



TECHNOLOGIES FOR WEB MARKETING AND OPTIMIZATION OF SOCIAL NETWORK

Enrollment year	2019/2020
Academic year	2019/2020
Regulations	DM270
Academic discipline	ING-INF/05 (DATA PROCESSING SYSTEMS)
Department	DEPARTMENT OF POLITICAL AND SOCIAL SCIENCES
Course	DIGITAL COMMUNICATION
Curriculum	PERCORSO COMUNE
Year of study	1°
Period	(30/09/2019 - 13/12/2019)
ECTS	6
Lesson hours	36 lesson hours
Language	Italian
Activity type	ORAL TEST
Teacher	COSTA PAOLO - 6 ECTS
Prerequisites	The course is intended for students without specific technical training and does not require programming skills, although knowledge of the basic concepts of the Web (HTML, JavaScript, etc.) can help.
Learning outcomes	<p>The course aims at providing students with a complete view of the two major areas of activity within online marketing:</p> <ul style="list-style-type: none">- Traffic building, engagement, conversions- Web analytics and social media intelligence <p>At the end of the course the student should be able to operate with the web publishing and marketing tools to deliver online content in accordance with SEO best practices and to measure performance.</p>
Course contents	<p>The course is arranged around the following topics:</p> <ul style="list-style-type: none">- Search engines (Italian and worldwide online search market, search engine primary functions with particular reference to Google, future scenarios)

	<ul style="list-style-type: none"> - Ranking factors - Keyword strategy and use of Google Search Console - On-page SEO (metadata, copy, texts length and structure, images, links, sitemap) - Use of SEO plugins for WordPress and other web publishing platforms - Off-page SEO (backlinks, use of social media) - Generation of sponsored traffic (Google Ads and Facebook Ads Manager) - Web analytics and social media analytics tools (Google Analytics and Facebook Insight) and related metrics (reach, unique users, page views, demographic data, navigation patterns)
Teaching methods	The course is structured with front-end lectures, including breaks for discussion and group activities.
Reccomended or required readings	Francesco De Nobili, SEO Google. La guida alla nuova SEO. Dagli intenti di ricerca al percorso di acquisto, Hoepli, Milano, 2019.
Assessment methods	The exam will consist of a 15-20 minutes interview, aimed at verifying student's understanding of the subject, i.e. the contents of the essay by Francesco De Nobili.
Further information	
Sustainable development goals - Agenda 2030	\$lbl legenda sviluppo sostenibile