

## SEARCH ENGINE OPTIMIZATION - SHORT COURSE

New European College

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### Course Description

In this course, we will go through the whole scope of Search Engine Optimization, including its benefits and challenges in the coming years for any organization with a website. The course is accompanied by a variety of additional readings.

### Course Objectives

- To develop an understanding of how search works to anticipate search engine innovations and changes.
- To understand what SEO concepts and tactics exist to reach your most targeted and qualified audiences, as well as knowing how to apply these tactics to the context of a website.
- To interpret SEO signals and monitor SEO performances in daily operations to act accordingly and implement matching tactics.

### Course Outcomes

Upon completion of this course, the participants should have developed an enhanced understanding and insights of search engine optimization concepts, search engine functions, the definition of a compelling SEO strategy and supporting tools to make informed decisions.

### Literature

Crowe, Anna. "Link Building in 2019: How to Acquire & Earn Links That Boost Your SEO." Search Engine Journal, Search Engine Journal, [www.searchenginejournal.com/link-building-guide/](http://www.searchenginejournal.com/link-building-guide/).

Dean, Brian. "E-Commerce SEO (Advanced Guide + Step-By-Step Case Study)." Backlinko, 4 Jan. 2017, [backlinko.com/ecommerce-seo](http://backlinko.com/ecommerce-seo).

Dean, Brian. "Link Building for SEO: The Definitive Guide (2018)." Backlinko, 12 Feb. 2018, [backlinko.com/link-building](http://backlinko.com/link-building).

Fishkin, Rand. "10 Things That DO NOT (Directly) Affect Your Google Rankings - Whiteboard Friday." Moz, Moz, 22 Sept. 2017, [moz.com/blog/10-things-do-not-affect-rankings](http://moz.com/blog/10-things-do-not-affect-rankings).

Fishkin, Rand. "3 Creative Ways to Give Your Content Efforts a Boost - Whiteboard Friday." Moz, Moz, 22 Dec. 2017, [moz.com/blog/give-your-content-a-boost](http://moz.com/blog/give-your-content-a-boost).

Fishkin, Rand. "How Can Small Businesses/Websites Compete with Big Players in SEO? - Whiteboard Friday." Moz, Moz, 4 Nov. 2016, [moz.com/blog/small-businesses-websites-compete-big-players-seo-whiteboard-friday](http://moz.com/blog/small-businesses-websites-compete-big-players-seo-whiteboard-friday).

Fishkin, Rand. "Minimum Viable SEO: If You Only Have a Few Minutes Each Week... Do This! - Whiteboard Friday." Moz, Moz, 30 Mar. 2017, [moz.com/blog/minimum-viable-seo-whiteboard-friday](http://moz.com/blog/minimum-viable-seo-whiteboard-friday).

Fishkin, Rand. "SEO: The Beginner's Guide to Search Engine Optimization from Moz." Moz, Moz, 4 Mar. 2014, [moz.com/beginners-guide-to-seo](http://moz.com/beginners-guide-to-seo).

Moogan, Paddy. "What Is Link Building & Why Is It Important? - Beginner's Guide to Link Building." Moz, Moz, [moz.com/beginners-guide-to-link-building/](http://moz.com/beginners-guide-to-link-building/).

"Search Engine Land's Guide To SEO." Search Engine Land, Search Engine Land, [searchengineland.com/guide/seo](http://searchengineland.com/guide/seo).

"Search Engine Optimization (SEO) Starter Guide - Search Console Help." Google, Google, [support.google.com/webmasters/answer/7451184?hl=en](http://support.google.com/webmasters/answer/7451184?hl=en).

## Participant Workload

Preparation: 4 - 6 hours

Lectures: 12 hours

Evaluation: 1 hour

## Evaluation

Online Test at the end of the course. It should be completed on-site as part of the seminar. If the participants get a score of at least 75%, he/she receives a Certificate of Completion delivered by New European College.

## Instructional Methods

This course will be conducted in the form of a lecturing seminar, including case(s) analysis, and group work. Laptop or tablet are mandatory to participate in this course.

