

This document tracks the time I spent to learn the Online Course "Search Engine Optimization", course number B320.37 taken at <http://www.eclasses.org/> from reading and documenting online lectures, reading online resources, reading the book, and doing homeworks/projects.

These online classes are primarily conducted via the web board interface - called Web Crossing. You can take a Virtual Tour of an Online Classroom at <http://www.eclasses.org/Demo/>. The previous statement was the old way of running the classes, As of August 2, 2009 eClasses.org is using the Moodle (Modular Object-Oriented Dynamic Learning Environment) classroom. Moodle is also known as a Course Management System, Learning Management System, or Virtual Learning Environment. It has a significant user base with 49,256 registered sites with 28,177,443 users in 2,571,855 courses (as of February, 2009).

Moodle is designed to help educators create online courses with opportunities for rich interaction. Its open source license and modular design mean that people can develop additional functionality. Development is undertaken by a globally diffused network of commercial and non-commercial users, streamlined by the Moodle Company based in Perth, Western Australia.

[See Wikipedia.](#)

(note: the ".37" in B320.37 refers to the number of times the course has been given).

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*Total number of hours I spent on Search Engine Optimization (details below) = 99.0 hrs*

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\*\*\*\*\***Course Description**\*\*\*\*\*

### **Search Engine Optimization - course number B320.37**

**Start Date:** 27-September-2010; **Duration:** 6 weeks; **CEUs:** 3.0; **Course Number:** B320.37; **Instructor:** Cindy McMahan

### **How eClasses Work**

The classroom environment is based on Lundeen & Associates Web Crossing technology, a threaded messaging system. Instructors post lectures, reading selections, and hands-on assignments once a week in the online classroom. Students can discuss the assignments with the instructor and amongst themselves in the classroom area. **This format has no set meeting time**, which allows students to attend class at a time most convenient to them, yet still provides logically organized communication between class participants. Students can apply for the completion certificate after finishing the class. Web Study certificate is also available. Click on the Certificates link on the top navigation bar for more information.

### **About eClasses.Org - Affordable Web Technology Learning**

Since 1998 eClasses.Org offer over 60 online instructor-led courses and 4 Web certificates. Our courses are for both casual and professional interest in the areas of Web Design, Web Programming, and eCommerce.

The main benefit of our courses is the interaction among you, your instructor and other students in classroom (online message board). Students can post comments or questions to the instructor or other students, share ideas, communicate about your learning experience, or discuss topics of the course with other interested students.

- **Convenience :** Complete all courses via the Internet.
- **Flexibility :** Attend classes at anytime and from anywhere you would like to.

- **Instructor-Led Education** : Our instructors will help you with assignment questions, provide you additional resources, and keep you up-to date with rapidly changed internet technologies.
- **Affordable** : We provide high quality courses with much lower tuition than other training organizations.

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## Course Outline: Search Engine Optimization

### Search Engine Optimization (B320)

High rankings in the natural search results of top engines and directories are an obtainable goal for businesses and organizations. In this course you'll learn the techniques and tools that top search engine optimization (SEO) marketers are using today to build an online presence for their clients.

Those experienced in search engine optimization will have the opportunity to discuss the specific challenges they have related to search engines, and to learn ideas that can improve their SEO effectiveness. Some advanced optimization strategies will also be taught such as: improving link reputation, return on investment, and conversion.

#### Outline

##### Week 1: Introduction to SEO and examining the competition

- SEO 101 - The Basics
- Developing an SEO plan
- Studying your competition

##### Week 2: Important Search Engine ranking factors

- Steps to creating top ranking pages
- Page elements overview including: titles, meta tags, and copywriting
- Keyword selection, relevancy, and density

##### Week 3: A detailed look at linking

- Critical link elements
- Link building tools
- Google page rankings, sandbox and updates

##### Week 4: Quality Link Building Activities

- Evaluating Link Quality
- Link Building Strategies
- 5 Steps for Link Building

##### Week 5: Getting into the major engines

- Design hindrances and solutions (i.e. dynamic urls)
- Getting into the engines
- Suggestions for site architecture, sitemaps and the magic 301

##### Week 6: SEO success and the future of search

- Measuring success and useful SEO tools
- The future of search
- Pulling it all together

## Prerequisites

This course requires a general familiarity of the Internet, with 1 year of experience on the Web recommended. While not required, students who have had courses in web technologies, HTML and programming related to web page design will find it useful.

**Requirements:** Internet access is required.

**Book:** 'The Unfair Advantage Book on Winning the Search Engine Wars', an eBook from Planet Ocean Communications. This acclaimed book is downloadable and includes a 6 month trial subscription with monthly updates to keep you on top of SEO happenings. The course will include readings from the eBook as well as weekly lecture, discussion and links to online resources. Students are responsible for purchasing the eBook . (Instructions how to get the eBook at \$97 for 6 months of trial updates are available in the classroom immediately after you register for the class.

