Course Syllabus
MIS 7710– Web Strategy and Analytics for Business
Spring Semester, 2019
3.0 Credit Hours
(Last updated: 1/10/2019)

Instructor: Avanti Pandit
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Office: FCB 373

Office Hours: By appointment or during class breaks.

Course Overview: [REQUIRED]

This is a fast-paced introductory business course in which you will learn the basics of generating traffic for business through Search Engine optimization (SEO) and Search Engine Marketing (SEM) techniques and reviewing your results through various web analytics reports.

Pre-Requisites/Co-Requisites:

There are currently no course pre-requisites to enrolling in this course. However, this is a technical course and will require that the student should have a good grasp of basic computer and writing skills.

Required Texts (and Related Materials): [REQUIRED]

- The Art of SEO 3rd edition (2015), O’Reilly (bookstore)
- Selected readings from web as outlined in Syllabus

Additional fees required for the course project (Note: This will be covered by the Department for Spring 2019 unless project selected is meant to be an on-going private business)
$15 fee per team for registration and hosting of website URL (Professor's special price valid for course duration only, details in class)
$30 Debit/credit card expense for paid ads campaign assignment.

**Recommended Texts (and Related Materials):**


**Location of Course Materials:**
All course materials located on the [eCourseware website (opens in new window)](http://www.yourseoplan.com/books/search-engine-optimization-hour-day/templates-worksheets/).

**Course Objectives: [REQUIRED]**

By successfully completing this course, participants will be able to:
- Understand and apply digital concepts to drive business strategy.
- Learn to build a website using WordPress and apply techniques such as search engine optimization and web traffic monitoring to align website with business objectives.
- Understand how to improve web ranking by applying research techniques using hands-on and relevant state of the art web technologies.
- Develop and build social media assets and mail campaigns to increase targeted traffic to website.
- Learn about paid campaigns and reputation management.
- Learn to monitor, measure and analyze traffic to website to facilitate improvements for better ROI.
- Work effectively as a member of a team, including demonstrating collaboration and problem-solving skills.

**Fogelman College: Learning Outcomes for Your Degree [REQUIRED]**

MIS 7710- This course is designed to help you to meet the overall learning objectives for understanding of business analytics offered by the Fogelman College.

**Graduate level expectations**

Graduate students must demonstrate a higher level of understanding, application and analysis of the course concepts. All assignment papers submitted must be of high quality and must include citations and references including references to course materials.

**Course Methodology**

- In-class interactive activities, discussions, reading assignments to practice the lecture material, hands-on project specific internet tools and techniques.
- Assigned exercises to practice the lecture material and further the project.
• Exams to test knowledge of the participants on the key concepts covered in the class.
• Hands-on Project to analyze a business problem and involve the detailed understanding of search engine optimization techniques and digital analytics concepts.

Professor's Expectations of Students:
In general, you should assist the instructor and your fellow classmates in creating a positive, supportive environment for learning by staying engaged in the course. You will learn as much from the collective contributions of your classmates as you will from the instructor. As a group, we will create a positive and collaborative environment and share each other's views, insights, and analysis of assigned scenarios and readings covered in the course.

Student's Expectations of the Professor:
In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

Grading and Evaluation Criteria [REQUIRED]
Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Final Course Grades [REQUIRED]
Final course grades in general are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
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<tbody>
<tr>
<td>92-100 Points</td>
<td>A</td>
</tr>
<tr>
<td>82-91 Points</td>
<td>B</td>
</tr>
<tr>
<td>75-81 Points</td>
<td>C</td>
</tr>
<tr>
<td>65-74 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 65 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, quizzes and projects. It will also be impacted by peer evaluation and instructor assessment. A detailed description of each of the assessed activities can be found after the scoring summary table below. Final course grade will be significantly impacted based on your contribution and engagement during the various key assignments of the team project.
Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation and contribution</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Project</td>
<td>25%</td>
</tr>
<tr>
<td>Assignments (5@5% each)</td>
<td></td>
</tr>
<tr>
<td>Final term project</td>
<td>25%</td>
</tr>
<tr>
<td>Final presentation</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Project:

All students will be assigned teams. Assignments will be the building blocks towards a final report and a final project website. The entire project (individual project assignments, final term paper, presentation and final website) will be a team effort. Specific instructions on the project outlines and expectations will be provided in a separate document. The final project report should be at least 50—60 double spaced pages (You may go a little extra with title and reference pages, figures or tables, and appendices). You may use references, if any, from the library or online. There is no limit on the number of references used, however, make sure the sources are credible. Try and connect your paper to any learnings from readings assigned during course or covered in class.

