

CENTER FOR PROFESSIONAL DEVELOPMENT**SEARCH ENGINE OPTIMIZATION**

150 Hours/12 Months/Instructor-Facilitated
Course Code: **CPD117** || Course Cost: **\$1495**

OVERVIEW

Excelsior College has partnered with ed2go to bring you the Search Engine Optimization program. The Search Engine Optimization Online Training Program will teach you how to increase a Web site's traffic by improving its rankings with search engines. Whether you want to start a career in Internet marketing, add a new skill to your Web business, or learn the secrets to search engine success for your own site, the Search Engine Optimization Online Training Program will help you reach your goals.

Job candidates who are certified in search engine marketing may well have an edge over their fellow applicants. The Search Engine Optimization Online Training Program is a bundle of three programs designed to help you jump-start your career in the fast-paced search engine industry:

- I. Search Engine Optimization 101**
- II. Search Engine Optimization 201**
- III. Web Site Copywriting 101**

Search Engine Optimization 101 will show you how to optimize your Web site to obtain better search engine positioning on the world's most popular search engines and directories for target keywords and phrases.

Search Engine Optimization 201 will take your knowledge of SEO to the next level by teaching you how to further increase your site's compatibility with search engines and how to optimize a Web site that uses more complex design technologies such as dynamic content, Flash, and tables.

Web Site Copywriting 101 will provide you with an understanding of how to integrate your target search keywords into your site and how to design your Web page copy so visitors take the desired action you want them to take (such as making a purchase or bookmarking your site).

OBJECTIVES

After successful completion of this program, you will be able to:

- Set up, monitor, and maintain successful search engine optimization campaigns for your sites on the world's most popular search engines and directories
- Make Web sites that are compatible with search engines and attract visitors who are more likely to buy or sign up
- Prepare for starting you own search engine optimization business or applying for a job as an SEO (search engine optimizer) or SEM (search engine marketer)

MATERIALS INCLUDED

This program is tutor-supervised. A tutor will be assigned to you and will guide you through the lesson material and review your assignments. The following materials will be provided within this program:

- 32 downloadable PDF Lessons (386 pages in total)
- 2 downloadable PDF worksheets
- 2 Excel spreadsheets
- 20 interactive online review quizzes
- 20 assignments
- 2 interactive online exams
- 1 offline assignment
- 2 case studies
- extensive Internet-based resources
- 12 months access to online classroom area
- 12 months access to online quizzes and final exam
- 12 months access to lesson updates

To complete the program successfully, you'll need to pass your quizzes and final exam with an overall grade of 70% or better, and you must complete assignments to the satisfaction of your tutor. By doing so, you'll earn the Search Engine College Seal of Certification for display on your Web site, and the Search Engine College Certificate of Training to display in your office or include on your resume.

OUTLINE

I. Search Engine Optimization 101

- A. Introduction to SEO
- B. Search Engine Basics
- C. SEO Requirements Gathering
- D. Keyword Research
- E. Title and META Tag Creation
- F. SEO Copywriting
- G. SEO Integration
- H. Search Engine and Directory Submission
- I. Search Engine Spam
- J. SEO Reporting and Conversions

II. Search Engine Optimization 201

- A. Overview of SEO
- B. Site Architecture
- C. Text Content
- D. Dynamic Content
- E. Graphics
- F. Flash and Splash Pages
- G. Frames and Tables
- H. Link Popularity
- I. Pay For Performance
- J. Measuring SEO ROI

K. Starting Your Own SEO Business

III. Web Site Copywriting 101

- A. Program Introduction
- B. THE Most Important (and most overlooked) Aspect of Copywriting
- C. Discover What Copy Type Fits Your Target Audience Best
- D. Guess What? Men and Women Are Different!
- E. Writing to Please Everybody
- F. Headlines: The Beginning and the End
- G. Features vs. Benefits: Do You Really Know the Difference?
- H. Adding Emotions and Dreams and Tugging On Heartstrings
- I. The Power Points of Your Copy
- J. A.I.D.
- K. and the Buying Process
- L. Search Engine Optimization: Copy Is Crucial
- M. Final Thoughts

COMPUTER REQUIREMENTS

This program is compatible with the Windows XP and later operating systems and IE 7 and later browsers.

You'll need the following items to take this program:

- A PC or Macintosh computer
- A reliable Internet connection (DSL or cable are recommended)
- Adobe Acrobat PDF Reader (Available free - [click here](#))
- Access to an e-mail client or Internet-based e-mail account

The following items are recommended for taking this program:

- A word-processing package such as Microsoft Word or Works
- A spreadsheet package such as Microsoft Excel or Works
- A printer (if you want to print the lessons)

PREREQUISITES

Before enrolling in this course, you should have good keyboarding skills, and you should be familiar with using search engines, Internet browsers, and e-mail. It's an advantage, but not required, to have some HTML knowledge and advanced search engine usage experience, as well.

This program will benefit marketers, advertisers, and anyone else who wants to promote Web sites on search engines. Webmasters and business owners who want to increase traffic to their sites will also find this course useful. Additionally, search engine optimizers and search engine marketers who want to improve their skills will get what they want from this program.

INSTRUCTOR BIO

Kalena Jordan was one of the first search engine optimization experts in Australia and New Zealand. She's well known and respected in the search engine industry, particularly in the U.S.

With her in-depth knowledge of Internet marketing techniques and a decade of experience in search engine optimization for client Web sites, she decided to specialize and set up her own search engine marketing company (Jordan Consulting Group) in 1999.

In addition to being co-founder of Search Engine College, Kalena is director of studies and a tutor for all SEO and PPC programs. Her previous roles have included SEO manager for a Web development firm, public relations consultant, freelance Web site designer, marketing manager for a computer systems firm, and five years as public relations advisor to the royal Thai government. She has a Bachelor of Arts degree in communication from the University of Newcastle, Australia.

Kalena is a member of SEO Consultants and SEO Pros and has spoken at the popular Search Engine Strategies Conferences. She's also a moderator at the Search Engine Watch Forums. Kalena is the author of *The Search Light* newsletter and the popular "Ask Kalena..." search engine advice column.

Karon Thackston is owner of Marketing Words, Inc., a full-service copywriting company specializing in search engine copywriting. Karon is author and publisher of three e-books, including the popular Step-by-Step Copywriting Course, an e-course designed to teach sound and highly effective copywriting techniques, including search engine copywriting techniques.

Karon is the copywriting moderator of both the High Rankings Forum and the Best Practices Search Engine Optimization forum. She spoke at the Search Engine Strategies conference in Toronto and is a regular presenter at the High Rankings Search Engine Basics seminars held across the U.S.

With over 20 years of copywriting experience, Karon has contributed to the search engine and sales success of companies large and small, including Gorton's Seafood, Third Sphere Hosting, and more.