DMKT2340 - Search Engine Strategies for Digital Success

Credits:	3 (3/0/0)
Description:	This course provides an in-depth exploration of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies used to improve visibility, traffic quality and conversion. Students develop skills in keyword research, content optimization, technical SEO and site performance analysis to strengthen organic search presence. The course also introduces Pay-Per-Click (PPC) advertising as a complementary paid search strategy, emphasizing how organic and paid efforts work together to drive measurable results. Students examine concepts such as keyword targeting, content optimization, campaign design and data analysis within practical, industry-aligned scenarios. By the end of the course, students are able to design, evaluate and justify search marketing strategies.
Prerequisites:	• DMKT2200
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Describe how SEO, SEM and PPC work together to improve digital marketing performance. 2. Explain how search engines crawl, index and rank pages, and apply techniques to improve organic visibility. 3. Conduct and analyze keyword and audience research to guide content, site structure and campaign targeting decisions. 4. Evaluate on-page and technical SEO practices and recommend improvements that enhance usability, accessibility and site performance. 5. Assess content, metadata and landing page performance to recommend strategies that increase engagement and conversions. 6. Use analytics and AI tools to measure organic results, forecast performance, and automate improvements. 7. Develop and evaluate SEM campaign plans, including keyword bidding strategy, ad positioning and audience segmentation. 8. Integrate ethical, legal and data-driven decision-making to develop a unified SEO and SEM strategy aligned with business goals. 9. Apply data insights and emerging AI trends to create a comprehensive, future-focused SEM strategy.
MnTC goal areas:	None

**Can be taking as a Prerequisite or Corequisite.*

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