

Applied Interactive Marketing Trends

Course Outcome Summary

Course Information

Organization	Madison Area Technical College
Developers	Pamela Cremer
Development Date	2/5/2009
Course Number	10-201-198
Instructional Level	Website Certificate Program
Potential Hours of Instruction	72
Total Credits	2

Description

Projects in this course will include online research, case studies and class exercises. This course will give student skills to make good web design decisions by researching and understanding website architecture, usability, search engine optimization, keywords, link building, web site indexing and web site analysis. Students will analyze websites and develop search engine optimization proposals for real clients, develop html based email campaigns, banner ads and placement ads. Students will investigate the use and application of social media, white pages and other new technologies.

Types of Instruction

Instruction Type	Contact Hours	Credits
Classroom Presentation	36	2
On-Campus Laboratory	36	

Textbooks

Jennifer Grappone and Gradiva Couzin. *Search Engine Optimization*. **Edition:** 2nd.

Class website with many links to articles and analysis tools.

Prerequisites

Webpage Design 10-201-177

Competencies

- Perform client interview**

You will demonstrate your competence by:

 - o developing a questionnaire that will help you understand the purpose and use of the client website
 - o completing and interviewing with client in person or through an email survey

Your performance will be successful when:

 - o interview results are expressed in report form and verbally
 - o you measure the results of client interview with the existing website
- Perform keyword research**

You will demonstrate your competence:

 - o by analyzing and presenting the results of your testing
 - o through class participation
 - o by demonstrating an understanding of how usability effects web design

Your performance will be successful when:

- o project follows the approach of several industry standard usability-testing tools
- o project results are expressed in report form and verbally
- o student exhibits an understanding of how ideas gathered by testing apply to web navigation and site organization

3. Conduct website usability tests

You will demonstrate your competence:

- o by discussing the importance and use of keywords in web design
- o by researching and identifying appropriate keywords for your website
- o by using website tools to evaluate keywords chosen for search engine popularity
- o by modifying keyword list to reflect findings with website keyword tools

Your performance will be successful when:

- o you provide a list of keywords and support for why these keywords were chosen
- o you discuss this list in class

4. Test for web accessibility

You will demonstrate your competence:

- o by discussing the factors effecting web usability for all users
- o by researching and identifying how to implement good usability practices
- o by using website tools to evaluate your c client website for usability

Your performance will be successful when:

- o you evaluate your client website for usability
- o you report (written and verbally) suggestions to enhance website usability

5. Analyze search engine optimization

You will demonstrate your competence by:

- o discussing how search engines work
- o appropriately using keywords effect search engine results
- o discussing how website design and structure affect search engine results
- o discussing how graphics affect search engine results
- o comparing web based tools that evaluate web site seo performance

Your performance will be successful when:

- o you evaluate and report on your client website's page ranking
- o you analyze and develop a report on improvements to make on your client website to increase search engine ranking and website visibility

6. Evaluate search engine ranking and competitor analysis

You will demonstrate your competence by:

- o discussing what search engine rankings are and why they are important
- o using web based tools to determine search engine rankings
- o reporting on search engine rankings
- o establishing and evaluating a web competitor's list

Your performance will be successful when:

- o you evaluate and report on your client website's search engine rankings
- o you develop a report and communicate in class rankings use established keywords
- o you develop a report and communicate in class competitor analysis, how they rank, how they use keywords, what makes their site rank higher
- o you establish goals for your client site, in report format, for improvements to websites that will improve search engine rankings

7. Analyze web design technology and website structure

You will demonstrate your competence by:

- o discussing how websites are constructed
- o analyzing your client website's structure

- o discussing what website structures work best for usability and search engine strategies

Your performance will be successful when:

- o you evaluate and report on your client website for appropriate website construction
- o you develop a report and communicate in class any improvements and changes that could be made to enhance user satisfaction, usability and search engine ranking

8. Implement web analytics

You will demonstrate your competence by:

- o implementing web analytics to your website
- o analyzing web analytics
- o making web design decisions based on web analytics

Your performance will be successful when:

- o you evaluate and report on your client websites analytic
- o you develop a report and communicate in class your understandings of clients website analytics and how they can help you make design decisions to improve website

9. Evaluate web back links

You will demonstrate your competence by:

- o discussing back links and their importance as applied to search engine optimization and web traffic
- o finding what back links your client site and competitors' sites have
- o finding back link opportunities

Your performance will be successful when:

- o you evaluate and report on your client and competitors back links
- o you develop a report and communicate in class back link strategies and opportunities for your client website

10. Design email campaigns

You will demonstrate your competence by:

- o implementing an email campaign
- o reading email campaign analytics
- o examining different email client services

Your performance will be successful when:

- o you design an email for your client
- o you sending email and evaluating analytics

11. Use social media and other interactive technologies

You will demonstrate your competence by:

- o discussing various social media and new interactive technologies presented in class
- o implementing these technologies to benefit your client website

Your performance will be successful when:

- o you choose from a list of subjects presented in class to conduct research on
- o you develop a report and present in class your report using PowerPoint or other presentation software
- o you exhibit expert knowledge in your report on the topic you have chosen