

Title	Search Engine Optimization 1		
Code	FiF.KKIV/A-moIS-999-11	Teacher	Mgr. Andrea Hřčková, PhD.
ECTS credits	3	Hours weekly	1,5
Prerequisites	none	Semester	3/W, master
Assessment	Total score consists of interim weekly tasks (usually onpage SEO for non-profit partner websites), presentation and active participation in class		
Content	<p>Learning outcomes: Graduates have both theoretical and practical basics of onpage SEO.</p> <p>Brief syllabus: Findability of websites. Definition of SEO, SEM, search engines. History of SEO. Google algorithm updates Search engine optimization plan. Practical demonstration of the process of SEO. The methodology for selecting keywords. Tools to verify keywords. Quality content on the websites. Copywriting. Linkbaiting Links on the websites. Analysis of positive and negative onpage factors. Semantic aspects of optimizing a website. White hat and black hat SEO, search engine spam.</p>		
Bibliography	MOZ. [online]. Available at: http://www.moz.org Seocentro. [online]. Available at: http://www.seocentro.com/ Seobook. [online]. Available at: http://www.seobook.com Search Engine Journal. [online]. Available at: http://www.searchenginejournal.com/ Search Engine Land. [online]. Available at: http://searchengineland.com/ Organization of Schemas. [online]. Available at: http://schema.org/docs/schemas.html		