Eastern Illinois University
New Course Proposal
DGT 4833, Web Search Engine Optimization

Banner/Catalog Information (Coversheet)

1.   **_X_ New Course or _____Revision of Existing Course**

2.   **Course prefix and number:** *DGT 4833*

3.   **Short title:** *Web SEO*

4.   **Long title:** *Web Search Engine Optimization*

5.   **Hours per week: 2** Class   **2** Lab   **3** Credit

6.   **Terms:** ___Fall   ___Spring   ___ Summer   **X** On demand

7.   **Initial term**: **X** Fall   ___ Spring   ___ Summer   Year: **2018**

8.   **Catalog course description:** *(2-2-3) On demand. A study of web search engine optimization tools and techniques.*

9.   **Course attributes:**

     General education component: ___NOT APPLICABLE_____

     ___ Cultural diversity ___ Honors ___ Writing centered   ___ Writing intensive ___Writing active

10. **Instructional delivery**
     Type of Course:

     ___ Lecture   ___ Lab   **X** Lecture/lab combined   ___ Independent study/research

     ___ Internship   ___ Performance   ___ Practicum/clinical ___ Other, specify: _____

     Mode(s) of Delivery:

     X Face to Face   **X** Online   ___ Study Abroad

     X Hybrid, specify approximate amount of on-line and face-to-face instruction *2-50 minute sessions online, 2- 50 minute sessions face-to-face per week*

11. Course(s) to be deleted from the catalog once this course is approved. *N/A*

12. **Equivalent course(s):** *None*

     a. Are students allowed to take equivalent course(s) for credit?   ___ Yes   ___ No

13. **Prerequisite(s):** *CIT 4813 or permission of instructor*

     a. Can prerequisite be taken concurrently? ___ Yes   **X** No

     b. Minimum grade required for the prerequisite course(s)? C

     c. Use Banner coding to enforce prerequisite course(s)? X Yes   ___ No

d. Who may waive prerequisite(s)?

___ No one   ___ Chair   **X** Instructor   ___ Advisor   ___ Other (specify)

14. Co-requisite(s): __NOT APPLICABLE_____

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which <u>may</u> take the course: *All*

b. Degrees, colleges, majors, levels, classes which may <u>not</u> take the course: __NONE__

16. Repeat status: <u>X</u> May not be repeated ___ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: ___

18. Grading methods: <u>X</u> Standard   ___ CR/NC   __ Audit   ___ ABC/NC

19. Special grading provisions:

___ Grade for course will <u>not</u> count in a student's grade point average.

___ Grade for course will <u>not</u> count in hours toward graduation.

___ Grade for course will be removed from GPA if student already has credit for or is registered in:
_____

___ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:
Supplemental Materials or Software *None*

Course Fee **X** No ___Yes, Explain if yes_____

21. Community college transfer:

___ A community college course may be judged equivalent.

X A community college may <u>not</u> be judged equivalent.

Note: Upper division credit (3000+) will <u>not</u> be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ___Course is required for the major(s) of _____

    ___Course is required for the minor(s) of _____

    ___Course is required for the certificate program(s) of _____

    X Course is used as an elective for <u>BS in Digital Media and MS in Technology</u>

2. **Rationale for proposal**: *Web development is a profession expected to grow by 22% each year until 2020 according to the Bureau of Labor Statistics. In Illinois alone this equates to several hundreds of jobs each year. According to a recent DACUM conducted at Lake Land College in Mattoon, IL, the courses currently offered in the AET area do not go into enough depth to adequately prepare students to be successful in web development. As a result, this course is being developed to support the proposed BS in Digital Media. Currently, there is no coursework that is flexible for students seeking knowledge in web and content management systems online or in a hybrid format. The sum of the reasons above are more than adequate to justify the proposed course.*

3. **Justifications for (answer N/A if not applicable)**

    <u>Similarity to other courses</u>: **N/A**

    <u>Prerequisites</u>: *CIT 4813 is a needed prerequisite for student success. A background in the process of basic creation of websites is required so that students understand processes involved in creation of these projects and the time required to produce these projects. This course provides the foundation students need to be successful in the given course. Students that transfer in might also have foundational knowledge from other institutions. The instructor may review the student's portfolio of work and assess whether the student may be prepared for success in this course.*

