



**COURSE SCHEDULE/TENTATIVE TIMELINE:**

Dates vary (refer to website for current availability).

**LEARNING OUTCOMES:**

Upon successful completion of this course, learners will be able to:

- Address SEO as a business process, identifying how it fits within traditional communications and marketing roles.
- Define the components of a web page and how each contributes to search engine rankings
- Describe how search engines find and rank web site content
- Identify strategies for enhancing search engine ranking
- Demonstrate successful application of the concepts learned to real-world scenarios.