

Course Title	Search Engine Optimization and Internet Marketing				
Course Code	CIS200				
Course Type	Compulsory				
Level	Bachelor (1 st cycle)				
Year / Semester	2 nd Year / 3 rd Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours / 14 weeks	Laboratories / week	None
Course Purpose and Objectives	To introduce the concept of manipulating search engines, so that specific websites will rank higher in Internet search results. In addition, techniques of promoting a specific website over the Internet will be analyzed. The students get practical experience with specific tasks that need to be implemented in order for the target result in the search engines rank to be achieved. Moreover, students will build a comprehensive online marketing strategy that will include paid channels of online advertising media as well as advertising through social media.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Optimize a website so that it appears on the first page of search engines results • Track statistics about visitors on a website • Advertise on the WWW through Google AdWords, Facebook Ads and other online channels • Implement social media promotions through Facebook, Twitter, LinkedIn, etc as part of an overall company marketing strategy 				
Prerequisites	CSE213	Co-requisites	None		
Course Content	<p>Part I: SEARCH ENGINE OPTIMIZATION (SEO)</p> <p><i>Important considerations for a website:</i></p> <p>Importance of quality website content, importance of continuous updating of website content, web hosting considerations, domain registration in the US or Cyprus, primary domain, company email & FTP account, secondary domains, parked domains, uploading websites, link checking, website server uptime monitoring, permanent redirect of primary and secondary domains.</p> <p><i>Website traffic analysis:</i></p> <p>OpenTracker, WebAlizer, AWStats, Google Analytics, audience, demographics, location, behavior of new vs returning visitors, frequency vs recency of visits, visits duration, technology used with regards to browser & operating system, traffic sources, referrals, search vs organic traffic, most visited pages, in-page analytics.</p> <p><i>Linking & Sitemaps:</i></p>				

	<p>Internal linking, external linking (free vs paid), sitemaps, HTML and XML sitemaps, submitting XML sitemaps in all search engines.</p> <p><i>Keywords:</i></p> <p>keywords in URLs (URL friendliness), keywords in images, keywords in headings on a web page, Keywords in the page title, keywords in the description-meta-tag, keywords in the keywords-meta-tag, how to write keywords, keywords density (keyword frequency), black hat SEO with regards to keywords.</p> <p>PART II: INTERNET MARKETING</p> <p><i>Google Advertising:</i></p> <p>Comparison between traditional advertising media and online media, why to invest in Internet marketing, conversion rate, organic vs paid search results, Google AdWords campaign, bidding, budgeting, scheduling, types of ads, campaigns vs groups vs ads, common mistakes in ads, finding the keywords to use in an ad, cost per click (CPC), maximum cost per click, average cost per click, impressions, click through rate (CTR), average position, broad vs phrase vs exact keyword match, negative keywords, create and manage an Adwords campaign, Google AdSense.</p> <p><i>Social Media Promotion:</i></p> <p>The power of Facebook, creating an account, creating a company page vs group, linking your website with your Facebook page or group, Facebook ads, targeting provided with Facebook ads, create and manage a Facebook Ad campaign, using other social media (Blogger, LinkedIn, Twitter, Google+) in your online marketing strategy.</p> <p><i>Other online advertising channels:</i></p> <p>YouTube, posting videos about your company/products/services, linking YouTube videos with your company website, paid banner ads, host website popularity, free vs paid email advertising, bulk email services.</p>						
Teaching Methodology	Face-to-face						
Bibliography	<p>Bailyn, E (2016) Seo made easy: everything you need to know about seo and nothing more, Pearson</p> <p>Chaffey, D. (2019). Digital marketing, Pearson</p>						
Assessment	<table border="1" data-bbox="480 1700 1166 1854"> <tr> <td>Examinations</td> <td>50%</td> </tr> <tr> <td>Assignments</td> <td>40%</td> </tr> <tr> <td>Class Participation and attendance</td> <td>10%</td> </tr> </table>	Examinations	50%	Assignments	40%	Class Participation and attendance	10%
Examinations	50%						
Assignments	40%						
Class Participation and attendance	10%						
Language	English						