

Search Engine Optimization – Fall 2016

WEB 243-350 (82689) (Online)

**Web Development and Digital Media Department
Computer Science and Information Technology Division
Johnson County Community College**

Instructor Information: Patrick Lafferty, Associate Professor, Web Development and Digital Media
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M: 2:00 PM – 3:00 PM, 3:50 PM – 4:20 PM, 8:50 PM – 9:20 PM
T: 8:50 PM – 9:20 PM
W: 2:00 PM – 3:00 PM, 3:50 PM – 4:50 PM
Sat: 11:50 AM – 12:20 PM

Course Information: Credit hours: 1 Contact hours: 1

Pre- or Co-requisites: CWEB 104 or CWEB 105 or CWEB 106 or CPCA 161

Required textbook:
Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing
by Kristopher B. Jones; ISBN-10: 1118551745 ISBN-13: 978-1118551745

Supplies: Suggested: removable storage (preferably a flash drive)

Course Description: This course will cover how to optimize a Website to maximize search engine ranking. Upon completion of the course students will be able to identify and implement effective Web site designs and strategies for search engine optimization. 1 hr. lecture/wk.

Course Objectives:

Upon successful completion of this course, the student should be able to:

1. Explain the importance of search engine visibility.
2. Create Web design rules for search engine optimization.
3. Discuss what can harm search engine visibility.
4. Explore best practices for search engine optimization.

Course Schedule:

This course is conducted via the BrightSpace/Desire2Learn Learning Management System, available at <https://online.jccc.edu>. The schedule and all applicable assignments are available there.

Content Outline:

I. Search Engine Visibility

- A. Explain the importance of search engine visibility.
- B. Identify search engine services.

II. Web Design Rules for Search Engine Optimization

- A. Create, list and use text components.
- B. Create and set up keyword placement.
- C. Include the link component.
- D. Discuss the compromise between marketing and design.
- E. Describe JavaScript and search engine visibility.

III. Visibility

- A. Manage flash sites for search engine visibility.
- B. Discuss dynamic Web pages using server-side includes (SSI).
- C. Optimize PDF documents for search engine visibility.

IV. Best Practices Search Engine Marketing

- A. Describe types of spam.
- B. Discuss common misconceptions.

Methods of Evaluation:

Evaluation of student mastery of course competencies will be accomplished using the following methods:

Grade Distribution:

Weekly Projects

100pts

Grading Scale:

A = 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69

F = below 60

Total: 100 pts

On Grades:

While I hope you earn a good grade in this course, recognize that learning alone will not earn you high marks. Some of my most inquisitive and bright students have failed classes because they did not do the work required. **DO NOT LET THIS HAPPEN TO YOU!**

Late Projects and Papers: Late projects and papers will receive a lowered grade. The grade will be lowered one full letter grade for each day, not class period, the work is late.

On participation: For this course, your submissions will count as your attendance. If students who do not submit required work as noted by each course lesson for the first two weeks will be counted absent and dropped from the course in accordance with JCCC policy. Excessive absence is qualified as three continuous absences in which the student has not submitted work as determined by the course timeline. Excessive absence may result in the instructor dropping the student from the class, grade reduction, or a grade of failing for the semester.

As a registered student you are automatically given a student email account. As a student in this course, you are additionally required to setup and maintain an account on twitter.com. Please remember that your conduct online is governed by the [JCCC Student Code of Conduct 319.01](#), including the [JCCC Social Media Policy 520.00](#) and [JCCC Social Media Guidelines 520.01](#). All communications outside of class will be communicated via the class email and through twitter. All FERPA-protected information will only be communicated via your stumail account. You are required to check your student email account and twitter at least once per day as part of your class participation grade. It is strongly encouraged that you check both more frequently than that.

On Language

I do not tolerate pejorative language of any kind in my classroom. This includes, but is not limited to, disparaging language regarding creed, color and sexual orientation. Use of such language will result in severe damage to your grade. If you are not sure if you are being derogatory, err on the side of caution. This applies to both digital and physical environments.

ADA compliance statement

If you are a student with a disability and you will be requesting accommodations, it is your responsibility to contact Access Services. Access Services will recommend any appropriate accommodations to Professor Lafferty and his Assistant Dean. Professor Lafferty and his Assistant Dean will identify for you which accommodations will be arranged.

JCCC provides many services to allow persons with disabilities to participate in educational programs and activities. Appropriate documentation of disability will be required to obtain support services. If you need support services, contact the Access Services in 202 Student Center or call (913) 469-8500 ext. 3974 or (914) 469-3885 TDD.

Academic Dishonesty Statement

No student shall engage in behavior that, in the judgment of Professor Lafferty, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials. This includes students who aid and abet, as well as those who attempt such behavior.

Report all campus emergencies to the JCCC Police Department.

Dial 4111 from any campus phone

Dial 913-469-2500 from any cell phone

In the event of an emergency, move to a secure location on the third floor of the Regnier Center.

RC, Third Floor

