

Form - CC - 01

(Certification Course Proposal Form)

Title of Certification Course: INTRODUCTION TO SEARCH ENGINE OPTIMIZATION - I

Name of Institute : VIDYABHARTI TRUST COLLEGE OF BUSINESS, COMPUTER - SCIENCE & RESEARCH

Faculty Name: Computer Science & IT

Name of Course In Charge : Yatin H Patel

Course Credit for Proposed Course : 2 Credits

Total Course Hour : 30 Hour

Objective of the Course :	Search Engine Optimization is not only limited to Rankings or get top position in search engine. SEO is a process of optimizing a website and make more search engine and user friendly website. Our Advance SEO course will help professionals and students to become more Search engine friendly and they can organically increase the visibility of their businesses in different search engines
Pre - requisite :	<ul style="list-style-type: none">• Knowledge of Computers.• Knowledge of Web Browsers.• Basic Image Editing.
Expected Outcomes of the Course :	<ul style="list-style-type: none">• Increase Raw Traffic to Your Website• Increase E-commerce Sales
Course Name (Theory/ Practical/ Field based or Blended)	Theory and Practical
Eligibility Criteria of Participants :	12 th Pass with Basic Computer Knowledge
Total Maximum Seats allotted for the Course :	75 Seats Per Division
Course Syllabus	Syllabus Attached
Exam Pattern : (MCQ/ Written / Practical/Blended)	Blended

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Title:	INTRODUCTION TO SEARCH ENGINE OPTIMIZATION - I
Duration:	30 hours
Course Credits:	2
Eligibility Criteria:	12 th Pass with Basic Computer Knowledge
Type of Course:	Multi Disciplinary
Mode of Lectures:	Blended
Medium of Instruction:	English
Pre-requisite:	<ul style="list-style-type: none"> • Knowledge of Computers • Knowledge of Web Browsers • Basic Image Editing
Evaluation Method:	Blended
Course Outcome	<ul style="list-style-type: none"> • Increase Raw Traffic to Your Website • Increase E-commerce Sales
Course Objective	Search Engine Optimization is not only limited to Rankings or get top position in search engine. SEO is a process of optimizing a website and make more search engine and user friendly website. Our Advance SEO course will help professionals and students to become more Search engine friendly and they can organically increase the visibility of their businesses in different search engines
Course Content:	<p>Unit -1 Basics for SEO</p> <p>1.1. What is Domain 1.2. Basic Knowledge of World Wide Web 1.3. Difference between Portal and Search Engines 1.4. What is SEO 1.5. Types of SEO Techniques 1.6. Black hat techniques 1.7. White Hat techniques 1.8. How Search Engine works 1.9. Page Speed 1.10. Basics of search engine that includes crawling, indexing and caching.</p> <p>Unit –2 SEO Research & Analysis</p> <p>2.1. Market Research 2.2. Keyword Research and Analysis 2.3. Keyword opportunity 2.4. Competitors Website Analysis 2.5. SWOT Analysis of Website 2.6. How to Choose Best Keywords 2.7. Tools available for Keyword Research 2.8. Search engine commands 2.9. Search engine algorithms</p> <p>Unit – 3 Website Design SEO Guidelines</p> <p>3.1 Content Research 3.2 Content Guidelines 3.3 Content Optimization 3.4 Design & Layout</p>

	3.5 XML Sitemap / URL List Sitemap 3.6 Search engine friendly content development
Reference Books:	1. Step By Step Guide to Seo --- Upendra Rana 2. Seo 2021 – Dr.Andy Williams 3. Art of SEO: Mastering Search Engine Optimization – Eric Enge