You need to use in-text citations and a reference section (no footnotes or endnotes in this paper whatsoever; do not use the automated footnote or endnote function in Word). Full citations of all works should be included in the References section. Take care to properly attribute materials found in literature sources or on the Internet. Direct quotes from references should be kept to a minimum. Although your writing ability is not the primary focus of this course, your ability to communicate is essential to your future business success. Pay close attention to what you’re writing. It may be wise to have another person read your work before submitting it for grading. For your website specifically, make sure your web content is grammatically correct as this really does matter in the real world.

Assignments will be graded according to the following criteria:

- Exhibits convincing range and quality of knowledge, having done appropriate research
- Identifies, thoughtfully analyzes and evaluates major points of view
- Convincing conclusions are drawn and demonstrate an understanding of investigative results as well as how to apply them
- Writing style is understandable and organized in explaining research investigation results and supporting conclusions
- Application of tools and techniques taught in class which produces the results expected.
Care should be given to submit work on time as this will impact grading. Teams will submit the same assignment report and website and additionally will provide a team peer evaluation/participation form with every assignment. Project grades and class evaluations will be assigned based on peer evaluations and instructor evaluation. Team work contribution will impact individual grades significantly so be sure to engage. In this course, out of class work is necessary and team meetings are necessary to get the work done. Be sure to identify early on set times for getting together for collaboration and meet expectations to complete scheduled work.

**Presentation:**

Team members work collaboratively to create PowerPoint presentations to be shown during the team’s presentations for the final project. Please plan on posting the team’s PowerPoint presentation by the day listed on the schedule section. Project presentation should be given in 10-15 minutes. Every presentation will be followed by 5-10 minutes of a question/answer session. Include your team number and members’ names in the file name of the PowerPoint. Team presentations will be preloaded on a computer to save class time. Each team member must participate in the oral presentation.

Team presentations will be graded according to the following criteria:

- Organization and flow
- Completeness
- Length of presentation falls within the specified time range
- Identification and thoughtful analysis of major points of view
- Convincing conclusions are drawn and an understanding of investigative results is demonstrated

**Exams**

The midterm (10%) and the cumulative final exam (20%) will both be in-class. The objective of exams is to test participants’ grasp on the key concepts covered in the class; understanding of the digital web strategy concepts, search engine optimization concepts, the assignments, readings, and handouts. Absence from any scheduled exam will result in an exam grade of zero unless arrangements have been made with the instructor prior to the exam date.

**Instructor and Peer Evaluations**

Peer and instructor evaluations of participant participation will be conducted throughout the course. As part of the peer evaluation, each participant will rate the degree to which each member of the team fulfilled his/her responsibilities in completing the project and assignments. These ratings should reflect each individual’s level of participation, effort and sense of responsibility, not his or her academic ability.

Instructor evaluation of participants will be conducted according to the following criteria:

- Is well prepared in advance
- Actively contributes to discussions and asks questions
- Volunteers willingly and carries own share of the group’s responsibilities
- Adheres to the in-class computer/phone usage policy
• Actively participates in synthesizing and presenting the concepts covered in the class

Name Card

Please use your name card in every class. Not only does it help your instructor in identifying who you are but it also aids fellow participants and helps in making classroom discussions more interactive.

In-class Computer and Phone Usage

In-class computer usage should be related to the material being covered in class. The use of a computer or cell phone for general Internet browsing, text-messaging, Facebooking, Twittering, or other social networking during class is extremely distracting to both the instructor and nearby participants. Please be sensitive and respectful of your classmates and instructor. If you must use any of the above communication means during the class session, please feel free to momentarily step out of the room or wait until the next break to do so. In no case should internet access be used during mid-term and final exams.

List of Formal Assessed Activities

For a complete description of the assessed activities for the semester, please refer to the “List of Assessed Activities” page that can be found in the online course area under “Getting Started”.

Schedule of Activities

For a complete semester schedule of readings, activities, and due dates for assignments, please refer to course on ecourseware.

Final Exam Schedule [REQUIRED]

The final exam for this class will be scheduled according to the Registrar’s academic calendar website (opens in new window).

Course Policies [REQUIRED]

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

Attendance: [REQUIRED]

All participants are expected to attend classes regularly and promptly. Attendance is key to this course as this is prime time for group work as well. When you miss classes, your grades will suffer because you will miss important information and classroom interaction/discussion. Participants who miss classes will be
held responsible for all in-class course content. Participants have the responsibility to take all scheduled exams and turn in all assignments by the announced date and time. The instructor reserves the right to deduct up to 50% for late assignments.

Participants who miss in-class sessions are responsible for completing all in-class course work with a 50 percent grade reduction.

An absence from an assignment/in-class/quiz coursework shall be considered “excused” if it occurs because of any of the following situations (valid documentation must be submitted for proof) and the instructor was contacted prior to the due date:

- Hospitalization of the participant or an immediate family member due to illness or accident.
- Death in the participant’s immediate family (ex., spouse, parents, guardians, siblings, children).
- Summons of the participant to appear for Jury Duty or before a court.
- Any other excuse that has been approved by the course coordinator.

