated

　　　Ten-Plus Useful Things to Know

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance.
Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.
Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.
Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act:
Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.