## Additional Information:

Your place in the course is confirmed by your payment. Introductory courses are intended for students with no experience in the subject matter and are seeking beginner level training.

**Refund Policy:** Please read our Terms and Refund Policy before registering for this course.

**Additional Cost:** Book and software might be required for the course. Read the Requirements and Book section for more information. Course fee does not include the book and software cost .

**How eClasses Work:** Instructors post lectures (text-based, no video or audio), reading selections, and hands-on assignments once a week in the online classroom. Students can discuss the assignments with the instructor and amongst themselves in the classroom area. This format has no set meeting time, which allows students to attend class at a time most convenient to them, yet still provides logically organized communication between class participants. Students can apply for the completion certificate after finishing the class.

## Instructor: Cindy McMahan

Cindy McMahan has been the principal of an interactive agency since 1997. She's responsible for the many activities related to client's search marketing programs, including the task of coordinating of a team of designers, programmers, copywriters and others involved. She's offered courses in Internet promotion and SEO over four years to hundreds of individuals. Currently she's an instructor with online Internet marketing courses in Web Site Promotion and Search Engine Optimization.

Testimonials: 'Wow, what a great course. Whether you're a beginner or a seasoned expert - this teaching team along with great resources provided in this class together provide a superior learning environment in a tough and largely misunderstood area of web business and design.' -- Joshua Rowe  
'I've taken seminars and have read articles about SEO, but this course helped me see more of the complete picture. The class has given me excellent tools in which to better my company's SEO efforts. The lectures, reading material, class exercises and discussions were of great benefit.' -- Noel Willis

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## How eClasses Work

### About the Classroom

The classroom environment is based on Web Crossing technology, a threaded messaging system (message board). Instructors post lectures, reading assignment, and hands-on assignment once a week. Classes start on a certain date but this format has no set meeting time, which allows students to attend class at a time most convenient to them. Students only need to complete the assignment within one week and continue with another assignment in the following week.

The main benefit of our classes is the interaction among you, your instructor and other students in classroom (online message board). Students can post comments or questions to the instructor or other students, share ideas, communicate about your learning experience, or discuss topics of the course with other interested students.

### How to Access Your Classroom

After you register for a class, you will get a receipt email and an instructional email. Simply follow the instructions to add yourself to the classroom (or grant yourself access to the classroom). After that, you can access your classroom at <http://classroom.eclasses.org/>

## How to Use the Classroom

The classroom is organized by folders and discussion. A folder is like a folder or directory on your hard disk. It contains discussions or other sub-folders. Every folder has a title and a heading which describe the folder. On top of each page, there is the path of the current folder, so you can see where you are. If you click on any folder or you will go to that page.

A discussion has a title and heading that describe its purpose. Discussions are not 'chat-rooms', they are more like organized electronic mail. You can browse a discussion and post a message at any time. To post a message, just scroll down to the message form at the end of each discussion. Fill in the form, and then click on the 'Post Message' button following the form.

Someone else will see your post later, when they are browsing or when they check for new messages. You can always read the whole discussion from beginning to end, so you never have to wonder what people are talking about. Because a discussion may have many of messages posted to it, long discussions are split into smaller pieces. In a long discussion, you'll see buttons at the top and/or bottom that let you go back and forth.

The system automatically keeps track of messages as you view them. When you see a discussion in a folder, the listing includes how many messages are in the discussion, and how many are new messages. There is another way to check for new messages, through your 'Subscription List'. After you subscribe to a discussion or folder, you can later check your subscription list at any time. You'll then be shown the first new message, discussion, or folder that has been added since you last checked.

## What are CEUs?

One Continuing Education Unit (CEU) is generally defined as ten contact hours of participation in an organized continuing education experience under responsible sponsorship and qualified instruction. For instructor-led online learning, each course is assigned a number of CEUs for that course which may not relate to the total number of hours an individual takes to complete the course. The number of CEUs awarded is the average number of hours required to complete a course.

## Class Schedule

Almost every week, a group of classes is open for registration. A class is open about 1-2 months prior to its start date. Click on the Open Classes link to see the list of classes that are open for registration now. The same class is offered every 2-3 months.

## Student Center

[Student Center](#) is another online system which requires a different password (which students selected when they first register.) Below is the list of what you can do in the Student Center:

- Grant yourself access to your registered courses
- Register for new eClasses
- Get the list of your previous and current courses
- Get your payment history
- Check your final grades
- Apply for class completion certificates
- Apply for Web Study certificates
- Check your Web Study certificate application status
- Update your email and mailing address

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**Documentations:** The documents - **file names** - that I wrote/created are:

1. TimeSpentToLearnSearchEngineOptimization.doc
  2. Most Documents are in \*.html (or \*.htm) format.
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## Domain Alias

A domain name that points to another domain. Domain aliases enable users to access the same Website through a number of different addresses. For example, many companies register several similar domain names (such as common misspellings of their domain name) and then use domain aliases to have all of the domain names point to the same website.

