
Digital Marketing and Search Engines Optimization

Instructor: María Pérez Ramos
E-mail: maria.perez@upf.edu

Course description

The aim of the course is to analyse the principles of search engine and digital marketing, as well as to use key tools in the SEO environment. As the course evolves, the student will learn how to create a thorough strategy based on a data-led approach that considers SEO part of an omnichannel environment. To do so, the interactions with other disciplines such as PPC, Social Media and Inbound Marketing will be covered. Concepts like “positioning algorithms”, “content planning”, “link-building tactics” and “SEO metrics” will also be key for the successful development of the subject.

ECTS Credits

4 ECTS

Specific competences

- Apply communication research theories and methods.
- Use the main concepts, theories and methodologies of analysis related to social media and digital communication.

Learning outcomes

The student will learn how to:

- Conduct a thorough keyword research that covers every stage within the customer journey.
- Create a digital content plan that is in line with SEO principles.
- Optimise on-page and off-page content.
- Build relevant links to a site and clean backlink profiles.
- Understand key technical concepts.
- Create follow-up reports for the successful implementation of SEO strategies.
- Define and present a strategy for clients.
- Complete website and competitor audits.
- Integrate SEO as part of an omnichannel strategy.
- Be familiar with search engine optimisation tools.

These learnings will be important to:

Master of Arts in Communication Management

Master of Arts in Communication Management

- Decide if a company requires search engine actions to grow.
- Understand the integration of SEO with other digital disciplines such as: PPC, Social Media and Inbound Marketing.
- Initiate a digital marketing career, both in marketing departments or digital agencies.
- Lead the implementation of corporate digital marketing solutions.
- Deal with digital agencies and organise their work based on corporate targets.

Content

1. SEO Basics I
 - a. Keyword research: short and long-tail
 - b. Site architecture
 - c. Keyword mapping
 - d. Tools for keyword research
 - e. Workshop: Keyword research
2. SEO Basics II
 - a. Initial review: site architecture, keyword research and keyword mapping
 - b. ¿What is a <title>, a <description> and an <h1>?
 - c. Best practice for meta data optimisation
 - d. Tools for keyword tracking
 - e. Workshop: Keyword research feedback, keyword mapping and meta data creation
3. Content for SEO and content planning I
 - a. Initial review: site architecture, keyword research, keyword mapping and meta data creation
 - b. Case study: Analysing keyword rankings and defining a new site architecture
 - c. Buyer personas and customer journey based on the “see, think, do, care” methodology (Avinash, K.).
 - d. Content planning:
 - i. Content clusters
 - ii. CTA per page
 - iii. Domain sprawl
 - e. Workshop: Content planning based on current rankings, buyer personas and customer journeys
4. Content for SEO and content planning II
 - a. Initial review: meta data creation and content planning
 - b. Google Panda
 - i. Content duplication and poor content
 - c. Writing for SEO: best practice

Master of Arts in Communication Management

- i. Advanced keyword mapping: related topics
 - d. Content audits
 - e. Internal link-building
 - f. Workshop: Content optimisation task
5. Individual tutoring: Benchmark project follow-up
6. Link-building for SEO
 - a. Google Penguin
 - b. Link signals
 - c. Do-follow vs. no-follow
 - d. Case study: Link-building tactics to avoid
 - e. Workshop: Conducting a link-building audit
7. Technical SEO basics and glossary
 - a. Initial review: link-building for SEO
 - b. Status codes: 200, 301, 404
 - c. ¿What is a sitemap?
 - d. ¿What is a robots.txt?
 - e. ¿What is https?
 - f. ¿What is a canonical?
 - g. ¿What is hreflang?
 - h. ¿Is site speed important?
 - i. Tools: Google Search Console
 - j. Workshop: Group-project follow-up
8. Metrics, goals and data tools
 - a. Big data:
 - i. Metrics for the different stages of the customer journey
 - ii. Discovering Google Analytics
 - b. Assigning ROI to SEO and digital channels
 - c. Workshop: Defining SMART objectives for SEO strategies
9. Omnichannel strategies
 - a. ¿Do social media platforms contribute to SEO?
 - b. ¿When to invest on PPC?
 - c. Inbound marketing
 - i. ¿Why inbound marketing?
 - ii. Inbound essentials
 - iii. Key tools: Hubspot
 - d. Workshop: Applying inbound essential to the group project
10. Final presentations

