

**Collin College - Continuing Education  
COURSE SYLLABUS**

<b>COURSE INFORMATION</b>
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**Course Number:** WEBT 7170

**Course Title:** SEO-for-Small-Business-Bootcamp

**Course Description:** This hands-on workshop on Search Engine Optimization covers both On-page and Off-page optimization techniques.

**Suggested Course Prerequisite(s):** Familiarity with search engine basics and have an operational website

**Course Resources:** Textbook(s): N/A  
SEO for Dummies, 6th Edition  
Publisher: Wiley; Author: Peter Kent  
ISBN: 978-1-119-12955-4

**Student Learning Outcomes:** Cover practical SEO tips including keyword research, On-page and Off-page optimization techniques including Meta tags, content building, website design, body tags, link building, file structure and Off-page optimization. Course includes Hands-On training on a website.

**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:** Overview of SEO, Keyword research, Meta Tags, Hands-On

**Session 2:** Writing effective content, basic website design and Body Tags

**Session 3:** Off-page SEO techniques like link building, social media and video marketing

**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](http://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.