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**Copywriting** is the use of words to promote a person, business, opinion or idea. Although the word *copy* may be applied to any content intended for printing (as in the body of a newspaper article or book), the term *copywriter* is generally limited to such promotional situations, regardless of media (as advertisements for print, television, radio or other media).

Thus, the purpose of marketing copy, or promotional text, is to persuade the reader, listener or viewer to act — for example, to buy a product or subscribe to a certain viewpoint. Alternatively, copy might also be intended to dissuade a reader.

Content writing on websites is also referred to as copywriting, and may include among its objectives the achievement of higher rankings in search engines. Known as "organic" [search engine optimization](#) (SEO), this practice involves the strategic placement and repetition of keywords and keyword phrases on web pages, writing in a manner that human readers would consider normal.

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## What is the difference between a search engine and a directory?

A search engine is an automated process also called (among other things) a bot, robot or spider. These bots follow links and crawl through sites, index words that are unique to the page and throw out all of the generic words like: it, at, the, web, site etc. Directories have human editors who look at your site and decide to include your site in their directory or not. They are set up in categories much like you would find in the yellow pages.

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**Google PageRank** is a system for ranking Web pages used by the Google search engine. Web page that has links from many pages with high Google PageRank receives a high rank itself. But only relevant links, which are connected to your sphere and are useful for your customers, could be valued. The absence of links means that there is no support for that page and it will not get satisfactory Google PageRank.

Sites with high Google PageRank get a higher ranking in Google results. Further, since Google is currently the world's most popular search engine, the ranking a site receives in its search results has a significant impact on the volume of visitor traffic for that site.

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**StumbleUpon** is a [discovery engine](#) that finds the best of the web, recommended to each unique user. It allows its users to discover and rate Web pages, photos, and videos that are personalized to their tastes and interests using [peer-sourcing](#) and [social-networking](#) principles.

**Digg** is a [social news website](#). Formerly, the site's cornerstone function consisted of letting people vote stories up or down, called *digging* and *burying*, respectively, but as of Digg v4, the "bury" function has been removed. Digg's popularity has prompted the creation of other [social networking](#) sites with story submission and voting systems.<sup>[6]</sup> The website traffic ranked 117th by [Alexa.com](#) as of October 20, 2010.<sup>[5]</sup>

**About Digg:** A place for people to discover and share content from anywhere on the web. From the biggest online destinations to the most obscure blog.

**Delicious** (formerly [del.icio.us](#), pronounced "delicious") is a [social bookmarking web service](#) for storing, sharing, and discovering [web bookmarks](#). The site was founded by [Joshua Schachter](#) in 2003 and acquired by [Yahoo!](#) in 2005. By the end of 2008, the service claimed more than 5.3 million users and 180 million unique bookmarked [URLs](#).<sup>[2][3]</sup> It is headquartered in [Sunnyvale, California](#).

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## What is Delicious?

Delicious is a social bookmarking service that allows you to tag, save, manage and share Web pages all in one place. With emphasis on the power of the community, Delicious greatly improves how people discover, remember and share on the Internet.

## Things you can do with Delicious

### *Bookmark any site on the Internet, and get to it from anywhere*

Instead of having different bookmarks on every computer, Delicious makes it easy to have a single set of bookmarks kept in sync between all of your computers. Even if you're not on a computer you own, you can still get to your bookmarks on the Delicious website.

### *Share your bookmarks, and get bookmarks in return*

If your friends use Delicious, you can send them interesting bookmarks that they can check out the next time they log in. Of course, they can do the same for you. As you explore the site and find interesting users, you can use our Subscriptions and Network features to keep track of the Delicious tags and users you find most interesting.

### *Discover the most useful and interesting bookmarks on the web*

See what's hot with Delicious users by checking out our popular tags. By looking at popular bookmarks for a tag, you'll be able to discover the most interesting bookmarks on the topics you're most interested in. Browse bookmarks on just about anything from the best [programming](#) tips to the most popular [travel](#) sites, all in an easy to read format.

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About 3% of all web sites "own" a private IP number, with the remainder being on virtual, or name-based, servers. Although only 3% are dedicated IP's, we have seen that in many instances well over 90% of the top-50 results in the search engines are sites having dedicated IP numbers. This was so strange that we have repeatedly validated these findings, and have found that switching a site from a virtual IP to a dedicated IP number alone has caused significant ranking increases. Of course, the web is so dynamic that this could be coincidence, but we do not think so.