Method of presentation

The teaching methodology will be based on:

Master of Arts in Communication Management

Master of Arts in Communication Management

- Teacher presentations in the classroom. These will last for approximately 90 minutes per session and will cover search engine optimisation theory, glossary and tools.
- In order to achieve a better understanding of the classroom materials, the methodology of the course will also include:
 - o Case studies to show real-life examples.
 - o Workshops to put into practice all of the topics covered in the class.
- Individual and group tutoring. One to one teaching will be key during the fifth session. The goal of the class will be to follow-up with the individual benchmark to ensure the student applies every SEO concept within the benchmark project.

Course assessment

- Individual project: Conducting an SEO benchmark.
 - o To be delivered on the 7th lesson.
- Group project (up to 3 people): Creating an SEO strategy.
 - o To be delivered on the 10th class.
- Attendance and participation in classroom.

Activity	Value
Individual project. Summary: <ul style="list-style-type: none"> - Kw tracking - Content learnings - Linkbuilding actions 	40%
Group project. Summary: <ul style="list-style-type: none"> - Buyer persona - Kw research - Kw tracking - Site architecture proposal & mapping - Learnings from competitor sites - Linkbuilding ideas - SEO KPIs - Smart objectives 	50%
Attendance and participation in classroom	10%
Total	100%

Course schedule

- Initial proposal: 2nd term. Tuesdays, from 10 a.m. to 13 a.m.

Required reading

- Francés Vigatà, J. (2019). The Online Discourse of the Catalan Independence from an SEO point of view. Universitat Pompeu Fabra. Research projects of the Department of Communication Postgraduate Programmes.
- Mangold, B. (2020) Using the Google Ads Keyword Planner // 2020 Tutorial. URL: <https://www.youtube.com/watch?v=8cExLG1eIRI>
- Shepard, C. (2020). SEO Master Class: Advanced Title Tag Optimisation. Webinar URL: <https://moz.com/webinars/webinar-title-tags>
- Shepard, C. (2020). 5 SEO Tactics to Maximise Internal Links: <https://moz.com/blog/maximize-internal-links>
- Smith, R. (2019). Balsamiq Mockups: Beginner Tutorial. URL: <https://www.youtube.com/watch?v=6ec8YIrfbhk>
- Wolf, C. (2020). Measuring the Public Agenda and Public Opinion with Online Search Queries: A Comparison Between East and West Germany. Universitat Pompeu Fabra. Research projects of the Department of Communication Postgraduate Programmes.

Recommended reading

-
- Altman, S. & Moskovitz, S. (2014). Lesson 1: How to Start a Startup. URL: <https://startupclass.samaltman.com/>
- Altman, S. (2014). Lesson 2: Team and Execution. URL: <https://startupclass.samaltman.com/>
- Andrews, D. & Schoen, I. (2018). Personal and Financial Freedom through Small Business Ownership. Podcast URL: <http://www.tropicalmba.com>
- Brink, T., Vergel, D. & Word, S. (2002) Usability for the Web: Designing Web Sites that Work. San Francisco: Morgan Kauffman.
- Courtois, C., Slechten, L., & Coenen, L. (2018a). Challenging Google Search filter bubbles in social and political information: Disconforming evidence from a digital methods case study. Telematics and Informatics. <https://doi.org/10.1016/j.tele.2018.07.004>
- Epstein, R., & Robertson, R. E. (2015). The search engine manipulation effect (SEME) and its possible impact on the outcomes of elections. Proceedings of the National Academy of Sciences of the United States of America. <https://doi.org/10.1073/pnas.1419828112>
- Fishkin, R. & Moz Staff (2018). Chapter 5: Keyword Research. URL: <https://moz.com/beginners-guide-to-seo/keyword-research>

