

SEARCH ENGINE OPTOMIZATION AND WEB ANALYTICS

COURSE SYLLABUS ABSTRACT

of higher education institution

Speciality 1-28 01 02 – Digital Marketing

| | STUDY MODE | | |
|---|------------|-----------|-------------------------------|
| | full-time | Part-time | Part-time (shortened program) |
| Year | 4 | 5 | 4 |
| Semester | 8 | 10 | 8 |
| Lectures, hours | 24 | 8 | 8 |
| Laboratory classes, hours | 24 | 8 | 6 |
| Exam, semester | 8 | 10 | 8 |
| Contact hours | 48 | 16 | 14 |
| Independent work, hours | 78 | 110 | 112 |
| Total course duration in hours / credit units | 126 / 3,5 | 126 / 3,5 | 126 / 3,5 |

1. Brief content of the academic discipline: Introduction to SEO. Search engines and their features Sanctions and filters of search engines SEO-copywriting Classification of search queries Internal site optimization External site optimization Behavioral factors and their impact on site ranking Site indexing, SMM, regional promotion Introduction to web analytics Methodological foundations of web analytics Web tools analytics. Testing hypotheses and conducting experiments in web analytics. Competitive web analytics Social media, mobile app and video analytics

2. Learning outcomes: the student must **know:** concept, goals and objectives of web analytics; - performance metrics; - methods of web analytics; **be able to:** carry out search engine optimization of sites; - carry out comprehensive and end-to-end web analytics; - work with web analytics systems; - test hypotheses and experiments on the Internet; - conduct analytical research in social networks, mobile applications and video; **own:** search engine promotion and web analytics tools.

3. Competences being formed: be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems (AC-1), be proficient in systemic and comparative analysis (AC-2), have research skills (AC-3), be able to work independently (AC-4), to be able to generate new ideas (be creative) (AK-5), to be proficient in interdisciplinary approach to solving problems (AC-6), to have oral and written communication skills (AK-8); to be able to learn, improve their skills throughout their lives (AK 9), to use the basic laws of natural sciences in their professional activities (AC-10), to navigate the basic provisions of economic theory, apply them taking into account the market economy (AK-13); to organize their work on a scientific basis, independently evaluate the results of their activities (AC-14), possess the qualities of citizenship (SLC-1), be capable of social interaction (SLC-2), be able to interpersonal communications (SLC-3), be capable of criticism and self-criticism (SLC-5), be able to work in a team (SLC- 6); conduct web analytics, analyze the interests and behavior of the target audience of the resource, and manage the flow of site visitors (traffic) and its effectiveness (conversion) (PC-10).

4. Requirements and forms of current and intermediate certification

The module-rating system is used. Intermediate certification: assessment of laboratory works. Current certification: exam.