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| <b>Date</b>                  | <b>Time Spent (hrs)</b> | <b>Description (mainly)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Monday September 27, 2010    | 1.5                     | <b>Start of Search Engine Optimization - B320.37</b><br><b>Documented</b> Misc. course materials at <a href="http://www.eclasses.org/">http://www.eclasses.org/</a><br>Documents <b>created</b> are located at:<br>C:\Users\boutros\Documents\MyPrograms\eClasses.Org\Course_SearchEngineOptimization_B320.37                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Tuesday September 28, 2010   | 2.5                     | <b>Documented</b> and <b>Reading</b> Week1 Materials for the SEO class.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Wednesday September 29, 2010 | 2.0                     | <b>Read</b> eBook "UFA-SearchEngineBook-v171.pdf" from<br><a href="http://www.searchengineneeds.com/">http://www.searchengineneeds.com/</a><br>a. Section 1, Preface, Table of Contents. Read all materials up to start of Lesson 1<br>b. Choosing a Domain Name - Lesson 5, all Chapters including review section.<br><b>Read</b> week1 references:<br><a href="http://help.yahoo.com/l/us/yahoo/search/basics/basics-23.html">http://help.yahoo.com/l/us/yahoo/search/basics/basics-23.html</a><br><a href="http://www.google.com/support/websearch/bin/answer.py?hl=en&amp;answer=134479#search_results&amp;rd=1">http://www.google.com/support/websearch/bin/answer.py?hl=en&amp;answer=134479#search_results&amp;rd=1</a><br><a href="http://www.bruceclay.com/searchenginereationshipchart.htm">http://www.bruceclay.com/searchenginereationshipchart.htm</a><br><a href="http://www.seo-browser.com/">http://www.seo-browser.com/</a> |
| Thursday September 30, 2010  | 2.5                     | <b>Read</b> week1 Teacher's Lecture for the SEO class.<br><b>Read</b> week1 references:<br><a href="http://www.google.com/support/webmasters/bin/answer.py?answer=34397">http://www.google.com/support/webmasters/bin/answer.py?answer=34397</a><br><a href="http://www.google.com/support/webmasters/bin/answer.py?answer=35769">http://www.google.com/support/webmasters/bin/answer.py?answer=35769</a><br><a href="http://www.google.com/support/webmasters/bin/answer.py?answer=35291">http://www.google.com/support/webmasters/bin/answer.py?answer=35291</a>                                                                                                                                                                                                                                                                                                                                                                           |

<http://www.langreiter.com/exec/yahoo-vs-google.html>  
<http://www.searchengineneews.com/se-news/content/five-free-keyword-research-tools-to-focus-your-keyword-targeting-campaign>  
<http://clubajax.org/why-your-company-needs-a-front-end-developer/>