## Content

### Day 1 - The Fundamentals of SEO

1. How Search Works
2. Benefits and challenges of SEO in 2019
3. Google Penalties and Google Dance
4. SEO and Website Type
5. Defining an SEO strategy for your business
6. Performing Keyword Research in 2019

### Day 2 - Applying SEO

7. On- & Off-Page Optimization
8. Mobile SEO
9. International SEO
10. Troubleshooting and understanding SEO in your daily operations
11. Reporting and Monitoring
12. Scaling and Integrating SEO in your organization
13. Website Clinic
14. Certification Assessment

## About the Instructor

### **Baptiste Hausmann, SEO Consultant**

Baptiste Hausmann has been in the SEO scene since 2012, learning from a strong SEO-focused company while strengthening his knowledge in SEO in conferences and meetups. His 5-year experience at Stylight helped him grow his broad and deep knowledge of SEO and related marketing fields (Off-page, On-Page, Technical SEO; for E-Commerce and Editorial purpose; PR, and Content Marketing). In late 2017, Baptiste decided to start working as a Freelancer SEO Consultant to bring his knowledge to a wider range of people. Over the years, Baptiste has been sharing in meetups and workshops what he knows best: his passion for SEO. Sharing and bringing his knowledge has been part of his vision since the early days at Stylight and is truly reflected in his mission statement: Help You Grow in SEO. His mission rests on the idea that his clients have the best knowledge of their business, while he can bring his best SEO input to the mix. By sharing and transferring a bit of his knowledge to his clients, they can make more informed decisions and achieve outstanding growth.



## About New European College

### **Sascha, Liebhardt, Founder & Chancellor of New European College**

Sascha Liebhardt thinks of himself as first generation European – born in 1970 in Germany, raised in Germany, Italy, the UK and Austria. His interest in the maintenance of peace made him study “International Relations” (MA), his understanding that peace needs a healthy economy made him study business administration with a specialization in “Marketing” (MA). Since finishing his studies he has held senior management responsibilities in several industries (Advertising and Media, Automotive, Pharmaceutical, Education). Mr. Liebhardt has been lecturing at university level since 2000 and in 2014 co-founded New European College.



### **New European College - Munich, Germany**

Powered by one of Germany’s leading private universities, IUBH, New European College offers Bachelor, Master and MBA programs in International Management & Business in Munich – fully taught in English. We combine the virtues of a German state accredited university with the modern American model of small classes and real-world academics. In the sea of formulaic business schools, we stand out. By unleashing our students’ individual strengths, we prepare them to outperform in the business world. Our passion and purpose is our students’ success.

## Supplemental Material

“Analyzing Business Metrics With SQL Tutorial.” Codecademy, [www.codecademy.com/learn/sql-analyzing-business-metrics](http://www.codecademy.com/learn/sql-analyzing-business-metrics).

“AngularJS Tutorial: Learn AngularJS For Free.” Codecademy, [www.codecademy.com/learn/learn-angularjs](http://www.codecademy.com/learn/learn-angularjs).

“CSS Tutorial: Learn CSS For Free.” Codecademy, [www.codecademy.com/learn/learn-css](http://www.codecademy.com/learn/learn-css).

“Express Tutorial: Learn Express Basics For Free.” Codecademy, [www.codecademy.com/learn/learn-express](http://www.codecademy.com/learn/learn-express).

“HTML Tutorial: Learn HTML For Free.” Codecademy, [www.codecademy.com/learn/learn-html](http://www.codecademy.com/learn/learn-html).

“JavaScript Tutorial: Learn JavaScript For Free.” Codecademy, [www.codecademy.com/learn/introduction-to-javascript](http://www.codecademy.com/learn/introduction-to-javascript).

“jQuery Tutorial: Learn JQuery For Free.” Codecademy, [www.codecademy.com/learn/learn-jquery](http://www.codecademy.com/learn/learn-jquery).

“Learn Python 3.” Codecademy, [www.codecademy.com/learn/learn-python-3](http://www.codecademy.com/learn/learn-python-3).

“Node-SQLite Tutorial: Learn Node-SQLite For Free.” Codecademy, [www.codecademy.com/learn/learn-node-sqlite](http://www.codecademy.com/learn/learn-node-sqlite).

“ReactJS Tutorial Part I: Learn ReactJS For Free.” Codecademy, [www.codecademy.com/learn/react-101](http://www.codecademy.com/learn/react-101).

“Responsive Web Design Tutorial: Learn For Free.” Codecademy, [www.codecademy.com/learn/learn-responsive-design](http://www.codecademy.com/learn/learn-responsive-design).

Godin, Seth. “How to Get Your Ideas to Spread.” Ted, Ted, 2003, [www.ted.com/talks/seth\\_godin\\_on\\_sliced\\_bread](http://www.ted.com/talks/seth_godin_on_sliced_bread).

Slawski, Bill. “SEO by the Sea.” SEO by the Sea, [www.seobythesea.com/](http://www.seobythesea.com/).

“SQL Tutorial: Learn SQL For Free.” Codecademy, [www.codecademy.com/learn/learn-sql](http://www.codecademy.com/learn/learn-sql).