

Liverpool John Moores University

Title: Web Marketing Practice
Status: Definitive
Code: **4975FTKMK** (118811)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Arts, Professional and Social Studies

Team	Leader
Joseph McGrath	

Academic Level: OTH **Credit Value:** 7.50 **Total Delivered Hours:** 150.00
Total Learning Hours: 75 **Private Study:** -75

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Off Site	64.000
Practical	36.000
Tutorial	50.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	port		80.0	
Presentation	pres		20.0	

Aims

On successful completion of this module, students should be able to:

1. Analyse and evaluate alternative web designs.
2. Develop web pages utilising the standard features of Adobe Dreamweaver.
3. Apply, run and interpret appropriate web metrics.
4. Optimise web pages for search engines.
5. Discuss the features and requirements of paid web campaigns.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse and evaluate alternative web designs
- 2 Develop web pages utilising the standard features of Adobe Dreamweaver.
- 3 Apply, run and interpret appropriate web metrics.
- 4 Optimise web pages for search engines.
- 5 Discuss the features and requirements of paid web campaigns

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

portfolio	1	2	3	4	5
presentation	1	2	3	4	5

Outline Syllabus

1. *Web Design Principles*

- *Marketing requirements for web sites*
- *Jacob Nielsen's heuristics*
- *Design & layout principles*
- *User-centred design*
- *Usability reviewing*
- *Website testing tools and techniques*
- *Assessment of web design award winners*
- *The web design team*
- *W3C and IETF Web Standards*

2. *Web Design in Action*

- *Copy-writing for the web*
- *Websites design and development with Adobe Dreamweaver*
 - o *File and content management*
 - o *Dreamweaver capabilities*
 - o *Creating & using templates*
 - o *Cascading Style Sheets (CSS)*
 - o *Structuring page content*
 - o *Editing and using images*
 - o *Embedding multimedia*
 - o *Linking internally and externally*
 - o *Creating forms*
 - o *Website testing*
- *Site Indexing*

- *Designing marketing materials e.g. banner ads, entry & exit pop-ups/outs*
- *Domain names & hosting*

3. Search Engine Marketing

- *Search engine crawling and indexing*
- *Organic / algorithmic search*
- *Paid Listings & Pay-Per-Click*
- *Keywords and tags*
- *Linking Strategies & Page Ranking*
- *Searcher preferences and activities*
- *Search Engine Optimisation Practices (white hat, black hat)*
- *Search engines market share*
- *Google's Website Optimiser*

4. Web Analytics

- *Paid Vendors vs. Free Tools*
- *Google Analytics*
- *Logfiles and page-tagging*
- *Goals & KPIs*
- *Filtering data*
- *Geo-visitor analysis*
- *Measuring site / search success*
- *Tracking marketing channels*
- *Conversion tests*
- *Funnel analysis*
- *Running & interpreting reports*

5. Paid Campaigns

- *PPC and structure of a PPC account*
- *Alternatives: Yahoo Search Marketing, MS adCentre, Google Adwords*
- *Structuring PPC content*
- *Keyword and Adword Management*
- *Running PPC reports*
- *Affiliate Programs*
- *Google Adsense*

Learning Activities

Student learning will be assessed by way of active practical project and presentation

References

Course Material	Book
Author	Steve Johnson
Publishing Year	2010
Title	Brilliant Dreamweaver SC5
Subtitle	Brilliant Dreamweaver SC5
Edition	
Publisher	Pearson
ISBN	

Course Material	Book
Author	Vicki Ellen Wolper-Jones
Publishing Year	2011
Title	Artistic web design in Adobe Dreamweaver & Photoshop
Subtitle	Artistic web design in Adobe Dreamweaver & Photoshop
Edition	
Publisher	Jones & Bartlett
ISBN	

Course Material	Book
Author	Adobe Systems
Publishing Year	2010
Title	Eyetracking web usability
Subtitle	Eyetracking web usability
Edition	
Publisher	Adobe Press
ISBN	

Course Material	Book
Author	Lance Loveday & Sandra Niehaus
Publishing Year	2008
Title	Web Design for ROI
Subtitle	www.WD4ROI.com
Edition	
Publisher	New Riders
ISBN	

Course Material	Book
Author	Kristopher B Jones
Publishing Year	2010
Title	Search Engine Optimisation
Subtitle	Search Engine Optimisation
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Tim Ash

Publishing Year	2008
Title	Landing Page Optimisation
Subtitle	Landing Page Optimisation
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	David Vinney
Publishing Year	2008
Title	Get to the top on Google
Subtitle	Get to the top on Google
Edition	
Publisher	Brealey Pub
ISBN	

Course Material	Book
Author	Jerry Ledford
Publishing Year	2009
Title	Search engine optimisation
Subtitle	Search engine optimisation
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Tim Ash
Publishing Year	2008
Title	Landing Page Optimisation
Subtitle	Landing Page Optimisation
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	David Vinney
Publishing Year	2008
Title	Get to the top on Google
Subtitle	Get to the top on Google
Edition	
Publisher	Brealey Pub
ISBN	

Course Material	Book
Author	Jerry Ledford
Publishing Year	2009
Title	Search engine optimisation

Subtitle	Search engine optimisation
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Jennifer Grappone & Gradiva Cousin
Publishing Year	2008
Title	Search engine optimisation an hour a day
Subtitle	Search engine optimisation an hour a day
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Bryan Eisenberg & John Quattro Von Tivadar
Publishing Year	2008
Title	A/B Testing, Always Be Testing: the complete guide to Google Website Optimiser
Subtitle	A/B Testing, Always Be Testing: the complete guide to Google Website Optimiser
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Brad Geddes
Publishing Year	2010
Title	Google Adwords
Subtitle	Google Adwords
Edition	
Publisher	Sybes / Wiley
ISBN	

Course Material	Book
Author	Michael Miller
Publishing Year	2010
Title	Using Google Adwords & Adsense
Subtitle	Using Google Adwords & Adsense
Edition	
Publisher	Que
ISBN	

Course Material	Book
Author	Avinash Kaushik
Publishing Year	2010
Title	Web Analytics 2.0

Subtitle	Web Analytics 2.0
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Michael Miller
Publishing Year	2011
Title	Teach yourself Google Analytics in 10 mins
Subtitle	Teach yourself Google Analytics in 10 mins
Edition	
Publisher	SAMS
ISBN	

Course Material	Book
Author	Mitch Meyerson
Publishing Year	2008
Title	Mastering Online Marketing
Subtitle	Mastering Online Marketing
Edition	
Publisher	Entrepreneur Press
ISBN	

Course Material	Book
Author	Jon Reed
Publishing Year	2011
Title	Getup to speed with online marketing
Subtitle	Getup to speed with online marketing
Edition	
Publisher	FT Prentice
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.searchenginewatch.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.searchengineland.com
Subtitle	
Edition	

Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.highrankings.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.SEOmoz.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.searchengineguide.com/marketing.html
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.webanalyticsworld.net/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.traffick.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.useit.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.redflymarketing.com/
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This lab-based module offers students practical experience of how websites can be used for marketing purposes. Emphasis is on design and development from the requirements of the marketing discipline. Focus is split between front-end design aspects and behind-the-scenes aspects such as Web Analytics and Search Engine Optimisation.