

IMK622 : Advanced Search Engine Optimization

The Advanced Search Engine Optimization Course builds on previous course content and expands into strategic approaches for search engine optimization (SEO). Organic search methods, directory listings, and paid placement tactics are analyzed for their effectiveness in attaining search-marketing goals. New trends in search engine marketing and search engine optimization are explored through course curriculum and case studies. Additional inherent complexities of the Internet are examined that impact the development of effective search engine optimization practices, for example, websites with abundant content, advanced technology, and more personalization capabilities.

Credits 3