



# Module Presenter's Manual

*for*

# Optimize Web for Search Engines

***Effective from: December, 2021  
Ver. 1.0***

## Amendment Record

| Version No. | Effective Date | Change | Replaced Pages |
|-------------|----------------|--------|----------------|
| 1.0         | December 2021  | New    | -              |

## Table of Contents

| Sr. No. | Details  | Page No. |
|---------|--|----------|
| 1.      | <a href="#">Introduction</a>                                   | 1        |
| 2.      | <a href="#">Information on Session Allocation</a>              | 2        |
| 3.      | <a href="#">Module Deliverables available on OnlineVarsity</a> | 2        |
| 4.      | <a href="#">Week-wise Session Schedule</a>                     | 3        |
| 5.      | <a href="#">Session Coverage</a>                               | 4        |
| 6.      | <a href="#">Library References</a>                             | 8        |

## 1. Introduction

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At the end of this course, students will be able to:

- Define and describe search engines
- Explain the Google search engine
- Describe various search techniques and strategies
- Explain the working of Google search engine
- Define and describe SEO
- Explain the roles and responsibilities of SEO Consultant
- List the Google Webmaster guidelines for SEO
- Explain the basic techniques used to implement SEO
- Explain the process of submitting pages to Google
- List the causes for sites not performing well in search
- Explain on-page optimization and its need in SEO
- Describe different techniques for achieving on-page optimization
- Explain the importance of keywords while developing Web site
- Explain the selection of keywords on the Web pages
- Explain the optimization of site structure
- Explain the significance of developing quality content
- Explain the navigation structure for a Web site
- Explain the optimization of essential files such as robots.txt and sitemap.xml
- Describe off-page optimization techniques
- Explain different off-page optimization services
- List the guidelines for common off-page SEO mistakes
- Describe SEO localization
- Describe SEO internationalization
- Describe Social Media Optimization
- Describe the need for Search Engine Optimization (SEO) tools
- Describe various SEO tools and their functions
- Compare various SEO tools
- Explain how to analyze using different Google Optimization tools
- Describe the usage of various Google SEO tools
- Describe search engine marketing
- Compare types of search engine marketing
- Explain Google affiliate programs
- Compare Google AdWords and AdSense
- Explain search engine marketing strategies
- Explain mobile SEO
- Explain the technologies and tools used for development of mobile sites
- Explain mobile Sitemaps
- List the best practices for mobile SEO

## 2. Information on Session Allocation

| Module                          | Online Hours | Self Study Hours |
|---------------------------------|--------------|------------------|
| Optimize Web for Search Engines | 12           | 6                |










Throughout this Presenter's Manual, the module **Optimize Web for Search Engines** will be referred to as **SEO**.

## 3. Module Deliverables available on OnlineVarsity

To aid the teaching process, following are the deliverables

(Faculties can access eBooks and other components in Onlinevarsity through Aptrack.)

Resources available on Onlinevarsity:

| Icons   | Feature - Description/Functionality   |
|---|---|
|    | <b>Download Book</b> - Student has the option to download the subject related e-book and read offline.  |
|   | <b>Glossary</b> - Student can access a list of subject related specialized words with their definitions.  |
|  | <b>FAQ</b> - Student can access frequently asked questions and their answers.   |
|  | <b>Show Me How</b> - Student can view a step-wise simulation/demonstration of the module related topics.  |
|  | <b>Practice 4 Me</b> - Student can test and evaluate their understanding of module related topics.  |
|  | <b>Work Assignments</b> - Student can solve scenario based lab assignments (Hands-on). The faculty will evaluate and give their feedbacks.                |
|  | <b>References</b> - Student can access additional subject related material for reading.   |
|  | <b>Feedback</b> - Student can provide feedback on the course material.  |
|  | <b>Ask to Learn</b> – Student can submit subject related technical queries. Queries submitted will be directed to the particular course coordinator/head. |

