



SEARCH ENGINE OPTIMIZATION SPECIALIZED STUDIES PROGRAM • ONLINE

The demand for Search Engine Optimization (SEO) professionals is growing, as consumers increasingly utilize Internet 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 website rankings, resulting in increased awareness, revenue, and profit.

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.

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 to increase traffic
- Learn how to utilize search engine optimization and web analytic tools and techniques to understand customers and develop effective marketing campaigns

SPECIALIZED STUDIES AWARD REQUIREMENTS

A specialized studies award is provided upon completion of 12 credit units (6 required and 6 elective credit units) with a grade of "B" or higher in each course. Students not pursuing a specialized studies award are welcome to take as many individual courses as they wish.

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 (6 required and 6 elective units)	\$3,375
Candidacy Fee	\$35
Textbooks	\$128
Total Estimated Cost	\$3,538

TO ENROLL

Visit ce.uci.edu/seo for full course descriptions, instructor biographies, and to enroll.

FOR MORE INFORMATION:

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SEARCH ENGINE OPTIMIZATION SPECIALIZED STUDIES PROGRAM		
COURSE#	REQUIRED COURSES	UNITS
I&C SCI X471.15	Search Engine Optimization (SEO)	3
I&C SCI X471.32	Google Analytics	3
COURSE#	ELECTIVE COURSES (Minimum 6 units)	UNITS
I&C SCI X471.14	Google AdWords	3
MGMT X461.66	Planning and Developing Your Search Engine Marketing	2
I&C SCI X471.11	Web Development Using PHP	2.5
I&C SCI X471.64	Effective Information Design for the Web	1.5
MGMT X461.41	Overview of Digital Marketing	2
I&C SCI X471.03	Web Development with HTML	2

