



COURSE: Analitics and web positioning		
UNDERGRADUATE STUDIES: Bachelor in Management of Information and Digital Contents	YEAR: 3rd	SEMESTER: 2nd

PLANIFICACIÓN SEMANAL DE LA ASIGNATURA							
WEEK	SESSION	CONTENT SESSION DESCRIPTION	GROUP (mark)	Specific room needs (, audiovisual, etc.)	STUDENT WEEKLY WORKLOAD		
			large/small		DESCRIPTION	CLASS HOURS	Out of class workload (Max. 7h Week)
1	1	Course presentation		Computer room	Overview about contents, assignments and outcomes needed to grade	1,5	3
1	2	Practical sesión		Computer room	Practical session: url and domains	1,5	
2	3	Unit 1: Basics of Search engines and positioning		Computer room	Theory class	1,5	4
2	4	Practical sesión		Computer room	Practical session: keywords	1,5	
3	5	Unit 2: SEO on-page: Internal factors		Computer room	Theory class	1,5	7
3	6	Practical sesión		Computer room	Practical session: metatags and enriched formats	1,5	
4	7	Unit 2: SEO on-page: Internal factors (Cont)		Computer room	Theory class	1,5	7
4	8	Practical sesión		Computer room	Practical session: writing for the web and url construction	1,5	
5	9	Unit 3: SEO off-page: External factors		Computer room	Theory class	1,5	7

5	10	Practical sesión		Computer room	Practical session: robots and sitemaps	1,5	
6	11	Unit 3: SEO off-page: External factors (Cont)		Computer room	Theory class	1,5	7
6	12	Practical session		Computer room	Practical session: link building and black hat techniques	1,5	
7	13	Unit 4: Content Marketing		Computer room	Theory class	1,5	7
7	14	Practical session		Computer room	Practical session: content generation and social media	1,5	
8	15	Unit 5: Web metrics		Computer room	Theory class	1,5	7
8	16	Practical session		Computer room	Practical session: Google Analytics (search console)	1,5	
9	17	Unit 5: Web metrics (Cont)		Computer room	Theory class	1,5	7
9	18	Practical sesión		Computer room	Practical session: deeping in Google analytics	1,5	
10	19	Unit 5: Web metrics (Cont)		Computer room	Theory class	1,5	7
10	20	Practical session		Computer room	Otras herramientas de análisis web	1,5	
11	21	Unit 6: The industry and the ecosystem of web analytics		Computer room	Theory class	1,5	7
11	22	Practical session		Computer room	Práctica sesión: analytics about seo	1,5	
12	23	Unit 7: Planning and web metrics tools		Computer room	Theory class	1,5	7
12	24	Practical session		Computer room	Practical session: metric's reports	1,5	
13	25	Unit 8: Introduction to SEM		Computer room	Theory class	1,5	7
13	26	Unit 8: Introduction to SEM (Cont)		Computer room	Theory class	1,5	
14	27	Presentations and discussion about final project		Computer room	Presentaciones del trabajo final	1,5	
14	28	Presentations and discussion about final project		Computer room	Presentaciones del trabajo final	1,5	
15		Tutorship		Computer room			6
15		Tutorship		Computer room			
16-18		Preparation of assesment and assesment		Computer room			6+6+6
Subtotal						42	108

TOTAL						150
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