

# IMK481 : Search Engine Optimization

The Search Engine Optimization course introduces students to the complex topic of search engine optimization (SEO), which is the process of improving the volume and quality of consumer traffic to a website from search engines through search results. This course addresses topics such as link building, site structure improvements, conversion tracking, strategic keyword development, and understanding the barriers to SEO. Students will examine SEO strategies and develop methods to increase quality website traffic.

**Credits** 4