

Information Technologies
Programs

Search Engine
Optimization
Specialized Studies

Accelerate Your Career

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Improve Your Career Options with a Professional Certificate

Search Engine Optimization Specialized Studies

The demand for Search Engine Optimization (SEO) professionals is growing, as consumers increasingly utilize search engines such as Google, Yahoo, Bing and Bidu to guide their purchasing decisions. As consumers become more sophisticated in their searches, organizations are dedicating more resources to achieve high search engine rankings for their websites. This program is designed to teach students the process of SEO which will significantly improve the ranking of a website resulting in increased awareness, revenue and profit.

UCI Division of Continuing Education's professional certificate and specialized studies programs help you increase or enhance your current skills or prepare for a new career. Courses are highly practical and instructors are qualified leaders in their field. Convenient online courses make it easy to learn on your own time, in your own way. A certificate bearing the UC seal signifies a well-known, uncompromising standard of excellence.

Who Should Enroll

Designed for small and large businesses and individuals who are involved with web design, marketing, or website IT support, this program provides the training needed to get the highest possible ranking from search engines.



Entire Program Available Online

Curriculum

Program Benefits

- Understand how search engines (Google, Yahoo, Bing, Bidu) rank websites
- Develop the skills required to optimize website structure to maximize rankings, site visits and sales
- Effectively utilize Google Analytics
- Learn the latest search engine optimization tools and techniques
- Utilize social media for marketing and increased traffic
- Learn how to utilize search engine optimization and web analytic tools and techniques to understand customers and develop effective marketing campaigns

Program Fees

The total cost of the program varies depending on the electives chosen. Actual fees may differ from the estimate below. Fees are subject to change without prior notice.

Course Fees	\$2,780
Candidacy Fee	\$35
Textbooks	\$60
Total Estimated Cost	\$3,000

Specialized Studies Requirements

The Specialized Studies award is provided upon completion of 12 credit units (6 required and 6 elective credit units) with a grade point average of "B" or better, within 5 years. Students not pursuing a specialized studies award are welcome to take as many individual courses as they wish.

To receive your certificate, submit a **Specialized Studies Certificate Request** form after completing all program requirements.

Required Courses (6 units)

Search Engine Optimization (SEO)

I&C SCI X471.15 (3 units)

Internet-based marketing activities are supplanting traditional marketing techniques like direct mail, TV, radio and display advertising. Search engines are the means whereby prospective customers find vendors. Consequently, Search Engine Optimization (SEO) provides a means to maximize website traffic from those most in need of the vendor's products or services. SEO is much more than a few simple changes made to a website. It's a multi-faceted strategy and should be an integral part of any marketing plan where a website is present. This course will explain how this exciting marketing technology may be harnessed and optimized. SEO encompasses both technology and strategy. Keyword/phrase selection and website content design that search engines reward with increased traffic will be discussed. Through this course, students will learn to measure the website ranking before and after SEO implementation and quantify increases in traffic to the website. The three main search engines (Google/Yahoo/Bing) will be addressed. This course will include how search engines work and strategies to improve website ranking. In the end, landing page optimization strategies will be discussed.

For more information:

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Google Analytics Certification

I&C SCI X471.32 (3 units)

Prepare to pass the “Google Analytics Individual Qualification” (GAIQ) test. Learn the importance of digital analytics in an organizational context, including internet architecture, HTML, JavaScript and the concept of cookies. Discover analytical strategies including segmentation, context, and conversion attribution. Discuss the relationship of digital analytics and business objectives including “Key Performance Indicators” (KPIs). Explore key metrics used in digital analytics including page views, visits, visitors, unique visitors, and traffic sources. Create a Google Analytics account and install the Google Analytics Tracking Code (GATC). Understand regular expressions, filters, and goals. Utilize the Google Analytics Report Interface and Google Analytics Reports. Manage Google pay per click (PPC) campaigns and analyze the link between AdWords and analytics. Learn how to set up a Google Webmaster account and how it relates to analytics. This course also provides practice in answering sample questions asked during the GAIQ examination. *Prerequisite: Knowledge of website development process.*

Elective Courses (Choose 6 units)

Google AdWords Certification

I&C SCI X471.14 (3 units)