Master of Arts in Communication Management

- Fishkin, R. (2018). What Does It Mean to "Write for SEO" in 2018? URL: <https://moz.com/blog/write-for-seo-2018>
- Kaushik, A. (2013). See-Think-Do: A Content, Marketing, Measurement Business Framework. URL: <https://www.kaushik.net/avinash/see-think-do-content-marketing-measurement-business-framework/>
- Kaushik, A. (2015). See, Think, Do, Care Winning Combo: Content +Marketing +Measurement! URL: <https://www.kaushik.net/avinash/see-think-do-care-win-content-marketing-measurement/>
- Kaushik, A. (2018). The Impact Matrix | A Digital Analytics Strategic Framework. URL: <https://www.kaushik.net/avinash/impact-matrix-digital-analytics-framework/>
- Knobloch-Westerwick, S., Johnson, B. K., & Westerwick, A. (2015). Confirmation Bias in Online Searches: Impacts of Selective Exposure Before an Election on Political Attitude Strength and Shifts. *Journal of Computer-Mediated Communication*, 20(2), 171–187. <https://doi.org/10.1111/jcc4.12105>
- Meerman Scott, D. (2007) *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*. Hoboken, NJ: John Wiley & Sons.
- Naji, C. (2017). 404 Pages with the Best UX Yet: 6 Design Tips. URL: <https://www.justinmind.com/blog/6-best-practices-for-404-pages-with-killer-ux/>
- Penson, S. (2012). The Ultimate Guide to Content Planning. URL: <https://moz.com/blog/the-ultimate-guide-to-content-planning>
- Scharrow, M., & Vogelgesang, J. (2011). Measuring the public agenda using search engine queries. *International Journal of Public Opinion Research*, 23(1), 104–113. <https://doi.org/10.1093/ijpor/edq048>
- Scolari, Carlos A. (2008) *On-Line Brands. Branding, Possible Worlds and Interactive Grammars*, *Semiotica*, vol. 169 1/4, pp. 143 – 162
- Tools
 - Keyword Planner. https://ads.google.com/intl/en_uk/home/tools/keyword-planner/
 - Google Analytics. <https://www.google.com/analytics/analytics/features/>
 - Google Tag Manager. <https://www.google.com/analytics/tag-manager/>
 - Balsamiq. <https://balsamiq.com/>
 - Semrush. <https://www.semrush.com/>
 - Also Asked. <https://alsoasked.com/>

- Live resources:
 - Moz Whiteboard Fridays.
<https://moz.com/blog/category/whiteboard-friday>
 - Hubspot Academy. <https://academy.hubspot.com>
 - eConsultancy. <https://econsultancy.com/>
 - Search Engine Land. <https://searchengineland.com/>
 - Copyblogger. <https://www.copyblogger.com/>
 - Think with Google. <https://www.thinkwithgoogle.com/intl/en-gb/>

Glossary of terms:

- Basics: keyword research, short-term keywords, long-tail keywords, keyword mapping, content planning, title, description, h1, meta data optimisation, keyword tracking, truncated meta data, snippet, query, SERP.
- Content: poor content, thin content, content duplication, keyword stuffing, content cluster, Google Panda.
- Link-building: Google Penguin, spam links, link signal, do-follow links, no-follow links, disavow links, alt text, anchor text.
- Technical: site architecture, internal links, domain sprawl, pagination, canonical, hreflang, no-index, time to first byte, indexation, accelerated mobile pages, to crawl, domain, domain authority, mobile first index, Google Pigeon, search operator.
- Analytics: sessions, new users, users, bounce rate, conversion rate, channel, CTR, impressions, pageview, ranking position, time on page.
- Inbound marketing: marketing automation.