

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SEARCH ENGINE OPTIMIZATION and ANALYSIS	YMI3114125	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Ebru Gamze İŞIKSAÇAN				
Name of Lecturer(s)	Lect. Ercan ULUSOY				
Assistant(s)					
Aim	By explaining the workings of web search engines, it gives you the skills to optimize websites to achieve better rankings in these engines.				
Course Content	This course contains; What is SEO, How Search Engines Work, Keyword Research, Competitor Analysis, Title Tags, Meta Descriptions, URL Configuration, Blog/Product/Page Descriptions, Internal Links, Page Speed Optimization, Mobile Compatibility, HTTPS and Security, Sitemaps, URL Configuration Principles, Category and Tag Pages, Different URL Redirection Methods, Canonical Links, Quality Content Creation, Keyword Density, Image and Video Optimization, SEO Friendly Title and Alt Tags, Backlink Strategies, Social Media Signals, Social Sharing Strategies, Using Google Analytics, Use of Google Analytics, Using Google Search Console, SEO Tools and Resources, Google My Business Optimization, Product Pages Optimization, E-Commerce SEO Tools, Product Reviews, Wordpress post insertion, Seo plugin usage, Content Marketing Basics, SEO and Content Marketing Relationship, Social Media and SEO Relationship, Mobile Friendly Design, Fast Mobile Pages (AMP), Creating seo strategy for any brand .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Understands the SEO performance of websites.			10, 11, 12, 13, 14, 16, 19, 2, 20, 6, 9	A, E, F	
Analyzes the SEO performance of websites			11, 12, 16, 19, 6, 9	E, F, G	
Defines the Functioning of Search Engines			10, 14, 16, 20, 3, 6	A, D, H	
Creates a brand's SEO strategy			10, 16, 20, 3, 6	A, D	
Defines Backlink Strategies, Social Media Signals, Social Sharing Strategies			12, 14, 19, 21, 5, 6, 9	F, G	
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 20: Reverse Brainstorming Technique, 21: Simulation Technique, 3: Problem Based Learning Model, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task, G: Quiz, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	What is SEO, How Search Engines Work, Keyword Research, Competitor Analysis	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
2	Title Tags, Meta Descriptions, URL Configuration, Blog/Product/Page Descriptions, Internal Links	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
3	Page Speed Optimization, Mobile Compatibility, HTTPS and Security, Sitemaps	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
4	URL Configuration Principles, Category and Tag Pages, Different URL Redirection Methods, Canonical Links	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
5	Quality Content Creation, Keyword Density, Image and Video Optimization, SEO Friendly Title and Alt Tags	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
6	Backlink Strategies, Social Media Signals, Social Sharing Strategies	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
7	Using Google Analytics	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
8	Use of Google Analytics	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
9	Using Google Search Console, SEO Tools and Resources	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
10	Google My Business Optimization, Product Pages Optimization, E-Commerce SEO Tools, Product Reviews	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
11	Wordpress post insertion, Seo plugin usage	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
12	Content Marketing Basics, SEO and Content Marketing Relationship, Social Media and SEO Relationship	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
13	Mobile Friendly Design, Fast Mobile Pages (AMP)	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
14	Creating seo strategy for any brand	SEO'nun Sanatı: Arama Motoru Optimizasyonunu Ustalaştırmak. O'Reilly Media. Google. (2021).			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources

Grappone, J., & Couzin, G. (2020). Search Engine Optimization (SEO): An Hour a Day. Wiley.
 Enge, E., Spencer, S., Stricchiola, J., & Fishkin, R. (2019). The Art of SEO: Mastering Search Engine Optimization. O'Reilly Media.
 Google. (2021). Google's Search Engine Optimization Starter Guide. Online PDF document