Learn how pay-per-click advertising through Google AdWords can help increase website traffic, sales, and profitability for your company. Discover how to create and manage a Google AdWords account including ad creation, optimization, keyword selection, and bidding. AdWords campaign management issues will be explained. The ‘Quality Score’ and ‘Click-Thru-Rate’ (CTR) metrics will also be discussed. Discuss metrics for measuring the effectiveness of your ads. Prepare to take the “Google AdWords Individual Qualification” (GAIQ), certification test. To gain GAIQ qualification, you must pass both the Advertising Fundamental exam and one advanced-level exam out of three – search, display and reporting. Passing this test may empower you increase your job prospects, as employers consider this a litmus test. Homework assignments will consist of questions similar to the questions asked on the GAIQ test. Answers to those questions will be analyzed to prepare you to pass the test. Course Audience: web designers, web programmers and corporate/institutional internet marketing professionals. *Prerequisite: Knowledge of website development process*

Planning and Developing Your Search Engine Marketing Strategy

MGMT X461.24 (1.5 unit)

Learn the technologies, techniques, and strategies required to achieve high rankings on search engines, and why search engine marketing is one of the most cost-effective promotional strategies available. Compare and contrast organic search engine optimization practices with pay-per-click strategies. Examine how to select the best methods, and create an effective search engine marketing campaign to achieve promotional goals.

Web Development Using PHP

I&C SCI X471.11 (2.5 units)

Interested in creating e-commerce capabilities and taking advantage of social media concepts such as blogging, bookmarking, and other collaboration and communication functions on your website? PHP is an open source language available to facilitate the creation of these functions. Students taking this course will become familiar with PHP utilities and learn how to interact with a database to create these web applications. With PHP you can create dynamic and original websites that can interact with databases and files, handle email, and do many other things that HTML cannot. At the end of the course, students will know how to utilize PHP to add simple scripts into their sites, as well as how to build custom scripts to use in their sites, like an HTML templating system, contact us forms, and shopping carts. *Prerequisite: I&C SCI_X471.03 Web Development with HTML and I&C SCI X471.04 JavaScript Programming; programming skills are helpful but not required.*

Effective Information Design for the Web

I&C SCI X471.64 (1.5 units)

People today rely on the web for many different kinds of information including bank statements, airline schedules, product information, and so much more. Consequently, it is important to present your information in a clear, compelling, and meaningful manner so that your website visitors can find what they need quickly. This course shows you how to combine your web content with effective design principles to achieve page layouts that are appropriate for the type of content being presented and ensure your website visitors have a positive experience.



Overview of Digital Marketing

MGMT X461.41 (2 units)

Gain an overview of the business value of Internet Marketing and how it can be leveraged to achieve acquisition, conversion and retention of online customers. Examine the broad array of interactive marketing strategies including search marketing, display advertising, email marketing, site optimization, social media, mobile marketing, online analytics, and other online methods used to achieve business goals. Advantages, challenges and key differences between internet and traditional marketing will also be explored.

Web Development with HTML

I&C SCI X471.03 (2 units)

Hypertext Markup Language (HTML) is used to render all web applications from the simplest to the most complex. Web development tools such as Dreamweaver and FrontPage allow users to design a web page visually and then convert the design into HTML statements. While an entire web page can be designed this way, situations that require customization or special functionality usually require the developer to work directly with individual HTML statements. So, it is important to know how HTML works. This course introduces HTML “building blocks” and allows participants to build a website step-by-step. Topics covered include web development tools, text formatting, page formatting, images, lists, links, tables, introduction to CSS, xHTML, HTML validation, and limitations of HTML.

R Programming

I&C SCI X425.20 (2 units)

R is a scripting language for statistical data manipulation and analysis. R is an open source package available under GNU license at no cost. R competes with SPSS, another very well-known statistical package used heavily in many industries. Statistics is used in every part of business data processing and prediction. Data captured by web analytics services need statistics. Statistics is also the foundation of predictive analytics. R business applications include correlation, regression, hypothesis testing, and all inference testing. This course will focus on R programming which is used for solving business problems related to basic math and statistics. First, all relevant math concepts will be reviewed. This will include functions, regression, descriptive and inferential statistics, and matrix operations. All these basic math problems will be solved using R. The programmatic interface and graphic capabilities of R will also be explored. In the end, several real-world business problems will be solved using R. *Prerequisite: Basic math, statistics, functions matrix and basic programming.*

Corporate Training

Our Corporate Training specialists can deliver this program or customize one that fits your organization's specific needs. Visit ce.uci.edu/corporate or call (949) 824-1847 for information.



Academic Management

Dave Dimas, Ph.D., Director, Engineering, Sciences and Information Technologies

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