

ADV 356 I

Web Analytics: SEO and SEM

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Before the Fellowship

- My course was mostly a lecture and lab extravaganza, really dry
- The students never worked together, always on their own
- I had a hard time keeping students interested in the drier parts of the material

After the Fellowship

- I learned about high impact practices such as splitting the classes up into teams and rubrics
- I started making small changes in how I taught, slowly building steam
- I had students work in small groups, and they responded wonderfully

Specific Assignment

- Students learn the basic SEO and SEM techniques to apply to websites
- They are asked to first optimize their own websites
- The class is then split up into teams
- Teams are asked to interview assigned clients and then propose a SEO strategy for each specific client
- Each team presents its findings and is critiqued by the rest of the class using a peer rubric

Rubric

Peer Review Rubric

Attribute	Exceptional 20 points	Effective 15 points	Acceptable 10 points	Unsatisfactory 5 points	(Did not complete task) 0 points
Creative application of SEO Techniques					
Creative application of SEM tactics					
Professionalism of Presentation					
Comprehensiveness of Proposal					
Targeting of Appropriate Audience					

Overall Score: _____

SEO/SEM

Client Proposal Assignment

Task

Taking the Search Engine Optimization and Search Engine Marketing techniques covered earlier in the semester, work with your team to construct a viable SEO/SEM proposal for the client assigned to your group. The proposal should cover all the techniques that could be applied to improve traffic to the site in question, specifically from the target audience sought by your client.

Role and Audience

You will be assigned a client from within the City Tech community. You and your team will construct a series of questions for your client and then interview him. Using the evidence you have gathered about the needs and wants of your client, create an SEO/SEM proposal that would attract the desired audience to the site.

- Professionals within the City Tech community who oversee specific sections of the school website or sites outside of the school website
- Your classmates will evaluate your efforts using a rubric we will go over in class.

Expectations

- The student will demonstrate the ability to evaluate evidence and apply reasoning to make valid inferences.
- The student will demonstrate the ability to evaluate strengths and relevance of arguments on a particular issue.
- The student will demonstrate the ability to determine whether certain conclusions or consequences are supported by the information provided.
- The student will demonstrate the ability to work in teams, including people from a variety of backgrounds, and build consensus.
- The student will demonstrate the ability to present information in a reasoned and professional manner.

Criteria for Assessment: See peer review rubric

Student Learning Outcomes

At the completion of this assignment students will be able to:

- Communicate in diverse settings and groups, using written (both reading and writing), oral (both speaking and listening); and visual means, and in more than one language.
- Gather, Interpret, evaluate, and apply information discerningly from a variety of sources.
- Work with teams, including those of diverse composition. Build consensus.
- Use creativity to solve problems
- Utilize critical and creative thinking methods and apply problem solving strategies
- Engage in high impact and industry specific written, electronic and oral communication
- Better understand the dynamics of a team

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