EXCELSIOR COLLEGE

7 Columbia Circle, Albany, NY 12203-5159
Phone: **518.608.8211** | Toll Free: **888.647.2388** | Fax: 518.464.8777
WWW.EXCELSIOR.EDU/CPD

CENTER FOR PROFESSIONAL DEVELOPMENT

SEARCH ENGINE MARKETING

250 Hours/12 Months/Instructor-Facilitated
Course Code: **CPD116** || Course Cost: **$1895**

OVERVIEW

Excelsior College has partnered with ed2go to bring you the Search Engine Marketing program. The Search Engine Marketing program is a direct response to the skyrocketing growth of the search engine industry.

No longer the territory of geekdom, search engine marketing has exploded into the mainstream. Today, thousands of businesses are falling all over themselves to capture online searchers. And they'll pay big bucks to search engines for the privilege. Giants like Google, Yahoo and AOL can't fail to make money because everybody wants a bit of their search action.

As a search engine marketer, you'll pay for Web advertising that appears when consumers type specific search terms into a search engine. Using a combination of search optimization techniques, copywriting skills, and bidding dollars to pay for targeted advertising, you'll be able to place a product or a business directly in front of the right consumer at the right time.

A job in this industry can be highly rewarding. As noted by Jennifer Laycock of Search Engine Guide, *"There are quite literally more jobs than there are skilled marketers and salaries can skyrocket to almost embarrassing levels."*

This extreme demand means Search Engine Marketers can pick and choose their jobs and/or clients. The more skilled marketers are head-hunted regularly.

Job candidates who hold specific industry certification in Search Engine Marketing may well have an edge over their fellow applicants when it comes to interview selection. The Search Engine Marketer series is a bundle of 5 courses designed for persons who want to jump-start their career path in the fast-paced search engine industry.

The Search Engine Marketer series consists of the following 5 individual courses:

I. **Search Engine Optimization 101 +**

II. **Search Engine Optimization 201 +**

III. **Pay Per Click Marketing 101 +**

IV. **Pay Per Click Marketing 201 +**

V. **This course is an elective. You may choose from Web Site Copywriting 101, Web Site Usability 101, Article Marketing & Distribution, or Copywriting for PPC 101.**

Search Engine Optimization 101 will show you step-by-step 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. It will also show you how to choose the best keywords to target and how to monitor and maintain successful search engine rankings for those keywords.

Search Engine Optimization 201 will take your SEO knowledge 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. You'll also discover the concept of pay per click search engine advertising and how to accurately measure the Return on Investment of your search engine optimization efforts. There's even a bonus lesson waiting for you in case you want to start your own SEO business.

Pay Per Click Marketing 101 will give you the knowledge necessary to set up, monitor, and maintain a successful campaign to promote your web site on the pay-per-click search engines and their network of partner sites. It will walk you through the process of setting up a PPC campaign from scratch on the two most popular services, Google AdWord and Yahoo! Search Marketing. After this course, you'll be confident in designing a successful ad campaign.

Pay Per Click Marketing 201 will take your knowledge of PPC to the next level by teaching you how to Improve the Return on Investment of your PPC campaigns on the major search engines and their network of partner sites. The course will show you how to improve your ad click-through and conversion rates, create effective landing pages, measure campaign effectiveness, conduct split testing, and tweak your campaigns for better performance.

Web Site Copywriting 101 will provide you with an understanding of keyword integration. Want to make sure you get the right search keywords into your site and design your copy so your site appeals to more visitors? After this course, you'll be able to help your visitors take the desired action on your sight (e.g. purchase, sign-up or bookmark your site).

Web Site Usability 101 will give you all the knowledge necessary to design your site with users in mind. Your site has to be user-friendly and "sticky" in order to retain visitors and turn them into customers or long term visitors. That's where usability comes in. Our Web Site Usability course will teach you all the most important aspects of usability, including logical navigation usage, broken link checking, custom error messages, functional feedback forms, design and layout consistency, intuitive ordering and shopping cart processes.

Article Marketing & Distribution will teach you simple and proven ways to create article distribution campaigns that gain both exposure and quality links for a website. We'll also share article syndication tactics that will help you dramatically increase your audience with very little effort.

Once search engine optimization (SEO) entered the scene and Google began making public its Page Rank technology (which is based on links), article distribution took on a new dimension. This is where we are today. Effective article marketing and distribution has now become a vital part of link building on the web.

Copywriting for PPC will help you craft PPC ads that speak to your individual markets like you do: in simple, direct, everyday language that explains why they need your product/service without the hype or the shouting. Along the way, you'll get plenty of practice writing actual PPC ads so you can hone your skills under the supervision of a pro.

OBJECTIVES

As a student, you will learn the following:

- Set up, monitor, and maintain successful search engine optimization or pay-per-click campaigns for your sites on the world's most popular search engines and directories
- Make Web sites that are compatible with search engines that will attract the kind of visitors who are more likely to buy or sign up from the moment they arrive on a site
- Prepare for starting your own search engine marketing business or applying for a job as an SEO (search engine optimizer), SEM (search engine marketer), PPC (pay-per-click) marketer, online advertising executive, or Web site copywriter

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 (585 pages in total)
- 2 downloadable PDF worksheets
- 3 Excel spreadsheets
- 40 interactive online review quizzes
- 26 assignments
- 4 interactive online exams
- 1 offline assignment
- 4 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. Pay-Per-Click Marketing 101

A. Introduction to Pay-Per-Click Marketing
B. Pay-Per-Click Campaign Preparation
C. An Introduction to Google AdWords
D. How to Set Up an AdWords Account
E. An Introduction to Yahoo! Search Marketing
F. How to Set Up a Yahoo! Sponsored Search Account
G. Keyword Research for PPC Campaigns
H. Ad Copy Creation for PPC Campaigns
I. Landing Page Creation for PPC Campaigns
J. PPC Campaign Conversion and ROI Measurement

IV. Pay-Per-Click Marketing 201

A. Overview of PPC Marketing
B. Pay-Per-Click Search Engines
C. Key Elements of a Successful PPC Campaign
D. Building Effective PPC Ads
E. How to Structure Your PPC Campaign
F. Effective PPC Bidding Strategies
G. How to Create Killer Landing Pages
H. Tracking PPC Conversions
I. A/B Split Testing
J. How to Measure ROI on PPC

V. 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

Outlines are subject to change.
For more information, visit our Web site at: **www.excelsior.edu/CPD**,
email **CPD@excelsior.edu**, or call: **888-647-2388 ext 11-8211**

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 to download the program
- Access to an e-mail client or an Internet-based e-mail account

The following items are recommended for 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.