CMDC 644. MULTILINGUAL SEARCH ENGINE OPTIMIZATION AND WEB ANALYTICS.

Credits: 3

Offered by: Technology & Innovation (Graduate Studies)

This course is not offered this catalogue year.

Description

Organic and paid search engine optimization (SEO), multilingual SEO, and the relevance of both for communication and language professionals working with multilingual digital content. Keyword research process and tools. Selection and adaptation of keywords and other search information to write qualified traffic-generating content for each target market and language. Creation of SEO-optimized content (natively created, localized or transcreated content) in multilingual contexts as part of a larger data-driven multilingual SEO program. Analysis of multi-language website strategy and the overall benefits of implementing a multilingual SEO program. Multilingual SEO metrics and analytics.

- Restriction(s): Open only to students enrolled in the M.Sc.(Applied) in Multilingual Digital Communication; Non-Thesis program.
- 1. Course is online, with instructor led, live-online sessions and asynchronous work.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

Launch Visual Schedule Builder