

Course Code : DBM203/03  
Course Title : Search Engine Optimization  
Prerequisite(s) : None

Level : Higher  
Credit hours : 3  
Duration of course : 1 semester

### **Course Coordinator**

Dr. Lee Heng Wei  
PhD, USM

Search Engine Optimisation module enables the learner to master SEO strategies and on-page & off-page optimisation and understand the role of content in SEO. The learner will be able to execute ad campaigns in Google Ads. The learner will understand how to create, monitor, analyse and optimise search and display campaigns and also learn how to use advanced Google Ads features for branding purposes. Directing traffic to websites are crucial for the current digital business world.

### **Learning Outcomes**

1. Determine on page or off page optimisation for the company's directions and strategy.
2. Applying various SEO tools to conduct competitive SEO analysis.
3. Deduce Google Ads campaign effectiveness with Google Analytics.

### **Topics**

1. Keywords for SEO
2. On-Page Optimization
3. Role of Content in SEO
4. Off-Page Optimization
5. SEO Tools and Tracking
6. Advanced Google Ads
7. Implementing Search Campaigns
8. Campaign Optimization & Management
9. Remarketing with Google Ads

### **Main Reference**

The Art of SEO, 3rd Edition (2015): Mastering Search Engine Optimization, by Eric Enge, Stephan Spencer, Jessie Stricchiola, 2015, ISBN978-1-49194-896-5