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|---------------------------|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Friday October 1, 2010    | 2.0  | <b>Read</b> week1 Search Engine News for Sept. 2010:<br><a href="http://www.searchengineneews.com/se-news/print_and_run/C518/">http://www.searchengineneews.com/se-news/print_and_run/C518/</a><br><b>Read</b> week1 references:<br><a href="http://www.searchengineneews.com/se-news/seo-glossary">http://www.searchengineneews.com/se-news/seo-glossary</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Saturday October 2, 2010  | 4.75 | <b>Read</b> week1 Search Engine News for Sept. 2010:<br><a href="http://www.searchengineneews.com/se-news/print_and_run/C518/">http://www.searchengineneews.com/se-news/print_and_run/C518/</a><br><b>Working on</b> week1 Homework for the SEO class.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Sunday October 3, 2010    | 2.5  | <b>Finished</b> week1 Homework for the SEO class. Submitted it online at:<br><a href="http://bacsoftwareconsulting.com/SEOCourse/SEO-hw-week1.pdf">http://bacsoftwareconsulting.com/SEOCourse/SEO-hw-week1.pdf</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Monday October 4, 2010    | 3.0  | <b>Documented</b> Week2 Materials and other references for the SEO class.<br><b>Read</b> week2 references:<br><a href="http://www.wordtracker.com/">http://www.wordtracker.com/</a><br><a href="http://www.webpronews.com/">http://www.webpronews.com/</a><br><a href="http://www.ppcwebspy.com/">http://www.ppcwebspy.com/</a><br><a href="http://www.keywordspy.com/">http://www.keywordspy.com/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Tuesday October 5, 2010   | 2.25 | <b>Documented</b> Week2 Materials and other references for the SEO class.<br><b>Read</b> week2 references:<br><a href="http://www.pewinternet.org/Reports/2008/Search-Engine-Use.aspx">http://www.pewinternet.org/Reports/2008/Search-Engine-Use.aspx</a><br><a href="http://www.wordtracker.com/academy/long-tail-keyword-research">http://www.wordtracker.com/academy/long-tail-keyword-research</a><br><a href="http://www.enquiro.com/whitepapers/index.php">http://www.enquiro.com/whitepapers/index.php</a><br><a href="http://www.marketingsherpa.com/sample.cfm">http://www.marketingsherpa.com/sample.cfm</a><br><a href="https://adwords.google.com/select/KeywordToolExternal">https://adwords.google.com/select/KeywordToolExternal</a><br><a href="http://www.google.com/trends">http://www.google.com/trends</a><br><a href="http://live.psu.edu/story/3364">http://live.psu.edu/story/3364</a><br><a href="http://www.webpronews.com/">http://www.webpronews.com/</a><br><a href="http://www.marketingprofs.com/6/reynolds9.asp">http://www.marketingprofs.com/6/reynolds9.asp</a><br><a href="http://www.wordtracker.com/academy/keyword-research-guide">http://www.wordtracker.com/academy/keyword-research-guide</a><br><b>Read</b> eBook "UFA-SearchEngineBook-v172.pdf" from<br><a href="http://www.searchengineneews.com/">http://www.searchengineneews.com/</a><br>c. Advanced SEO Tutorials – Read All the Keyword Tutorials for Lesson 2:<br><b>Lesson Two Keywords Tutorials:</b><br>The Missing Link to Writing Effective Ad Copy<br>Three Good Reasons To Target Long-Tail Keywords!<br>Five Free Keyword Research Tools to Laser-Focus Your Website's Keyword Targeting Campaign! |
| Wednesday October 6, 2010 | 1.75 | <b>Read</b> week2 Teacher's Lecture for the SEO class.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Thursday October 7, 2010  | 2.75 | <b>Read</b> eBook "UFA-SearchEngineBook-v172.pdf" from<br><a href="http://www.searchengineneews.com/">http://www.searchengineneews.com/</a><br>a. Lesson 1, Getting Listed (Chapters 1 – 6 and Review)<br>b. Lesson 2, All About Keywords (Chapters 7 –10)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Friday October 8, 2010    | 1.25 | <b>Read</b> eBook "UFA-SearchEngineBook-v172.pdf" from<br><a href="http://www.searchengineneews.com/">http://www.searchengineneews.com/</a><br>a. Lesson 1, Getting Listed (Chapters 1 – 6 and Review)<br>b. Lesson 2, All About Keywords (Chapters 11 –13 and Review)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |



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| Saturday October 9, 2010   | 1.75 | <p><b>Read</b> General reference:<br/> <a href="http://www.seochat.com/c/a/Choosing-Keywords-Help/The-Google-Keyword-Tool-a-Closer-Look/">http://www.seochat.com/c/a/Choosing-Keywords-Help/The-Google-Keyword-Tool-a-Closer-Look/</a><br/> <b>Working on</b> week2 Homework for the SEO class.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Sunday October 10, 2010    | 8.5  | <p><b>Finished</b> week2 Homework for the SEO class. Submitted it online at:<br/> <a href="http://bacsoftwareconsulting.com/SEOCourse/SEO-hw-week2.pdf">http://bacsoftwareconsulting.com/SEOCourse/SEO-hw-week2.pdf</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Monday October 11, 2010    | 1.0  | <p><b>Documented</b> Week3 Materials and other references for the SEO class.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Tuesday October 12, 2010   | 3.5  | <p><b>Read</b> week3 Teacher's Lecture for the SEO class.<br/> <b>Read</b> week3 references:<br/> <a href="http://www.google.com/toolbar/ie/index.html">http://www.google.com/toolbar/ie/index.html</a><br/> <a href="http://www.prchecker.info/check_page_rank.php">http://www.prchecker.info/check_page_rank.php</a><br/> <a href="http://www.top25web.com/pagerank.php">http://www.top25web.com/pagerank.php</a><br/> <a href="http://www.webconfs.com/domain-stats.php">http://www.webconfs.com/domain-stats.php</a><br/> <a href="http://www.antssoft.com/linksurvey/index.htm">http://www.antssoft.com/linksurvey/index.htm</a><br/> <a href="http://www.seelite.com/">http://www.seelite.com/</a><br/> <a href="http://www.linkagexpress.com/">http://www.linkagexpress.com/</a><br/> <a href="http://www.ibusinesspromoter.com/">http://www.ibusinesspromoter.com/</a><br/> <a href="http://www.google.com/technology/pigeonrank.html">http://www.google.com/technology/pigeonrank.html</a><br/> <a href="http://www.webconfs.com/importance-of-backlinks-article-5.php">http://www.webconfs.com/importance-of-backlinks-article-5.php</a><br/> <a href="https://siteexplorer.search.yahoo.com/">https://siteexplorer.search.yahoo.com/</a><br/> <a href="http://www.sugarrae.com/11-experts-on-link-development-speak/">http://www.sugarrae.com/11-experts-on-link-development-speak/</a><br/> <a href="http://www.seomoz.org/article/search-ranking-factors">http://www.seomoz.org/article/search-ranking-factors</a><br/> <a href="http://www.mattcutts.com/blog/free-direct-text-links/">http://www.mattcutts.com/blog/free-direct-text-links/</a><br/> <a href="http://sites.google.com/site/webmasterhelpforum/en/faq--crawling--indexing---ranking">http://sites.google.com/site/webmasterhelpforum/en/faq--crawling--indexing---ranking</a><br/> <a href="http://www.keywordspy.com/">http://www.keywordspy.com/</a><br/> <a href="http://www.semrush.com/">http://www.semrush.com/</a><br/> <a href="http://compete.com/">http://compete.com/</a><br/> <a href="http://www.spyfu.com/">http://www.spyfu.com/</a><br/> <a href="http://tools.seobook.com/competitive-research-tools/">http://tools.seobook.com/competitive-research-tools/</a><br/> <a href="http://www.prelovac.com/vladimir/browser-addons/seo-doctor#prflow">http://www.prelovac.com/vladimir/browser-addons/seo-doctor#prflow</a><br/> <b>http://www.rajaietalks.com/do-follow-blogs (list of dofollow blogs)</b></p> |
| Wednesday October 13, 2010 | 1.25 | <p><b>Read</b> week3 Teacher's Lecture for the SEO class.<br/> <b>Read</b> eBook "UFA-SearchEngineBook-v172.pdf" from<br/> <a href="http://www.searchengineneeds.com/">http://www.searchengineneeds.com/</a><br/> Lesson 3, Link building (Chapters 14 – 25)<br/> <b>Read</b> week3 references:<br/> <a href="http://www.lefthandsystems.com/opti-tools-early-announcement/">http://www.lefthandsystems.com/opti-tools-early-announcement/</a><br/> <a href="http://www.searchengineguide.com/searchengines.html">http://www.searchengineguide.com/searchengines.html</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Thursday October 14, 2010  | 5.0  | <p><b>Read</b> eBook "UFA-SearchEngineBook-v172.pdf" from<br/> <a href="http://www.searchengineneeds.com/">http://www.searchengineneeds.com/</a><br/> a. Lesson 3, Link building (Chapters 26 - 36)<br/> b. Advanced SEO Tutorials – Lesson Three Links Tutorials:<br/> -DoFollow -The nofollow Work-Around For Building Incoming Links by the Truckload!<br/> -How to generate a list of dofollow blogs for link building<br/> In order to create Backlinks to 'Blue Olive Online' and 'My website'<br/> a. <b>Submitted</b> my Blog to: <a href="http://www.blogcatalog.com/">http://www.blogcatalog.com/</a><br/> b. Became an editor to <a href="http://www.joeant.com">JoeAnt.com</a>.<br/> c. Added Blue Olive Online under <a href="http://webdesignfinders.net/">http://webdesignfinders.net/</a><br/> Directory.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Friday October 15, 2010    | 0.5  | <p><b>Reading</b> and <b>Documenting</b> through week 2 Homeworks and Discussions.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Saturday October 16, 2010  | 2.5  | <p><b>Created</b> Backlinks to 'Blue Olive Online' and 'My website'</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