    <u>Co-requisites</u>: **N/A**

    <u>Enrollment restrictions</u>: *The prerequisite rationale is listed above. Graduate students may also be allowed to enroll in the course. Students that will acquire Computer and Information Technology major or will acquire a Media Technology minor as undergraduates enroll in the MS in Technology. Other students that come into the MS in technology may have graphics production backgrounds from other academic majors. As these students complete their Master's degree they seek to take electives in the Digital Media area to complete their degree program. Without an open enrollment option for MS in Technology, students must either be manually enrolled in the course or seek other coursework.*

    <u>Writing active, intensive, centered</u>: **N/A**

4. **General education assurances (answer N/A if not applicable)**

General education component: **N/A**

Curriculum: **N/A**

Instruction: **N/A**

Assessment: **N/A**

5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**

Online or hybrid delivery justification: *The online or hybrid delivery is a necessity to offer flexible options to our student population. The content of a gaming, animation, and simulation course requires little in the way of hardware and many of the needed software packages are free. The Internet connection speed for many users has increased thereby allowing for higher quality rich media instruction to be delivered. Finally, the course management tools that the university now uses allows there to be a richer interaction between students and faculty. Therefore, students at a remote location may benefit more from a course that is entirely online or hybridized.*

Instruction: *Instructional techniques may include flipped classroom strategies, peer learning, video based lecture, instructor based demonstration, and/or textbook tutorials. In flipped classroom instruction, the instructor will ask students to read on a particular topic and then complete a short assignment in advance of the material being presented. The students will also engage in a short discussion regarding the topics being presented. Certain elements of the course may require the students to teach one another a concept via video, screencast or podcasting. For these assignments, students will work in small groups to present each other material, work through the concepts, and complete assignments related to the topic. Video based lecture may be used to present certain topics from the instructor. In these videos, the instructor will introduce material, complete demonstrations, and show examples of material to be learned. To supplement the videos, the instructor will create tutorials on how to apply and utilize certain tools and techniques or ask students to complete textbook tutorials. Any instructors of technology-delivered courses/sections must provide proof of having the Online Course Development Institute (OCDI) training and certification.*

Integrity: *Assignments and/or papers will require that students submit work to a dropbox in the course management system where it will be checked for plagiarism. Assignments will be designed to where students will also have to draw on experiences, case studies, and/or develop solutions to problems that would be difficult to replicate from classmates. Projects will be applied and design based. Therefore, the projects will rely upon the students developing and creating new designs of websites unique to a particular client or customer and therefore difficult to replicate. Presentations of work will require students to complete a*

screencast and/or computer based presentation where the student will present the results of their work to their classmates. Students involved in peer review of classmates projects and presentations will be required to give feedback via discussion boards or synchronous chat rooms. All assignments, papers, projects, presentations, and critiques will be assigned a rubric that students must review and adhere to. All rubrics will be given to students on the first day of class. Finally, exams and quizzes will be administered through the course management system. Exams and quizzes will validate that students have retained knowledge from all instructional activities.

<u>Interaction</u>: *This course will rely upon email, discussion boards, chat rooms, and remote assistance tools. The instructor will frequently respond to emails to address any concerns that students might have and send out messages to remind students of important due dates and address any other issues students may have. Discussion boards will be used as areas to discuss the topics of the week asynchronously. Students will be required to complete discussions with the whole class and/or small groups. Forums may also be set up for students to share issues or work collaboratively to solve problems on lab assignments. Chat rooms will be encouraged for both instructor to student interaction as well as student to student interaction synchronously. In the chat room, students may ask questions, give answers, and share information. Remote assistance tools will be relied upon heavily for this course. Issues that students may be unable to solve on their own may require a digital helping hand. Remote assistance software will be used to demonstrate to students synchronously or help to solve issues.*

Model Syllabus (Part II)

Please include the following information:

1. Course number and title

    DGT 4833, Web Search Engine Optimization

2. Catalog description

    A study of web search engine optimization tools and techniques.

