

管院學士班課程大綱

BA/BBA Program Syllabus

2022.05.25 修訂

系所 Department	資訊管理學系 Information Management		必修 compulsory/elective	選修 Elective
課程名稱 Course title	搜尋引擎優化 Search Engine Optimization		學分數 Credit(s)	3
學年/學期 academic year/Semester	114 學年度第 1 學期		上課地點 Classroom	管院 349
講授教師 Instructor	林勝為 Sheng-Wei Lin		上課時間 Time	一 5 三 45
教師辦公室&諮詢時間 Instructor office number & office hour	管院 613	教師聯絡資訊 Instructor Contact	Phone: 34613 Email: swlin@mis.ccu.edu.tw	
助教 Teaching assistant	周楷英 蔡孟潔	助教 聯絡資訊 TA contact	Email: ying412530007@alum.ccu.edu.tw tsaimj18@alum.ccu.edu.tw	
先修課程 Pre-requisite courses				
課程目標 Course Objective	Search engines such as Google and Yahoo Bing have become part of our daily lives today. Search engine optimization (SEO) plays an important role in the services of any business and government. After completing this course, students can optimize their web pages and content to get a higher ranking. At the same time, students can also learn website traffic analytics skills. Search engine optimization algorithms and website traffic analytical methods will be instructed via practical examples in the class. Therefore, students can take on the development and optimization of website content, including optimization for specific audiences. Students can also apply the knowledge and skills learned in the class to optimize company websites in the real world.			
AACSB 學習品質保證職能素養 Assurance of Learning (AOL)Competency *請先選填為主要或次要職能素養，再選擇對應之職能素養				
主要職能素養 職能素養 2：創新思考 CP2:Creative Thinking		次要職能素養 職能素養 3：問題解決能力 CP3:Problem Solving Skills	選擇一個項目。 選擇一個項目。	
教材 Teaching materials				
網址 Course website				
教科書/參考書 Textbooks/Reference	1. Eric Enge, Stephan Spencer, Jessie Stricchiola, The Art of SEO Mastering Search Engine Optimization, 3/e, ISBN-13: 978-1491948965, O Reilly, 2015. 2. 嚴家成,盧盟晃,何慧儀 (2023), SEO超入門, 旗標。 3. Brian Clifton (2016),透視數據下的商機：運用Google Analytics發掘商業洞			

	見，天下雜誌			
評量方式(請填百分比) Assessment	課堂參與 Participation	10%	個案討論 Case study	%
	作業 Homework	10%	專題 Project	50%
	小考 Quiz	%	其他 1 other ()	%
	期中考 Midterm	15%	其他 2 other ()	%
	期末考 Final	%	其他 3 other ()	%
	報告 Presentation	15%	其他 4 other ()	%
其他說明 Other description	1. Search engine basics 2. SEO planning: Customizing your strategy 3. SEO implementation: First stages 4. Keyword research: The theory behind keyword research 5. Developing an SEO-Friendly Website (1) 6. Content Marketing 7. How Social Media and User Data Play a Role in Search Results and Rankings 8. Mobile, Local, and Vertical SEO 9. Tracking Results and Measuring Success 10. Domain Changes, Redesigns, and Troubleshooting			