|                            |      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            |      | <ul style="list-style-type: none"> <li>a. Added Blue Olive Online, my Blog to the JoeAnt.com directory.</li> <li>c. Added Blue Olive Online, my Blog to skaffe.com/ directory.</li> </ul> <p><b>Working on</b> week3 Homework for the SEO class.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Sunday October 17, 2010    | 4.0  | <p><b>Finished</b> week3 Homework for the SEO class. Submitted it online at:<br/> <a href="http://bacsoftwareconsulting.com/SEOCourse/SEO-hw-week3.pdf">http://bacsoftwareconsulting.com/SEOCourse/SEO-hw-week3.pdf</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Monday October 18, 2010    | 2.5  | <p><b>Documented</b> Week4 Materials and other references for the SEO class.</p> <p><b>Read</b> week4 references:<br/> <a href="http://www.isedb.com/html/Web_Directories/Specialty_Directories/">http://www.isedb.com/html/Web_Directories/Specialty_Directories/</a><br/> <a href="http://www.marketleap.com/">http://www.marketleap.com/</a><br/> <a href="http://www.google.com/support/webmasters/bin/answer.py?answer=99170">http://www.google.com/support/webmasters/bin/answer.py?answer=99170</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Tuesday October 19, 2010   | 3.0  | <p><b>Read</b> week4 references:<br/> <a href="http://www.seomoz.org/article/search-ranking-factors#ranking-factors">http://www.seomoz.org/article/search-ranking-factors#ranking-factors</a><br/> <a href="http://www.searchengineneews.com/ssitool/(Site Strength indicator)"><b>http://www.searchengineneews.com/ssitool/(Site Strength indicator)</b></a><br/> <b>Read</b> eBook "UFA-SearchEngineBook-v172.pdf" from<br/> <a href="http://www.searchengineneews.com/">http://www.searchengineneews.com/</a></p> <ul style="list-style-type: none"> <li>a. Lesson 3, Link building (Chapters 37 - 55 + review)</li> <li>c. Advanced SEO Tutorials – Lesson Four Critical Competitive Analysis Tutorials: (in week4 folder)</li> </ul> <p><b>Lesson Three Links Tutorials</b></p> <ul style="list-style-type: none"> <li>-Blog Stands For Better Listings On Google</li> <li>-DoFollow -The nofollow Work-Around For Building Incoming Links by the Truckload!</li> <li>-Why Buying an Existing Website May be a Smart Way to Jumpstart Your SEO Strategy</li> <li>-How to generate a list of dofollow blogs for link building</li> <li>-Everything You Need To Know About Optimizing Press Releases for Today's Online Markets</li> </ul> <p><b>General Link Building Strategic Road Map:</b></p> <ul style="list-style-type: none"> <li>-Your 5-Step Link Building Task Planner for 2009</li> </ul> <p>Read General references (all in week4 folder)</p> <ul style="list-style-type: none"> <li>-The Ultimate Guide to Getting Your Site into DMOZ</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Wednesday October 20, 2010 | 3.25 | <p><b>Read</b> week4 references:<br/> <a href="http://www.searchengineneews.com/ssitool/(Site Strength indicator)"><b>http://www.searchengineneews.com/ssitool/(Site Strength indicator)</b></a><br/> <b>Read</b> eBook "UFA-SearchEngineBook-v172.pdf" from<br/> <a href="http://www.searchengineneews.com/">http://www.searchengineneews.com/</a></p> <ul style="list-style-type: none"> <li>c. Advanced SEO Tutorials – Lesson Four Critical Competitive Analysis Tutorials: (in week4 folder)</li> <li>-The Top 10 'On-Page' SEO Spamming Tricks to Avoid Like the Plague</li> <li>-How to Easily Analyze your Competition in <i>Seconds</i> Using the <i>Site Strength Indicator</i> Tool</li> <li>-The Top 10 Quality Indicators that Separate the Top Ranking Websites from the Rest</li> </ul> <p><b>Lesson Three Links Tutorials</b> (in week4 folder)</p> <ul style="list-style-type: none"> <li>-How to Build Links, Increase Traffic and Dominate Your Niche with Article Marketing .</li> <li>-How to Use a 301 Redirect to Keep Your Web Pages from Dropping Off the Face of the Earth –</li> <li>-Getting Your Dynamic Sites Completely Indexed - An Introduction to Mod_Rewrite</li> </ul> <p><b>Social Media Link Building Tactics:</b></p> <ul style="list-style-type: none"> <li>-LinkBaiting: The #1 *Secret* Art Used By Top SEO's to Gather Links In Bunches!</li> <li>-How to Optimize your YouTube Videos for Search Engine Domination</li> </ul> <p><b>Read General references (all in week4 folder)</b></p> <ul style="list-style-type: none"> <li>-The Ultimate Link Building Quick-Start <i>MindMap</i></li> <li>-Advanced Strategies for Building Inbound Links</li> <li>-Evaluating the Quality of a Link</li> <li>-Link Building for <i>Today's</i> Search Engines</li> <li>-15 Essential Strategies for Building &amp; Structuring Inbound Links</li> <li>- Google Reveals Ranking Components in Patent Application!</li> <li>- Avoiding The Google Sandbox</li> <li>- 7 great places to get Authoritative links for free.</li> </ul> |

Thursday October 21, 2010

2.25

**Read** week4 references:

[http://www.mattcallen.com/videos/1\\_fundamentals/](http://www.mattcallen.com/videos/1_fundamentals/)  
[http://www.mattcallen.com/videos/3\\_submitting-and-spinning/](http://www.mattcallen.com/videos/3_submitting-and-spinning/)  
[http://www.mattcallen.com/videos/2\\_articles/](http://www.mattcallen.com/videos/2_articles/)

**Social Media Link Building Tactics:**

-How to Build Links and Drive Massive Traffic with StumbleUpon!

Friday October 22, 2010

3.5

**Read** week4 Teacher's Lecture for the SEO class.

**Read** eBook "UFA-SearchEngineBook-v172.pdf" from  
<http://www.searchengineneews.com/>

a. Lesson 4, Critical Competitive Analysis and SEO Tricks  
Traps (Chapters 56, 57)

**Social Media Link Building Tactics:**

-How to create content, Build Links and Increase Search Rankings by Marketing  
with the Digg Effect

-How to Build Your 'Friends' Network on StumbleUpon and Get Hundreds of  
Visitors to Your Content Every Single Day

-How to Use Delicious to Quickly Build Amazing Content-Rich Articles that Attract  
Links Like a Magnet!