3. Learning objectives.

    1. Discuss advantages and limitations of various web search engine optimization strategies. (WCR 1-7) (Grad 1-4)
    2. Create appropriate head content to generate organic search results. (CT 2, 3, 4) (Grad 1-2)
    3. Create and maintain various related social media tools to improve search engine rankings. (CT 2, 3, 4) (Grad 1-2)

4. Integrate web analytics tools. (CT 1-6) (Grad 2)
5. Analyze the effectiveness of integrated SEO strategies. (QR 1-6) (Grad 4)
6. Publish and present finished website SEO projects in a professional format to be critiqued by peers and professionals. (SL 1-7) (Grad 1-4)
7. Offer criticism and suggestions for improvement of website SEO projects. (CT 1-6) (Grad 1-3)

4. Course materials.

- One USB Drive – Minimum of 16 GB
- Access to a computer and reliable internet connection
- Web Development software (Dreamweaver, Komodo Edit, or Brackets)
- Adobe Creative Cloud Software (Photoshop, Illustrator)

5. Weekly outline of content.
Face-to Face

Week	Day 1 (50 minutes) *Face-to-face*	Lab work (50 minutes) *Face-to-face*	Day 2 (50 minutes) *Face-to-face*	Lab work (50 minutes) *Face-to-face*
Week 1	What is Search Engine Optimization?	Basic SEO exercises	Head Content	Head Content exercises
Week 2	Crawling and Indexing	Crawling and Indexing exercises	Submission of URL's	Submission of URL's exercises
Week 3	Meta Tags: Keywords	Meta Tags: Keywords exercises	Meta Tags: Descriptions	Meta Tags: Descriptions exercises
Week 4	Alt tag use	Alt tag use exercises	What to glean and what to keep	Parsing exercises
Week 5	White Hat vs. Black Hat	White Hat vs. Black Hat exercises	Backlinks	Backlinking exercises
Week 6	Organic Results	Organic Results exercises	How social media improves search engine ranking	Social Media exercises
Week 7	Structuring URL's	Structuring URL exercises	File Structure	File Structure exercises
Week 8	Sitemaps	Sitemapping exercises	Text on a page	Content exercises
Week 9	Robots and nofollow	Robots and nofollow exercises	**Midterm Exam**	**Midterm Exam**
Week 10	Search engines	Search engine exercises	Integrating CSE	Integrating CSE exercises
Week 11	Integrating Google Analytics	Integrating Google Analytics exercises	Advertising and Campaign Performance	Advertising and Campaign Performance exercises
Week 12	Analysis and Testing	Analysis and Testing exercises	Cross device and cross platforms	Cross device and cross platforms exercises
Week 13	Cost per click	Project Work	Cost per impression	Project Work
Week 14	Cost per action	Project Work	Revenue Sharing	Project Work
Week 15	Final Project Presentations	Final Project Presentations	Final Project Presentations	Final Project Presentations
Week 16	**Final Exam**			

Hybrid

Week	Day 1 (50 minutes) *Online*	Lab work (50 minutes) *Face-to-face*	Day 2 (50 minutes) *Online*	Lab work (50 minutes) *Face-to-face*
Week 1	What is Search Engine Optimization?	Basic SEO exercises	Head Content	Head Content exercises

Week				
Week 2	Crawling and Indexing	Crawling and Indexing exercises	Submission of URL's	Submission of URL's exercises
Week 3	Meta Tags: Keywords	Meta Tags: Keywords exercises	Meta Tags: Descriptions	Meta Tags: Descriptions exercises
Week 4	Alt tag use	Alt tag use exercises	What to glean and what to keep	Parsing exercises
Week 5	White Hat vs. Black Hat	White Hat vs. Black Hat exercises	Backlinks	Backlinking exercises
Week 6	Organic Results	Organic Results exercises	How social media improves search engine ranking	Social Media exercises
Week 7	Structuring URL's	Structuring URL exercises	File Structure	File Structure exercises
Week 8	Sitemaps	Sitemapping exercises	Text on a page	Content exercises
Week 9	Robots and nofollow	Robots and nofollow exercises	**Midterm Exam**	**Midterm Exam**
Week 10	Search engines	Search engine exercises	Integrating CSE	Integrating CSE exercises
Week 11	Integrating Google Analytics	Integrating Google Analytics exercises	Advertising and Campaign Performance	Advertising and Campaign Performance exercises
Week 12	Analysis and Testing	Analysis and Testing exercises	Cross device and cross platforms	Cross device and cross platforms exercises
Week 13	Cost per click	Project Work	Cost per impression	Project Work
Week 14	Cost per action	Project Work	Revenue Sharing	Project Work
Week 15	Final Project Presentations	Final Project Presentations	Final Project Presentations	Final Project Presentations
Week 16	**Final Exam**			

