

DMCP – The Framework

UNIT 2 Search engine optimisation (SEO)

Skills	Descriptors	Learning outcomes	Performance Indicators (suggested activities included)
<p>SKILL 1 Manage the SEO Process</p>	<p>This skill covers the basic SEO-related configuration options such as set up Search Engine Friendly (SEF) URLs and optimize.</p> <p>SEF URLs are a necessity. Other content focuses on how to create URL aliases for specific pages or menu items.</p> <p>This is a useful technique that one should use if SEO is a priority. It is important to understand the distinction between the title tag and the article titles and how to control them individually.</p> <p>We also learn how metadata are set up at both global (the whole website) and individual (single page or article) level.</p>	<p>Students should be able to:</p> <ul style="list-style-type: none"> ● Explain how search engines view sites ○ Analyse the SEO process ○ Demonstrate use of management techniques for SEO ○ Create basic Search Engine Friendly URLs ○ Optimize URLs ○ Use URL aliases ○ Demonstrate Controlling the title tag ○ Create and optimize metadata ○ Install and configure common SEO extensions 	<p>Demonstrate the use of at least 3 tools for managing the SEO Process.</p> <p>https://www.equinetacademy.com/seo-tutorial-step-step-search-engine-optimization-guide/</p> <p>Google Garage Free Courses / Material</p> <p>https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing/module/5</p> <p>https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing/module/6</p> <p>https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing/module/7</p> <p>https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing/module/8</p> <p>https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing/module/9</p> <p>Activity suggestion (first activity): Can the student identify what a page is about given the HTML code if its code is</p>

			<p>correctly tagged?</p> <p>Activity suggestion: Identifying organic and paid results after a Google search. A good example with this would be looking for a ticket for an event (concert, etc.), and see how ticket resale websites like viagogo place their links using paid results while official saling websites appear on organic results.</p> <p>Activity suggestion: On the web site used for the DM project, activate Friendly URLs, title tag all pages, include ALT tag on all images, etc.</p> <p>Probably this activity should be a part of a bigger activity consisting on analyzing ranking first (Google Search Console), apply SEO techniques and analyzing ranking improvement after that.</p>
<p>SKILL 2 Develop SEO Strategies</p>	<p>For most companies, the initial steps in setting an SEO strategy focus on defining the product priorities and the target markets. The next step in the strategy process is determining which keywords and phrases are most likely to deliver the type of traffic the site needs.</p> <p>After one has assembled the preliminary list, it's best to take some time and do some research to make sure no candidate words or phrases are missed. A useful tool for assisting with keyword selection is the Google AdWords Keyword Tool. It's free of charge and, despite the name, it's useful for a lot more than AdWords.</p> <p>While keyphrase selection is more an art than a science, there are metrics one can apply to the process. One of the most useful is known as the Keyword Effectiveness Index, or KEI.</p>	<p>Students should be able to:</p> <ul style="list-style-type: none"> o Discuss effective Strategies for SEO o Determine plausible SEO strategies o Discuss approaches to keyword selection 	<p>Demonstrate the use of at least 3 SEO strategies</p> <p>Make a list of key words</p> <p>Search Engine Ranking Factors:</p> <ul style="list-style-type: none"> • Keywords: <ul style="list-style-type: none"> o in the domain name o in a page's URL o in the content title o placement on a page o repetition on a page • Uniqueness of content • Freshness of content • Facebook activity • Twitter activity, including influence of account tweeting • Social media up votes and comments • Click-through rate for the site • Bounce rate for the site • Number, quality, and content of links to this site, of internal links, of errors on site

	<p>KEI, in its simplest form, is a comparison of the potential search volume for a term relative to the number of pages competing for that term. There are multiple methodologies for arriving at KEI; which approach you prefer will typically depend on your personal SEO strategy.</p>		<ul style="list-style-type: none"> • Speed of site
<p>SKILL 3 Control and Monitor SEO</p>	<p>This Skill helps enhance and maintain rankings once the site has gone live, as well as tracking and assessing the success of this effort.</p> <p>Controlling and monitoring SEO should involve Link Building or Link Marketing. Link building is used to generate traffic and improve site's organic search ranking. Looking at link marketing in the context of SEO, the best bet for success lies in emphasizing growth in the number of quality links that point to your site. In short, the more high quality links you have pointing to your site, the better. The search engines' view on this point is simple: If content is authoritative and valuable, other people will link to it. If the people linking to this content are also viewed as being authoritative, then the search engines consider the value of their links to be greater than links from a low authority website.</p>	<p>Students should be able to:</p> <ul style="list-style-type: none"> o Demonstrate Link Marketing o Create your own links o Manage a link marketing campaign o Perform social media optimization o Monitor track and measure SEO performance o Carry out an SEO Audit o Identifying quality link partners 	<p>1. Apply control and monitor techniques to one case of designing a website.(required sampling maybe included)</p>

References:

1. Sun D. (2019), learn SEO tutorial: step-by-step SEO guide for beginners, accessed 12-3-2020 from <https://www.equinetacademy.com/seo-tutorial-step-step-search-engine-optimization-guide/>
2. Steve J. *Learning Search Engine Optimization: Elementary Lessons for Doctors*, accessed 12-3-2020 from <https://healthcaresuccess.com/blog/internet-marketing-advertising/learning-search-engine-optimization.html>
3. Google Team, Search Engine Optimization (SEO) Starter Guide, accessed 18-3-2020 from <https://support.google.com/webmasters/answer/7451184?hl=en>
4. Demers T, *SEO Basics: Complete Beginner's Guide to Search Engine Optimization*, accessed 19-5-2020 from <https://www.wordstream.com/blog/ws/2015/04/30/seo-basics>