

SYLLABUS

MK452E_0101_26

Search Engine Optimization

ACADEMIC AREA :	MARKETING AND NEGOTIATION
PROGRAMME :	MASTER DMM / MASTER MCCLI / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Mr. Valentin THOMAS
INSTRUCTOR(S) :	Mr. Valentin THOMAS
CONTACT HOURS :	24.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	4.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

None

MODULE DESCRIPTION :

This course delves into advanced SEO topics that extend beyond basic keyword research and on-page optimization. Students will explore in-depth strategies for both off-page and on-page SEO, technical SEO, and the integration of AI and automation. The curriculum also covers data analytics, content strategy, and the intricacies of search engine algorithms. By mastering these advanced concepts, students will be equipped to enhance website visibility, drive organic traffic, and stay ahead in the ever-evolving digital landscape.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Demonstrate advanced technological literacy to Connect physical and digital spaces #ConnectSpaces

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

After this course, you will be able to:

- (1) Create optimized articles and write for web pages in English
- (2) Create a WordPress website with a custom domain name
- (3) Analyze SEO opportunities to create a bespoke strategy
- (4) Analyze SEO campaigns results using SEO tools
- (5) Apply SEO fixes to your website, be it in copywriting, in metadata or in your blog backend
- (6) Understand AI for optimization

TOPICS COVERED :

Topics covered range from on and off page ranking criteria to technical SEO, going through blackhat techniques forbidden by google students must avoid, optimized website setup and configuration as well as hints of internet and International culture.

RESEARCH-LED TEACHING :

This course is partly based on research led for the last 10 years (see below), completed with articles from trustworthy sources.

R.Anil Kumar, Zaiduddin Shaik and Mohammed Furqan, "A Survey on Search Engine Optimization Techniques," <<https://doi.org/10.14445/22492615/IJPTT-V9I1P402>> International Journal of P2P Network Trends and Technology (IJPTT), vol. 9, no. 1, pp. 5-8, 2019. <<https://doi.org/10.14445/22492615/IJPTT-V9I1P402>>

A. Shahzad, Deden Witarsyah Jacob, Nazri M. Naw, Hairulnizam Bin Mahdin, and Marheni Eka Saputri. 2020. The new trend for search engine optimization, tools and techniques. <<https://api.semanticscholar.org/CorpusID:213123106>> Indonesian Journal of Electrical Engineering and Computer Science 18 (2020), Vol. 18, No. 3, June 2020, pp. 1568-1583 <<https://api.semanticscholar.org/CorpusID:213123106>>

Beyond SEO: A Transformer-Based Approach for Reinventing Web Content Optimisation <<https://arxiv.org/pdf/2507.03169>>, Arxiv, Florian Lüttgenau, Imar Colic, Gervasio Ramirez, July 2025 <<https://arxiv.org/abs/2507.03169>>

Aggarwal, P., Murahari, V., Rajpurohit, T., Kalyan, A., Narasimhan, K., and Deshpande, A. Geo: Generative engine optimization. <<https://dl.acm.org/doi/10.1145/3637528.3671900>> In Proceedings of the 30th ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD '24), pp. 5-16, 2024

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

Disclaimer about carbon footprint of digital services, with a focus on AI environmental issues

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 07 - Affordable and clean energy
- 12 - Responsible consumption and production
- 13 - Climate action

TEACHING METHODS :

Interactive lecture with workshops

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Continuous	Group	Oral Final exam	30%	1 Heure	1, 2, 3, 4, 5, 6
Continuous	Group	Participation or task completion	10%	15 Minutes	3, 4
Final	Individual	Final written exam	60%	3 Heures	1, 3, 4, 6

Assessment 1 details:

See grading table in class 1

Assessment 2 details:

See grading table in class 1

Assessment 3 details:

See grading table in class 1

ACADEMIC INTEGRITY :

Academic misconduct encompasses various behaviors or actions that violate the principles of academic integrity, fairness, and honesty, thereby undermining the credibility of academic work, assessments, or research. Examples of academic misconduct include:

- Cheating
- Plagiarism
- Fabrication
- Gaining an unfair advantage
- Assisting others in committing academic misconduct, such as by utilizing generative AI
- Falsification of records or official documents
- Unauthorized access to restricted information or data
- Unauthorized or unethical use of generative AIS

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even expulsion from the school. To prevent unintentional academic misconduct, it is essential to consult with your instructor to understand the specific rules and instructions pertaining to the use of AI in learning and assessment.

For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

« What SEO Insiders Know » <<https://research-ebsco-com.rennes-sb.idm.oclc.org/c/xckfmk/search/details/hf7lzslofr?limiters=&q=seo>>, Entrepreneur. May/Jun2024, Vol. 52 Issue 3, p30-30. 1p. 1 Color Photograph.

7 best Generative Engine Optimization tools to win AI search (French)

<<https://get.it.com/blog/fr-fr/7-meilleurs-outils-de-generative-engine-optimization-pour-gagner-dans-la-recherche-ia/>>

Seth's Blog <<https://seths.blog/>> - Daily marketing insights by one of the brightest minds of the marketing industry

SEO Trends <<https://aioseo.com/trends/>> Case studies of SEO success stories and why it happened

Additional Reading

Google	Search	Quality	Rating	criteria
< https://static.googleusercontent.com/media/guidelines.raterhub.com/fr//searchqualityevaluatorguidelines.pdf > - Google's documentation for human search quality raters, don't read it all, just browse				

MODULE PLAN SESSIONS :

Plan Session 01 :

Introduction & back to the basics

In class exercise: first article introducing yourself and writing about a topic you know well

Plan Session 02 :

SEO history, ranking criteria and website strategy

In class exercise: groups creation, benchmark, editorial line, branding

Plan Session 03 :

Website creation platforms overview & blog setup

In class exercise: website setup & article following a brief

Plan Session 04 :

SEO tools and data analysis

In class exercise: Data report on an existing website

Plan Session 05 :

Introduction to Technical SEO

In class exercise: fix SEO issues on your website & article about common seo issues and how to fix them

Plan Session 06 :

Netlinking and public relations

In class exercise: guest article writing for a surprise client

Plan Session 07 :

Generative Engine Optimization (GEO)

In class exercise: Optimization of existing articles with and without AI and prompt testing

Plan Session 08 :

Group presentations

Group presentation of past work and articles, potential SEO results

