



# ATMIYA UNIVERSITY

## FACULTY OF SCIENCE

### DEPARTMENT OF COMPUTER APPLICATIONS

#### MASTER OF COMPUTER APPLICATIONS

Course Code	Course Name	Credits
20MCACC205	Search Engine Optimization	03

#### ❖ Aim of the Course:

- 1 To delivers in-depth search engine optimization (SEO) training covering SEO principles, SEO approach, on page, off page optimization strategies and methodologies. We have in-depth knowledge of the field and years of experience on, how to optimize a website in a local search engine and in global search engine.

#### ❖ Course Overview and Context:

- 1 To understand basics of SEO and how search engines work
- 2 To learn different SEO techniques
- 3 To learn the steps, you need to prepare for SEO initiatives & SEO execution
- 4 To examine a number of advanced strategies and tactics of SEO

#### ❖ Course Outcomes:

Sr.#	Course Outcome	Cognitive Level
1	Student will be able to <b>understand</b> the concept of SEO and Digital Marketing.	Understand
2	They will be able to <b>find</b> the reason for the Ranking Results	Remember
3	Student will <b>determine</b> various Search Engine Optimization techniques.	Apply
4	Students will be able to <b>apply</b> different techniques on website & can optimize the ranking results.	Apply
5	Student will be able to <b>understand</b> Digital Marketing Strategic plan	Understand
6	Students will be able to <b>do</b> E-mail marketing, Affiliate marketing & Social Media Marketing	Apply

#### ❖ Content of the Course:

##### Unit-1: Search Engine Basics

- Mission of Search Engines,
- The Human Goals of Searching,
- Determining Searcher Intent: A Challenge for Both Marketers and Search Engines
- How People Search,
- How Search Engines Drive Commerce on the Web,
- Eye Tracking: How Users Scan Results Pages,
- Click Tracking: How Users Click on Results,
- Natural Versus Paid

##### Unit-2: Search Engine Results: Crawling, Indexing, and Ranking

- Understanding Search Engine Results,
- Algorithm-Based Ranking Systems: Crawling, Indexing, and Ranking,
- Determining Searcher Intent and Delivering Relevant, Fresh Content,
- Analyzing Ranking Factors,
- Using Advanced Search Techniques,
- Vertical Search Engines,
- Country-Specific Search Engines



#### Unit-3: SEO Objectives & Defining Site's Audience and Keyword Research

- SEO Objectives
  - Setting SEO Goals and Objectives, SEO for Raw Traffic, SEO for E-Commerce Sales, SEO for Mindshare/Branding, SEO for Lead Generation and Direct Marketing, SEO for Reputation Management, SEO for Ideological Influence
- First Stages of SEO:
  - The Major Elements of Planning,
  - Auditing an Existing Site to Identify SEO Problems,
- Keyword Research:
  - What is Keyword Research,
  - Keyword Research Tools,
  - Long Tail of Keyword Demand,
  - Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand

#### Unit-4: Developing an SEO-Friendly Website& Optimizing for Vertical Search

- Developing an SEO-Friendly Website:
  - Making Site Accessible to Search Engines,
  - Creating an Optimal Information Architecture,
  - Root Domains, Subdomains, and Microsites
- Optimizing for Vertical Search:
  - The Opportunities in Vertical Search,
  - Optimizing for Local Search,
  - Optimizing for Image Search,
  - Optimizing for Product Search,
  - Others: Mobile, Video/Multimedia Search

#### Unit-5: Introduction to Digital Marketing & Reputation management

- Digital Marketing Strategic thinking
  - Going digital – the evolution of marketing, The technology behind digital marketing,
  - Your business and digital marketing, Defining your digital marketing strategy, Your window to the digital world
- Reputation management
  - Fostering a positive online image, promoting your business through online channels, Monitoring the conversation – reputation management, Damage limitation: turning the tide when things go wrong
- E-mail marketing
  - What exactly is e-mail marketing? Planning your campaign, Dos and don'ts of an e-mail marketing campaign
- Social media and online consumer engagement:
  - The different forms of social media, the rules of engagement, Adding social media to your own site

#### ❖ Learning Resources:

Sr. #	Textbook   References   Internet Links
1	Eric Enge, Stephan Spencer, Rand Fishkin, Jessie C Stricchiola, "The Art of SEO : Mastering Search

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Sr. #	Textbook   References   Internet Links
	Engine Optimization", O'Reilly Media, October, 2009
2	"Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation" By DAMIAN RYAN & CALVIN JONES
3	Jerri L. Ledford, "SEO: Search Engine Optimization Bible", 2nd Edition, Wiley India, April, 2009
4	John I. Jerkovic, "SEO Warrior: Essential Techniques for Increasing Web Visibility", O'Reilly
5	eMarketing: The Essential Guide to Marketing in a Digital World, Rob Stokes, Quirk eMarketing, Pub Date: 2013, ISBN 13: 9780620565158
6	Digital Marketing For Dummies (For Dummies (Business & Personal Finance)) by Ryan Deiss, Russ Henneberry