COURSE DETAIL

SEO IN WEB DESIGN
Country Italy
Host Institution University of Padua
Program(s) Psychology and Cognitive Science, Padua
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 103
UCEAP Course Suffix
UCEAP Official Title SEO IN WEB DESIGN
UCEAP Transcript Title SEO IN WEB DESIGN
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

Search Engine Optimization (SEO) is one of the first disciplines of Digital Marketing. It changes a lot over the years, switching from keyword-based logic to search intent answers. It is important to know all the fundamentals: words used, international scenario, the evolution of Search Engines, and the ranking factors. Since Google is the most used Search Engine in most of the world, all the topics covered in the course are based on Google guidelines. The course discovers the most impactful activities that can help websites to have success on Google, divided by: technical, internal, and external. The course examines how to build an informational architecture, and students work on a fashion web project, discovering how to approach the work and solve problems an SEO specialist would meet. With the help of Advertising, User Experience, Conversion Rate Optimization, Email Marketing and Web Analytics, SEO can express its real potential. The course demonstrates how the Digital Marketing initiatives can help each other to have the best opportunity to success online. There are other platforms where one can do SEO, such as YouTube, Pinterest, MyBusiness, and Amazon. The course explores the common points within Google SEO and others, to see how companies can take advantage of them. The course discusses topics including the basic of Search Engine Optimization; ranking factors for Google; the evolution of SEO; how to build a website informational architecture; SEO techniques, on site and off site and some tools to be used; how SEO can help other digital initiatives and vice versa (Advertising, User Experience, Email Marketing, etc.), how to do SEO, not only on Google; and how to track the results.

Language(s) of Instruction
English

Host Institution Course Number
SUQ2101266

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SEO IN WEB DESIGN

Host Institution Course Details

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Host Institution Campus

Host Institution Faculty
Human and Social Sciences and Cultural Heritage

Host Institution Degree
Second Cycle Degree in Strategies in Communication

Host Institution Department

Course Last Reviewed
2023-2024

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