#### 4. Week-wise Session Schedule

- A Session is of 2 hours duration

##### ➤ Week-Wise Schedule

| Week | Day 1                  |    | Day 2                  |    | Day 3                  |    |
|------|------------------------|----|------------------------|----|------------------------|----|
| 1    | Session 1<br>SEO – TL1 |    | Session 2<br>SEO – TL2 | S1 | Session 3<br>SEO – TL3 |    |
| 2    | Session 4<br>SEO – TL4 | S2 | Session 5<br>SEO – TL5 |    | Session 6<br>SEO – TL6 | S3 |

**SEO:** Optimize Web for Search Engines

**TL:** Online Session

**S:** Self Study Hours (over and above the module duration)

## 5. Session Coverage

| Session No. | Session Title | Session Details   | Deliverables' Mapping  |
|-------------|---------------|---|--|
| 1           | SEO-TL1       | <p>All the topics as listed below from Session 1 and Session 2 of <i>A Guide to Search Optimization</i> book should be covered in this session.</p> <p><b><u>Session 1 – Search Engines</u></b></p> <ul style="list-style-type: none"> <li>➤ Explain a search engine</li> <li>➤ Describe components of search engine</li> <li>➤ Describe Web pages and Websites</li> <li>➤ Determine the timeline of search engines</li> <li>➤ Identify advance Google search techniques</li> <li>➤ Describe how Google search works</li> </ul> <p><b><u>Session 2 - Search Engine Optimization and Its Components</u></b></p> <ul style="list-style-type: none"> <li>➤ Explain Search Engine Optimization (SEO)</li> <li>➤ Describe basics techniques of SEO</li> <li>➤ Define black hat, white hat, and gray hat SEO</li> <li>➤ Describe Google Search Console</li> <li>➤ Explain Google Search Console guidelines</li> <li>➤ Describe additional features of technically optimized site</li> <li>➤ Differentiate between on-page and off-page SEO</li> </ul> | <p><b>A Guide to Search Optimization</b></p> <p>SG - Session 1 &amp; 2<br/>XP - Session 1 &amp; 2<br/>TG - Session 1 &amp; 2</p> |
| 2           | SEO-TL2       | <p>All the topics as listed below from Session 3 and Session 4 of <i>A Guide to Search Optimization</i> book should be covered in this session.</p> <p><b><u>Session 3 – On-Page Optimization</u></b></p> <ul style="list-style-type: none"> <li>➤ Define on-page optimization</li> <li>➤ Explain the on-page optimization techniques</li> <li>➤ Illustrate the importance of</li> </ul>  | <p><b>A Guide to Search Optimization</b></p> <p>SG - Session 3 &amp; 4<br/>XP - Session 3 &amp; 4<br/>TG - Session 3 &amp; 4</p> |

|          |                |   |  |
|----------|----------------|---|--|
|          |                | <p>keywords research</p> <ul style="list-style-type: none"> <li>➤ Explain the role of content in on-page optimization</li> <li>➤ Illustrate the importance of site structure and Website navigation</li> <li>➤ Explain the importance of robots.txt and sitemap.xml files</li> </ul> <p><b><u>Session 4 - Off-Page Optimization</u></b></p> <ul style="list-style-type: none"> <li>➤ Explain different off-page optimization techniques</li> <li>➤ Outline common off-page SEO mistakes</li> <li>➤ Explain domain authority and page authority</li> <li>➤ Identify popular SEO tools to measure domain authority and page authority</li> <li>➤ Explain backlink analysis</li> </ul> |  |
|          | <b>S1</b>      | All the assignments from Session 1 to Session 4 of <i>A Guide to Search Optimization</i> course should be covered in this session.  | <p><b>A Guide to Search Optimization (Onlinevarsity)</b></p> <p>Session 1 to 4</p>   |
| <b>3</b> | <b>SEO-TL3</b> | All the Workshop topics from Session 1 to Session 4 of <i>A Guide to Search Optimization</i> course should be covered in this session.  | <p><b>A Guide to Search Optimization (Onlinevarsity)</b></p> <p>Session 1 to 4</p>   |
| <b>4</b> | <b>SEO-TL4</b> | <p>All the topics as listed below from Session 5 and Session 6 of <i>A Guide to Search Optimization</i> book should be covered in this session.</p> <p><b><u>Session 5 – Mobile SEO</u></b></p> <ul style="list-style-type: none"> <li>➤ Define mobile SEO</li> <li>➤ Explain certain factors affecting mobile rankings</li> <li>➤ Explain mobile Sitemap</li> <li>➤ Identify important points for mobile SEO</li> </ul>  | <p><b>A Guide to Search Optimization</b></p> <p>SG - Session 5 &amp; 6<br/>XP - Session 5 &amp; 6<br/>TG - Session 5 &amp; 6</p> |