Online

Week	Day 1 (50 minutes) *Online*	Lab work (50 minutes) *Online*	Day 2 (50 minutes) *Online*	Lab work (50 minutes) *Online*
Week 1	What is Search Engine Optimization?	Basic SEO exercises	Head Content	Head Content exercises
Week 2	Crawling and Indexing	Crawling and Indexing exercises	Submission of URL's	Submission of URL's exercises
Week 3	Meta Tags: Keywords	Meta Tags: Keywords exercises	Meta Tags: Descriptions	Meta Tags: Descriptions exercises
Week 4	Alt tag use	Alt tag use exercises	What to glean and what to keep	Parsing exercises
Week 5	White Hat vs. Black Hat	White Hat vs. Black Hat exercises	Backlinks	Backlinking exercises
Week 6	Organic Results	Organic Results exercises	How social media improves search engine ranking	Social Media exercises
Week 7	Structuring URL's	Structuring URL exercises	File Structure	File Structure exercises
Week 8	Sitemaps	Sitemapping exercises	Text on a page	Content exercises
Week 9	Robots and nofollow	Robots and nofollow exercises	**Midterm Exam**	**Midterm Exam**
Week 10	Search engines	Search engine exercises	Integrating CSE	Integrating CSE exercises
Week 11	Integrating Google Analytics	Integrating Google Analytics exercises	Advertising and Campaign Performance	Advertising and Campaign Performance exercises
Week 12	Analysis and Testing	Analysis and Testing exercises	Cross device and cross platforms	Cross device and cross platforms exercises
Week 13	Cost per click	Project Work	Cost per impression	Project Work
Week 14	Cost per action	Project Work	Revenue Sharing	Project Work
Week 15	Final Project Presentations	Final Project Presentations	Final Project Presentations	Final Project Presentations
Week 16	**Final Exam**			

6. Assignments and evaluation, including weights for final course grade.

	Undergraduate	Graduate
Assignments	15%	10%
Discussions	15%	15%
Quizzes	15%	15%
Applied Projects	20%	20%
Exams	25%	20%
Papers	10%	10%
Grad Research Paper	-----	10%
TOTAL	**100%**	**100%**

7. Grading scale.

A = 90 to 100 %, B = 80 to 89%, C = 70 to 79%, D = 60 to 69%, F < 60%

8. Correlation of learning objectives to assignments and evaluation.

Objective	Assignments Undergraduate: 15% Graduate: 10%	Discussions Undergraduate: 15% Graduate: 15%	Quizzes Undergraduate: 15% Graduate: 15%	Projects Undergraduate: 20% Graduate: 20%	Exams Undergraduate: 25% Graduate: 20%	Papers Undergraduate: 10% Graduate: 10% Research paper: 10%
1. Discuss advantages and limitations of various web search engine optimization strategies. (WCR 1-7) (Grad 1-4)	X	X	X		X	X
2. Create appropriate head content to generate organic search results. (CT 2, 3, 4) (Grad 1-2)	X	X		X		
3. Create and maintain various related social media tools to improve search engine	X			X		

Outcome						
rankings. (CT 2, 3, 4) (Grad 1-2)						
4. Integrate web analytics tools. (CT 1-6) (Grad 2)	X		X	X	X	
5. Analyze the effectiveness of integrated SEO strategies. (QR 1-6) (Grad 4)	X		X		X	
6. Publish and present finished website SEO projects in a professional format to be critiqued by peers and professionals. (SL 1-7) (Grad 1-4)	X		X		X	
7. Offer criticism and suggestions for improvement of website SEO projects. (CT 1-6) (Grad 1-3)		X				X

Date approved by the department or school: 10/20/2016
Date approved by the college curriculum committee: 12/9/2016
Date approved by the Honors Council *(if this is an honors course):*
Date approved by CAA: 2/23/2017   **CGS:**