Course Objective: The class will focus on search engine optimization and the tools and methodologies to achieve and optimized websites: understanding web crawlers, website ranking algorithms, difference in search engines, search engine marketing and ethics in SEO. Emphasis will be placed on current practices and technologies used by SEO professionals in today’s businesses. The course also provides an introduction to using Dream Weaver to create a website. This includes basic design issues of well optimized website.

Learning Objectives: See posted document on learning objectives.

Course Delivery: The course will be delivered through Moodle. The students will be required to watch lectures through Moodle, complete assignments, quizzes and exams.

Quiz: There will be one quiz each week to assure that you have listened to the lectures. All quizzes are due at the time schedules on Moodle (usually Wednesday at midnight). Quizzes cannot be submitted after the due date. If you miss the due date you will receive 0 points for the quiz. No makeup will be given. If you have a university allowed excuse your midterm or final grade will count for the missed quiz. You may take the quiz any time before the due date. There are usually 15 to 30 questions in each quiz. You have 15-30 minutes to complete the quiz depending on the number of questions. There is only one trial for a quiz. Note that “all answers are correct” or “no answers are correct” may be the correct answer. The questions are randomly selected for each student from a larger pool of questions.
Assignments: There will be one assignment each week to provide practice and better understanding of the concepts discussed in the lectures and videos. All assignments are due at the time schedules on Moodle (usually Fridays at midnight). Assignments submitted after the due date will not be counted for your grade. Only university allowed excuses for missing an assignment will be taken into consideration. In case of an illness you must notify the instructor before the date and time the assignment is due. A note from a doctor must be submitted to the instructor within a week. The following convention must be followed for assignments:

1. The index file must be in the root folder
2. All .css files must be in the CSS folder
3. No other files can be in the CCS folder
4. Image files must be in the image folder
5. No other files can be in the image folder
6. All webpages should either be in the root folder or another folder created for the page.

Failure to follow this convention results in a loss of 15 percentage points per assignment. This implies that you can receive a 15 percentage point reduction multiple times if the problem is not corrected.

NOTE: While I post the assignments for Dreamweaver on Moodle there is no upload to Moodle unless stated in the assignment. Webpages are uploaded to the server through Dreamweaver. You may see a message on Moodle that you have not completed the assignment. Please ignore this message.

Final Assignment: The final assignment requires you to create a website for a company, non-profit organization or governmental agency. Please start thinking about your final project. Only university allowed excuses for missing the final assignment will be taken into consideration. In case of an illness you must notify the instructor before the date and time the assignment is due. A note from a doctor must be submitted to the instructor within a week.

Midterm: The midterm is a multiple choice exam taken online just as quizzes. The midterm consists of sample of 50 randomly selected questions from all the prior quizzes. You have one hour to complete the midterm. Note that since each quiz was a random sample of a larger pool you may see slightly different questions. Only university allowed excuses for missing the quiz will be taken into consideration. In case of an illness you must notify the instructor before the date and time the quiz is due. A note from a doctor must be submitted to the instructor within a week.

Final: The final is a multiple choice exam taken online just as quizzes. The final consists of a random sample of 90 questions from all quizzes taken during the semester. Only university allowed excuses for missing the quiz will be taken into consideration. In case of an illness you must notify the instructor before the date
and time the final quiz is due. A note from a doctor must be submitted to the instructor within a week.

**Class Attendance:** Although there is no regular class you are expected to read the SEO lessons/videos on Monday or Tuesday and complete the quiz/assignment by Wednesday night. You are also expected to watch the Dreamweaver videos on Wednesday or Thursday and complete the assignment by Friday night. Because the course is an online course it is utmost important to follow these instructions and complete the work each week. If you fall behind you are likely to fail the course. Check the LSU calendar for the final date for dropping the course without receiving a W.

**Office Hours:** No office hours will be held for this course. Please email all questions.

**Grading:** A 10 point grading scale will be used for the course. Note that “A” assignments are SEO assignments while “B” assignments are Dream Weaver assignments. The final grade will be calculated as follows:

- Quizzes 25%
- Assignments 50%
- Midterm 10%
- Final Exam 15%

All assignments will be graded on an individual basis. Each assignment has a rubric used to assign grades.

Make-up quizzes will **not** be given. If you should miss a test, a university-approved excuse is required and you must notify the instructor before the quiz is due and a doctor’s note must be submitted to me within one week of you missing the quiz. In this case your midterm or final quiz grade will count for your missed grade as well.

You have **one week** to discuss and correct any problems with a graded assignment or exam. After the one week grace period is over, the grade stands!

Final grades will not be rounded or ‘curved’ so please be aware of this. This means it takes a 90 or above to earn an A, an 80 or above to earn a B, etc.

The course will be structured in a way that allows you to learn both, the key issues in SEO and some basic understanding of Dream Weaver. But remember that this is not a course in Dreamweaver. Although there is no specific time note in the scheduling booklet for this class the first part of a week’s lecture concentrates on SEO topics and the second part on will deal with Dream Weaver.
All information we will be using in this course can be found on the web or posted on Moodle.

The schedule below is tentative and may change slightly due to unforeseen events.

**Cheating:**

All cheating will be reported to the dean of students. Refer to LSU’s policy on cheating for details. Cheating includes but is not limited to: using another student’s assignment even partially; letting another student use your assignment or quiz; using code from another website or a student’s assignment.