The absentee shall submit documents supporting the above claims (hospital admission form, death certificate, or court subpoena, etc.) to the course coordinator. Upon satisfactory verification, the participant shall be allowed to take a make-up assignment or paper/essay in lieu of missed classroom interaction/discussion.

For participants receiving federal participant loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to participant loans in the future.

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

Academic Integrity: [REQUIRED]

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website (opens in new window).

If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).

Participation:

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course home page), and actively participate in
threaded discussion events (both formal and informal). You should plan on logging into the course at least three times each week.

It is important to actively participate in the classroom discussions as well. Classroom discussions help clarify the readings and lectures and provide additional insights. The quality, not quantity, of the discussion depends heavily on you and your preparation of the assigned problems and suggested readings. You are expected to respond or share information when asked to do so, and ask intelligent questions to your fellow participants during classroom discussions.

Communicating with your team is critical for the success of your group project and may require for you to make yourself available to meet with your team outside of class times.

**Classroom or Online Behavior:**

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the [Fogelman College's Netiquette website](opens in new window).

**Late Assignments:**

Assignments and projects may be submitted anytime up to and including the date due/time as posted in the ecourseware site. Please review all information in this syllabus and related Module due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct up to 50% of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

**Extra Credit:**

There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

**Reporting Illness or Absence:**

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last minute to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met: (1) Extreme emergency and (2) Instructor contacted prior to the due date.

**Inclement Weather:**

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The
University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText (opens in new window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Additional information on TigerText (opens in new window).

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Student Services

Please access the FCBE Student Services (opens in new window) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

Key topics:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Class Date</th>
<th>Study Guide</th>
<th>Assignments/Project</th>
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</thead>
</table>
| Week 1 – Mon Strategy | Introduction and Syllabus Outline Introduction to Digital Strategy Project Overview Teams Project Selections Registration and Hosting Search Engines/competitive research/ | 14-Jan-19 | The Art of SEO:  
  o Chapter 1,3  
  o Chapter 6 Pg 295-302  
  **e-book:**  
  **Start section:** Chapter 6 - When to use TLD Other than .com  
  **End before section:** Chapter 6 - Keyword Targeting  
  o Chapter 11  Pg 715-720  
  **ebook:**  
  **Start section:** Chapter 11-Tracking Results and Measuring Success (beg of Ch 11)  
  **End before section:** Chapter 11-Using | Class – Introduction, Course Outline and Syllabus, Discussion, Teams, Project selections and approvals, domain name selections, hosting Project Goals Measurement of success SWOT |
| Week 2 Mon | Finalize Projects; Account and registration setup WordPress setup for all; WordPress Dashboard Introduction Identify two competitors Competitor Research Fill in competitor worksheet SWOT Introduction to Basic SEO Complete Strategy and Setup | 28-Jan-19 | The Art of SEO – Ch 6 Pg 275-289  
**ebook:**  
Start section: Chapter 6 - Site Architecture Design Principles  
End before section: Chapter 6 - Root Domains, Subdomains, and Microsites  
WORKBOOK Chapters 1-3 (through page 24)  
* additional secure site hosting steps will be covered in class. This is not in workbook | DUE Monday Feb 4 6pm CST (NEXT CLASS)  
Assignment 1: Website Digital Strategy Word doc |
<table>
<thead>
<tr>
<th>Week 3 – Mon Design</th>
<th>Basic website: Plan website, Design structure Dashboard Pages, Posts, Blogs, Categories and Tags</th>
<th>4-Feb-19</th>
<th>Assignment 1 due</th>
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<tbody>
<tr>
<td></td>
<td>The Art of SEO:</td>
<td></td>
<td>Sandbox WordPress accounts WordPress Introduction/testing</td>
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<td>o Chapter 2 (Search Engines) - should be same in eBook</td>
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<td>o Chapter 4 (up to 166)</td>
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<td><strong>eBook:</strong></td>
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<td><strong>Start section:</strong> Chapter 4 - SEO Implementation:First Stages (beg of Ch 4)</td>
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<td><strong>End before section:</strong> Chapter 4 - Mobile Sites and Mobile Apps</td>
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<td>o Chapter 6 - Pg 415-423</td>
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<td><strong>eBook:</strong></td>
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<td></td>
<td><strong>Start section:</strong> Chapter 6 - Google’s Knowledge Graph and the Knowledge Vault</td>
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<td><strong>End before section:</strong> Chapter 6 - end of chapter</td>
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<td>HTML Tutorial CSS Tutorial WORKBOOK Chapters 3-7 Progress check Chapters 1-3 Progress check Chapters 4-7</td>
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<td>Week 4 – Mon Design</td>
<td>Users, Plugins and Widgets Install 2-3 plugins and widgets Standard editor Akismet Contact Form All-in-one-Seo Wrap up WordPress Design A/B testing and design</td>
<td>11-Feb-19</td>
<td>DUE Feb 18 Monday 6pm CST (NEXT CLASS) Assignment 2a: Website Design Word doc Assignment 2b: Basic WordPress website</td>
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<td></td>
<td>• <strong>Getting Started with WordPress</strong></td>
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<td></td>
<td>• <strong>Blogging Glossary</strong></td>
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<td>• <strong>Top Ten Search Engine Optimization Lists</strong></td>
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<td></td>
<td>• WORKBOOK Chapter 8, 9 (Optional Chapter 11)</td>
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<td>(Progress check Chapters 8-9)</td>
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<tr>
<td>Week 5 – Mon</td>
<td>Introduction to keyword research</td>
<td>18-Feb-19</td>
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<tr>
<td>SEO</td>
<td>Top keywords list</td>
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<td>Semantic search</td>
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<td>Google Adwords</td>
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<td>Keyword Research Planner and</td>
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<td>Keyword Research</td>
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- The Art of SEO:
  - Chapter 5 (Keyword research/ co-occurrence analysis)
  - Chapter 6-Pages 302-345, Pages 387-389

