

Title	Search Engine Optimization 2		
Code	FiF.KKIV/A-moIS-995-1	Teacher	Mgr. Andrea Hřčková, PhD.
ECTS credits	3	Hours weekly	1,5
Prerequisites	Search Engine Optimization 1	Semester	4/S, master
Assessment	Total score consists of interim weekly tasks (usually linkbuilding activities for non-profit partner websites), presentations and active participation in the class		
Content	<p>Learning outcomes: Graduates have both theoretical and practical basics of offpage SEO.</p> <p>Brief syllabus: Viral content. Multimedia, audiovisual media and SEO. Analysis of positive and negative offpage factors. The impact of social media and social signals to SEO. Search engine marketing, PPC. Authority of websites. Linkbuilding.</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/		