

<b>Course Information</b>			
Course Title		<b>Search Engine Optimisation</b>	
Course Code		DIM006	
Syllabus Overview		By the end of this course the student will know how to build search engine friendly websites.	
<b>Syllabus</b>			
1. The Search Engines Overview	6. Developing and SEO Friends Website	10. Domain Changes, Post-SEO Redesigns and Troubleshooting	
2. Search Engine Basics	7. Creating Link-Worthy Content and Link Marketing	11. SEO Research and Study	
3. Determining SEO Objectives	8. Optimising for Vertical Search	12. Build and IN House SEO Team	
4. First Stage of SEO	9. Tracking Results and Measuring Success (Introduction)	13. The Future of SEO	
5. Keyword Research			
<b>Other Course Information</b>			
Suitable For		All persons interested in Internet Marketing	
Academic level		Certificate	
Number of Modules		1	
Total number of credits		5	
Number of credits needed to obtain certificate		5	
Number of credits required for Advanced Certificate		30	
Number of credits required for Diploma		60	
Commencement		Within 30 days of registration (subject to course material availability).	
Duration	Slow Track	Part-Time (Standard)	Full Time
	12 weeks	6 weeks	3 weeks
Preparation, Study, Revision Hours Suggested per week	Slow Track	Part-Time (Standard)	Full Time
	7.5	15	30
Coursework hours suggested per week (standard track)	Slow Track	Part-Time (Standard)	Full Time
	5	10	20
Requirements (Academic)		Good command of English. Completed DIM004.	
Requirements (Other)		<b>Required:</b> Any text editor such as NotePad. <b>Optional:</b> Any HTML Editor such as CoffeeCup or Dreamweaver. Keyword research tool such as WebCeo or an account on WordTracker.com.	
Award Type		Certificate	
Award System / Assessment Methods		Topic Assignments	
Open Scope Assignments		Option Available	
Open Scope Research Projects		Option Available	
Course Fees		€300	
Textbooks and Learning Materials included in course fees		Yes	
Other Expenses		<b>Optional:</b> Expenses for any HTML Editor such as CoffeeCup or Dreamweaver. Keyword research tool such as WebCeo or an account on WordTracker.com.	
Examination Certificate		Option Available	
Notes about the course		Prerequisite for DIM007.	