  **eBook:**
  - **Start section:** Chapter 6 - Keyword Targeting
  - **End before section:** Syntax of the robots.txt file

  **Start section:** Chapter 6 - Google’s Hummingbird
  **End before section:** Chapter 6 - Structured Data

  - Chapter 12 Pages 818-830

  **eBook:**
  - **Start section:** Chapter 12 - Spam Filtering and Penalties
  - **End before section:** Chapter 12 - Changing SEO Vendors or Staff Members

- **SEO - Google Adwords Keyword Planner**
- **Help video: How to use Google Adwords Planner**
- **WORKBOOK Chapter 10**

<p>| Assignment 2 DUE |
| --- | --- | --- | --- |
| | | | Spring break Mar 4-8 NO CLASS |</p>
<table>
<thead>
<tr>
<th>Week 7 Mon</th>
<th>Midterm</th>
<th>Social Media and SEO: FaceBook and Twitter: Driving traffic through social media</th>
<th>11-Mar-19</th>
<th>The Art of SEO – Chapter 7 Page 499-544 (in syllabus)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Start section:</strong> Chapter 7 - Get Active in Social Media</td>
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<td><strong>End before section:</strong> Chapter 7 - end of Chapter</td>
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<td>Assignment 3 DUE MIDTERM</td>
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</table>

| Week 8 – Mon | Social Media | WordPress and Social Media plugins Social Media Wrap Up Social Media and Paid Campaigns Google Analytics Account setup | 18-Mar-19 | The Art of SEO Chapter 8 **eBook:**  
**Start section:** Chapter 8 - beginning of Chapter  
**End before Section:** Chapter 8 end of Chapter  
- Let's Talk, Jansch  
- WORKBOOK Chapter 12 Progress check Chapters 10-12 |
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<td></td>
<td>Assignment 4 due DUE Mar 25 Monday 6pm CST (NEXT CLASS): Assignment 4a: Social Media Strategy Assignment 4b: Updated WordPress website and 2 social media pages</td>
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</tbody>
</table>

| Week 9 – Mon | Emails | Driving Traffic through email and WordPress Designing with Mailchimp Email Analytics Google Analytics Goals and Conversions | 25-Mar-19 |  
http://searchengineland.com/3-simple-ways-email-can-drive-seo-results-200346  
http://mailchimp.com/resources/guides/email-marketing-field-guide/  
http://mailchimp.com/resources/guides/getting-started-with-mailchimp/  
WORKBOOK Chapter 13 |

| Week 10 – Mon | PPC | PPC Campaigns Adwords Campaigns - Text Ads | 1-Apr-19 |  
http://digitalverge.net/sem/7-reasons-why-your-business-should-be-using-google-adwords/  
Google Adwords Help |
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<td>DUE Apr 8 Monday 6pm CST. (NEXT CLASS) Assignment 5a: Email Newsletter campaign and PPC Campaigns</td>
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<td>Week 11 – Mon</td>
<td>Analytics</td>
<td>8-Apr-19</td>
<td>Assignment 5b: Updated website</td>
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<td>Web Analytics &amp; Reports</td>
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<tr>
<td>Week 12 Mon</td>
<td>Analytics Wrap up Google Search Console</td>
<td>15-Apr-19</td>
<td>Assignment 5 due</td>
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<td></td>
<td>Art of SEO Chapter 14, 15</td>
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<tr>
<td>Week 13 Mon</td>
<td>Course Review &amp; Presentations</td>
<td>22-Apr-19</td>
<td>Final Projects due</td>
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<tr>
<td></td>
<td>Final Exam (IN CLASS) 29-Apr-19</td>
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