**Added** Blue Olive Online to Yahoo! Local (local.yahoo.com) (**check it**)

Saturday October 23, 2010

2.25

**Working on** week4 Homework for the SEO class.

**Submitted** Blue Olive Online to Directory:

<http://www.thoughtmechanics.com/webdesign/submit.php>

Sunday October 24, 2010

0.5

**Working on** week4 Homework for the SEO class.

Monday October 25, 2010

4.0

**Finished** week4 Homework for the SEO class. Submitted it online at:  
<http://bacsoftwareconsulting.com/SEOcourse/SEO-hw-week4.pdf>

Tuesday October 26, 2010

2.0

**Documented** Week5 Materials and other references for the SEO class.

**Read** week5 references:

<http://www.xml-sitemaps.com/>

<http://www.sitemaps.org/>

Saturday October 30, 2010

4.25

**Read** week5 references:

<http://googlewebmastercentral.blogspot.com/2008/09/demystifying-duplicate-content-penalty.html>

<http://googlewebmastercentral.blogspot.com/2006/12/defly-dealing-with-duplicate-content.html>

<http://www.searchengineneews.com/se-news/content/search-engine-strategy-amp-optimization-updates-for-october-2008/> (Duplicate Content Penalty)

<http://www.tamingthebeast.net/articles3/spiders-301-redirect.htm>

[http://httpd.apache.org/docs/current/mod/mod\\_rewrite.html](http://httpd.apache.org/docs/current/mod/mod_rewrite.html)

<http://www.bruceclay.com/seo-tech-tips/techtips.htm>

<http://www.thesitewizard.com/archive/custom404.shtml>

<http://www.webproworld.com/webmaster-forum/forum.php>

<http://www.seomoz.org/blog>

<http://forums.searchenginewatch.com/index.php>

<http://www.google.com/support/webmasters/bin/answer.py?answer=146898>

<http://www.google.com/support/webmasters/bin/answer.py?answer=146897>

**Read** eBook "UFA-SearchEngineBook-v172.pdf" from

<http://www.searchengineneews.com/>

a. Lesson 6, Site Architecture – Making Your Web Site Easy to Index  
(Chapters 62, 72)

**Read General references (all in week5 folder)**

- getting your dynamic sites completely indexed

- How Google's Sitemap Protocol Sets The Standard for Web Page Submissions

- 7 BIG advantages to submitting an XML sitemap ...even when your site is already using an HTML sitemap

- Jumpstart your social media promotion by connecting with a power user!

- How to Use a 301 Redirect ....
- Get Your Web Pages Indexed *Faster* and Control Google's Spider with Robots.txt
- <http://www.verticalmeasures.com/on-site-seo/how-to-identify-solve-url-canonicalization-issues-2010/>
- How to Boost your Rankings by Sculpting Your PageRank with Nofollow

Sunday October 31, 2010

3.5

**Read** week5 Teacher's Lecture for the SEO class.

**Read** week5 references:

- <http://www.searchengineneews.com/se-news/resource/the-enginemaster-chart/>
- <http://googlewebmastercentral.blogspot.com/2009/02/specify-your-canonical.html>
- <http://www.seomoz.org/blog/complete-guide-to-rel-canonical-how-to-and-why-not>

**Working on** week5 Homework for the SEO class.

Monday November 1, 2010

1.5

**Finished** week5 Homework for the SEO class. Submitted it online at:  
<http://bacsoftwareconsulting.com/SEOCourse/SEO-hw-week5.pdf>

Thursday November 4, 2010

1.25

**Documented** Week6 Materials and other references for the SEO class.

Saturday November 6, 2010

4.75

**Read** week6 references:

- <http://www.youtube.com/spyfuteam>
- <http://www.searchengineneews.com/se-news/content/five-free-keyword-research-tools-to-focus-your-keyword-targeting-campaign>
- <http://websitegrader.com/>
- <http://www.semrush.com/>
- <http://www.gorank.com/seotools/>
- <http://www.websitemagazine.com/content/blogs/posts/pages/seo-amp-sem-tactics-for-2010.aspx>
- <http://www.enquiro.com/whitepapers/index.php>
- <http://www.ispionage.com/>

**Read** week6 Teacher's Lecture for the SEO class.

**Read** eBook "UFA-SearchEngineBook-v172.pdf" from

<http://www.searchengineneews.com/>

- a. Becoming an SEO Expert, Lesson 7, Chapters 73 - 75

Sunday November 7, 2010

3.75

**Finished** Week6 Homework for the SEO class. Submitted it online at:  
<http://bacsoftwareconsulting.com/SEOCourse/SEO-hw-week6.pdf>

Total = 99.0 hrs

\*\*\*\*\* *End of Search Engine Optimization* \*\*\*\*\*

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