

Google Search Marketing and Web Optimization

Web search precedes over 70% of considered purchases. Search engines surpass even the Yellow Pages as a means for finding local businesses. But, any given web page has to compete with over a trillion others to be found, making the conversion of web searchers into web customers a high paying proposition.

EMU's College of Business has developed a unique two course sequence that positions our students with the tools required by this kind of career:

- IS279: Google AdWords and landing page design
- IS379: Google Analytics and landing page optimization.

Google AdWords and landing page design

Google AdWords and landing page design creates a highly effective environment for learning search engine advertising by pairing students with non-profits that have received \$10,000/month in Google AdWords grants. In this course, students:

- create AdWords advertising campaigns for their non-profits.
- develop web landing pages tuned to the messages in the AdWords campaigns.

Students work closely with non-profit management throughout the course and master the art of soliciting and incorporating managers' input into search advertising campaigns, a rare and highly valued business skill.

Google Analytics and landing page optimization

Google Analytics and landing page optimization builds on *Google AdWords* by training students in the most sought after techniques for analyzing and shaping web visitor behavior. In this course, students:

- understand the business goals of functioning landing pages;
- determine the relevant measures for each business goal using Google Analytics;
- Test new landing pages designed to maximize the business goals using Google Website Optimizer.

Non-profits again provide an accessible, high value training ground for students.

The value of the two course sequence

Students who complete the two course sequence achieve a unique perspective on all stages of search engine marketing, from initial capture of new visitor segments to effectively engaging those visitors in achieving the organization's goals.