



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Search Engine Optimization							
Course Code		BPR151		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Goal; To teach our students SEO by using optimization rules, keyword selection and using Google services in our school, to gain the ability to analyze and create sites that will rank high in search engines. To teach preparing websites that are suitable for Google algorithms and making them permanent in search engines. Also to show you how to profit from personal websites							
Course Content		Search engine optimization is an online marketing method, the English equivalent of which is "Search Engine Optimization" and abbreviated as SEO. In SEO studies; The competitive dimension of the industry, the search engine optimization studies of the competitors, the search engine positions of the websites before doing SEO play an important role. Even though the work done with SEO is tiring and troublesome, the results will be permanent and long lasting accordingly. The main purpose of search engine optimization is to increase the organic traffic to the websites and the demand for the products on the companies' sites, to ensure that you are in the top ranks on the search engine result page (SERP). In the content of this course; new information updated every moment, the most effective SEO techniques as well as all the basics of SEO; The most professional techniques on In-Page and Out-of-Page optimization from Search Engines Algorithms. It will be very useful for you; You will find how to use the Keyword and Competitor Analysis tools, and increase the flow to your site with one click.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Ins. Taner KARATAŞ							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Ways to be Visible on the Internet SEO & SEM Aykut Aslantaş Pusula Yayıncılık 2016
2	SEO 101 Step by Step SEO APplications Atalay Sıdar Kutlu Publishing 2018

Week	Weekly Detailed Course Contents	
1	Theoretical	What is SEO Search engine optimization?
2	Theoretical	Site Setup, In-page Optimizations
3	Theoretical	Off-page Optimizations
4	Theoretical	Search Engine Working Algorithm
5	Theoretical	Google Optimization Tools
6	Theoretical	Investigation of Keywords in Detail
7	Theoretical	Competitor Analysis
8	Theoretical	Search Engines Using Search Console Domains
9	Intermediate Exam	Mid term exam
10	Theoretical	Backlink Analysis
11	Theoretical	Dofollow and Nofollow Tag on Backlinks
12	Theoretical	Content Production
13	Theoretical	PageRank ve TrustRank
14	Theoretical	Local searches and results
15	Theoretical	Links and social media
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	10



Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Can make the website suitable for search engines.
2	Can find SEO errors on the Website.
3	Knows how to increase website speed and use sitemap.
4	In order for the content to be useful and compatible with search engine optimization, keyword analysis can be done and use the right keywords.
5	Understand the internal and external SEO studies and the importance of backlinks.

Programme Outcomes (Computer Programming)

1	Having knowledge and skills in web project preparation and publishing
2	Having the knowledge and skills necessary for proper use management of database applications
3	Having knowledge and skills for software development, testing and installation
4	Be able to use the hardware necessary for computer programming and solve the basic problems they have with hardware
5	To be able to use information and communication technologies at the level required by computer programming
6	To be able to produce solutions to problems encountered in the field
7	Having the competencies to make job planning in the profession
8	Communicating with colleagues and clients based on knowledge and skills
9	Be able to take responsibility as an individual or as a team member and to fulfill the responsibility
10	To be able to express written and oral expressions related to the study topic
11	Be able to adapt the winning information to new situations

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	4	4	5	5
P2	4	3	3	4	4
P3	4	2	3	2	3
P4	4	1	3	2	3
P5	4	1	2	2	3
P6	4	1	2	2	2
P7	2	2	2	3	2
P8	2	2	1	3	2
P9	2	2	1	2	1
P10	1	1	1	2	1
P11	1	1	1	2	2

