

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		必選修 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	115 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	－ 7, 8, 9
教師辦公室&諮詢時間 Instructor's office number & office hours	管院 613	教師聯絡資訊 Instructor Contact	Phone: 34613 Email: swlin@mis.ccu.edu.tw	
助教 Teaching assistant	莊侑昌	助教 聯絡資訊 TA contact	Email: molei314@alum.ccu.edu.tw	
先修課程 Prerequisite courses	Courses related to web design			
課程目標 Course Objective	This course explores how digital content can be optimized for both traditional search engines and emerging AI-powered search and generative engines. Students will develop practical skills in Search Engine Optimization (SEO) , Generative Engine Optimization (GEO) , search intent analysis, content strategy, and website traffic analytics. Through hands-on exercises and real-world cases, students will learn to design and evaluate data-driven strategies that enhance digital visibility, discoverability, and engagement across evolving search environments.			
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。 References: 1. Ross Hudgens, Generative Engine Optimization: The Definitive Guide to AI SEO, ISBN-13: 978-1394439805, Wiley, 2026. 2. Google Search Central — Optimizing your website for generative AI features on			

	Google Search 3. Aggarwal, P., Murahari, V., Rajpurohit, T., Kalyan, A., Narasimhan, K., & Deshpande, A. (2024, August). GEO: Generative engine optimization. In <i>Proceedings of the 30th ACM SIGKDD Conference on Knowledge Discovery and Data Mining</i> (pp. 5-16).			
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	20%	專題 Project	50%
	小考 Quiz	%	其他 1 other ()	%
	期中考 Midterm	20%	其他 2 other ()	%
	期末考 Final	%	其他 3 other ()	%
	報告 Presentation	%	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 11. GEO Strategy and AI Search Optimization			