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# Digital Marketing and Search Engines Optimization

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## 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:

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- 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

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- 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 expert webinar:
      - 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:

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- 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.
- A data analysis expert will join the class via a webinar tool to go over KPIs, metrics and Google Analytics.

### Course assessment

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

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

### Course schedule

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

### Required reading

- <https://moz.com/beginners-guide-to-seo/keyword-research>

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- <https://moz.com/blog/write-for-seo-2018>
- <https://moz.com/beginners-guide-to-seo/myths-and-misconceptions-about-search-engines>
- <https://www.hubspot.com/inbound-marketing>

### Recommended reading

- SEO basics:
  - o <https://moz.com/blog/the-ultimate-guide-to-content-planning>
- Technical solutions:
  - o <https://yoast.com/hreflang-ultimate-guide/>
  - o <https://support.google.com/webmasters/answer/1663744?hl=en>
  - o <https://moz.com/blog/improving-search-rank-by-optimizing-your-time-to-first-byte>
  - o <https://www.justinmind.com/blog/6-best-practices-for-404-pages-with-killer-ux/>
- Metrics and data analysis:
  - o Web Analytics 2.0 (Avinash)
- Omnichannel strategies
  - o <https://searchengineland.com/social-campaign-audits-seo-debunking-myths-quick-wins-203718>
- Tools
  - o <https://support.google.com/webmasters/?hl=en#topic=3309469>
  - o <https://www.google.com/analytics/tag-manager/>
  - o <https://www.google.com/analytics/analytics/features/>
  - o <https://www.screamingfrog.co.uk/seo-spider/user-guide/>
- Live resources:
  - o <https://moz.com/blog/category/whiteboard-friday>
  - o <https://academy.hubspot.com>
  - o <https://econsultancy.com/>
  - o <https://searchengineland.com/>
  - o <https://www.copyblogger.com/>

### 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.

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- 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.