



Western Technical College

10104174 SEO and Marketing Analytics

Course Outcome Summary

Course Information

Description	Is your online marketing working? How can you get a return on our investment? You will learn about marketing analytics software, how it works, how to set goals and then measure the effectiveness of the web tools in meeting those goals. You will learn how to interpret the analytics and adjust your online tools to better meet your goals.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

No textbook required.

Program Outcomes

1. Develop digital marketing strategies to anticipate and satisfy market needs.
2. Create digital marketing content for products, services, images, and ideas.
3. Integrate tools and technology for digital marketing initiatives.
4. Analyze the effectiveness of marketing outcomes.

Course Competencies

1. Describe data used for marketing.

Assessment Strategies

- 1.1. Analytics Report

Criteria

You will know you are successful when

- 1.1. you describe the origin of data.
- 1.2. you explain how data is used to measure performance.

1.3. you summarize benefits of using data.

Learning Objectives

- 1.a. Identify the origin and usage of data.
- 1.b. Identify how data measures performance.
- 1.c. Identify benefits of using data.

2. Explore privacy and ethical issues related to data.

Assessment Strategies

2.1. Reflection

Criteria

You will know you are successful when

- 2.1. you identify ethical concerns when mining data.
- 2.2. you describe the implications of unethical data mining practices.
- 2.3. you summarize ways to protect data and personal privacy.

Learning Objectives

- 2.a. Explore responsibility of data collection to protect personal privacy.
- 2.b. Examine ethical considerations for mining data.
- 2.c. Identify ways to protect data.
- 2.d. Examine repercussions of irresponsibility.

3. Identify how metrics are used to measure marketing goals.

Assessment Strategies

3.1. Analytics Report

Criteria

You will know you are successful when

- 3.1. you define the goals of the project.
- 3.2. you identify the metrics that will be evaluated.
- 3.3. you select the metrics that will be used for the report.

Learning Objectives

- 3.a. Select key performance indicators (KPIs) based on set goals.
- 3.b. Define and use audience, acquisition and behavior metrics to measure.
- 3.c. Identify how consumer behavior metrics are used to make decisions.
- 3.d. Identify how social listening metrics are used to make decisions.
- 3.e. Identify how content analysis is used to make decisions.
- 3.f. Identify how Google Analytics are used to make decisions.

4. Generate analytical reports.

Assessment Strategies

4.1. Analytics Report

Criteria

You will know you are successful when

- 4.1. you choose the type of report to generate for each platform.
- 4.2. you generate report to reflect needed information.
- 4.3. you determine how platforms work together on a regular basis to reach goals.

Learning Objectives

- 4.a. Identify types of reports that can be generated for web sites, social media platforms, SEO (digital media).
- 4.b. Determine how the different platforms (websites, SEO, social media) interact with each other.
- 4.c. Determine which metrics within audience, acquisition, and behavior are needed to measure marketing goals.

5. Make decisions using data.

Assessment Strategies

5.1. Analytics Report

Criteria

You will know you are successful when

- 5.1. you analyze data to identify and interpret patterns.
- 5.2. you analyze data to identify and interpret outliers.
- 5.3. you create a graphical representation of the data.
- 5.4. you summarize the findings (written or oral).
- 5.5. you develop a plan based on analysis.

Learning Objectives

- 5.a. Identify patterns and trends in data.
- 5.b. Interpret patterns and trends.
- 5.c. Identify outliers in data.
- 5.d. Interpret outliers.
- 5.e. Develop a summary of the data findings that may include a graphical visualization.
- 5.f. Use interpretation to make informed decisions in relation to the goals.

6. Prepare for Google Analytics certification.

Assessment Strategies

- 6.1. Google Certification

Criteria

You will know you are successful when

- 6.1. you complete practice exercises.
- 6.2. you achieve a passing score on the Google Analytics certification.

Learning Objectives

- 6.a. Preview the lessons related to Google Analytics cert on instructor-directed site.
- 6.b. Summarize new information.
- 6.c. Apply information throughout course.
- 6.d. Practice the certification questions through the portal.

7. Analyze keywords for a website.

Assessment Strategies

- 7.1. Analytics Report

Criteria

You will know you are successful when

- 7.1. you select a topic to search.
- 7.2. you identify the keywords likely to be used in search related to the topic.
- 7.3. you determine the relevancy of the keyword(s) chosen based on search volume.
- 7.4. you select the keyword that will be optimized.

Learning Objectives

- 7.a. Explore how search engines categorize sites.
- 7.b. Identify keywords people use to search for a topic.
- 7.c. Analyze the search volume competition and relevancy of keywords.
- 7.d. Choose the keywords that will be optimized.

8. Optimize landing page based on analysis for keywords.

Assessment Strategies

- 8.1. Analytics Report

Criteria

You will know you are successful when

- 8.1. you select the page for optimization.
- 8.2. you identify page elements to be changed.
- 8.3. you apply changes to page elements.

- 8.4. you review the results of changes.
- 8.5. you make revisions to page elements based on review.

Learning Objectives

- 8.a. Identify the page that will be best fit for keywords that will be optimized.
- 8.b. Determine what page elements need to be changed to optimize for the keywords.
- 8.c. Implement changes.
- 8.d. Evaluate the impact of changes based on analytics.
- 8.e. Adjust page elements as needed.

9. Create a search engine optimization plan.

Assessment Strategies

- 9.1. Analytics Report

Criteria

You will know you are successful when

- 9.1. you select keywords and pages to optimize.
- 9.2. you select best tactics to optimize pages and keywords.
- 9.3. you develop a calendar for the implementation of tactics.
- 9.4. you put plan into effect.
- 9.5. you analyze the effectiveness of implementation plan.
- 9.6. you adjust the tactics as needed.

Learning Objectives

- 9.a. Determine which pages and keywords to optimize.
- 9.b. Identify tactics to be used to optimize.
- 9.c. Create an implementation calendar.
- 9.d. Implement the plan.
- 9.e. Evaluate the effectiveness of plan using analytics.
- 9.f. Adjust the tactics as needed.