|          |                |   |  |
|----------|----------------|---|--|
|          |                | <p><b><u>Session 6 - SEO-friendly Content</u></b></p> <ul style="list-style-type: none"> <li>➤ Explain the importance of SEO friendly content</li> <li>➤ Identify steps to create effective SEO content strategy</li> <li>➤ Outline components of SEO content</li> <li>➤ Explain the importance of local SEO content</li> <li>➤ List popular social network media for SEO</li> </ul>  |  |
|          | <b>S2</b>      | <p>All the assignments from Session 5 and Session 6 of <i>A Guide to Search Optimization</i> course should be covered in this session.</p>  | <p><b>A Guide to Search Optimization (Onlinevarsity)</b></p> <p>Session 5 &amp; 6</p>  |
| <b>5</b> | <b>SEO-TL5</b> | <p>All the topics as listed below from Session 7 and Session 8 of <i>A Guide to Search Optimization</i> book should be covered in this session.</p> <p><b><u>Session 7 – SEO Internationalization and Localization</u></b></p> <ul style="list-style-type: none"> <li>➤ Explain SEO localization</li> <li>➤ Elaborate on SEO internationalization</li> <li>➤ Identify components of SEO internationalization</li> <li>➤ Outline best practices for SEO internationalization</li> <li>➤ Elaborate on social media optimization</li> <li>➤ Outline steps to perform social media optimization</li> </ul> <p><b><u>Session 8 - Important SEO Tools</u></b></p> <ul style="list-style-type: none"> <li>➤ Describe the importance of SEO tools</li> <li>➤ Identify important SEO tools</li> <li>➤ Describe popularly used SEO reports</li> </ul> | <p><b>A Guide to Search Optimization</b></p> <p>SG - Session 7 &amp; 8<br/>XP - Session 7 &amp; 8<br/>TG - Session 7 &amp; 8</p> |

|          |                |  |   |
|----------|----------------|--|---|
| <b>6</b> | <b>SEO-TL6</b> | All the Workshop topics from Session 5 to Session 8 of <i>A Guide to Search Optimization</i> course should be covered in this session. | <b>A Guide to Search Optimization (Onlinevarsity)</b><br><br>Session 5 to 8 |
|          | <b>S3</b>      | All the assignments from Session 7 and Session 8 of <i>A Guide to Search Optimization</i> course should be covered in this session.    | <b>A Guide to Search Optimization (Onlinevarsity)</b><br><br>Session 7 & 8  |

## 6. Library References

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|---|
| ➤ <b>SEO 2021: Learn search engine optimization with smart internet marketing strategies</b> by Adam Clarke   |
| ➤ <b>How to Get to the Top of Google: The Plain English Guide to SEO</b> by Tim Cameron-Kitchen and Exposure Ninja  |
| ➤ <b>SEO Mastery 2021: The Complete Search Engine Optimization Blueprint + the Beginners Guide for Social Media Marketing &amp; SEO on YouTube, Instagram, TikTok &amp; More to Grow Your Business</b> by Brandon Smith & Ashton Haugen |

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