



SYLLABUS

Course Title	Search Engine Optimization
Course Code	MIT306
Course Credit	Theory(Hrs) : 4
	Practical(Hrs) : 0
	Tutorial (Hrs) : 0
	Credits : 4

Course Objective

The objectives of the course are:

- To understand the basic concept of search engine optimization.
- To get knowledge of searching strategies and techniques
- To be able to develop SEO plan for site by implementing and choosing best techniques among others.
- To get SEO differentiation of searching on Google, Yahoo and MSN search engine
- The student will understand importance of keyword, content used in the website and he will be able to work with SEO projects in future.
- To be able to use various SEO tools like Google AdWords, Yahoo! Search Marketing, Microsoft adCenter for better SEO performance of site

Detailed Syllabus

Sr. No.	Name of chapter & details	Hours Allotted
Section – I		
1	Search Engine Basics What Is a Search Engine?, Anatomy of a Search Engine, Query interface, Crawlers- spiders and robots, Databases, Search algorithms, Retrieval and ranking, Characteristics of Search, Classifications of Search Engines, Primary search engines ,	03

	Secondary search engines , Targeted search engines, Putting Search Engines to Work for You , Manipulating Search Engines	
2	Creating an SEO Plan Understanding Why You Need , Setting SEO Goals, Creating Your SEO Plan, Prioritizing pages, Site assessment, Finishing the plan, Follow-up, Understanding Organic SEO, Achieving Organic SEO, Web-site content, Google Analytics, Internal and external links, User experience, Site interactivity	02
3	Building Your Site for SEO Before You Build Your Site <ul style="list-style-type: none"> • Know your target , Page elements Understanding Web-Site <ul style="list-style-type: none"> • Does hosting matter?, Domain-naming tips, Understanding usability Components of an SEO-Friendly <ul style="list-style-type: none"> • Understanding entry and exit pages, Using powerful titles, Creating great content, Maximizing graphics Problem Pages and Work-Around <ul style="list-style-type: none"> • Painful portals, Fussy frames, Cranky cookies Programming Languages and SEO <ul style="list-style-type: none"> • JavaScript, Flash, Dynamic ASP, PHP Other Design Concerns <ul style="list-style-type: none"> • Domain cloaking, Duplicate content, Hidden pages After Your Site Is Built <ul style="list-style-type: none"> • Beware of content thieves, Dealing with updates and site changes 	10
4	Keywords and Your Web Site The Importance of Keywords, Understanding Heuristics, Using Anchor Text, Picking the Right Keywords, What's the Right Keyword Density?, Taking Advantage of Organic Keywords, Avoid Keyword Stuffing, More About Keyword Optimization	3
5	Pay-per-Click and SEO How Pay-per-Click Works <ul style="list-style-type: none"> • Determining visitor value, Putting pay-per-click to work Pay-per-Click Categories <ul style="list-style-type: none"> • Keyword pay-per-click programs, Product pay-per-click programs, Service pay-per-click programs Understanding How PPC Affects SEO Keyword Competitive Research <ul style="list-style-type: none"> • Keyword suggestion tools Choosing Effective Keywords <ul style="list-style-type: none"> • Creating your first keyword list, Forbidden search terms and poison words, Forecasting search volumes, Finalizing your keyword list Writing Ad Descriptions	8

	Monitoring and Analyzing Results	
Section – II		
6	Maximizing Pay-per-Click Strategies Understanding Keyword Placement Alt and Other Tags and Attributes <ul style="list-style-type: none"> Title tags, Meta description tags, Anchor text, Header tag content, Body text, Alt tags URLS and File Names	04
7	Managing Keyword and PPC Campaigns Keyword Budgeting Understanding Bid Management <ul style="list-style-type: none"> Manual bid management, Automated bid management Tracking Keywords and Conversions Reducing Pay-per-Click Costs <ul style="list-style-type: none"> Managing PPC campaigns, Negative keywords, Dayparting Improving Click-Through Rates The ROI of PPC	06
8	The Content Piece of the Puzzle How Does Web-Site Content Affect SEO? Elements of Competitive Content To Use or Not? Duplicate Content Stay Away from Search Engine Spam <ul style="list-style-type: none"> Doorway pages, Hidden and tiny text, SEO over submission, Page jacking, Bait and switch, Cloaking, Hidden links Understand and Use Viral Content	05
9	Understanding the Role of Links and Linking How Links Affect SEO How Links and Linking Work <ul style="list-style-type: none"> Snagging inbound links, Creating outbound links, Taking advantage of cross-linking, The skinny on link farms The Basics of Link Building Using Internal Links Judging the Effectiveness of Your Links	04
10	Keyword Tools and Services Google AdWords <ul style="list-style-type: none"> Campaign, Reports, Analytics, My Account, Print ads Yahoo! Search Marketing <ul style="list-style-type: none"> Dashboard, Campaigns, Reports, Administration Microsoft adCenter <ul style="list-style-type: none"> Campaign, Accounts & Billing, Research, Reports 	07

Instructional Method and Pedagogy:

- Lectures will be conducted on the basis of Classroom Response Systems with the use of multi-media projector, black board, OHP etc.
- Activity assignment may be given to the student. Assignment method would help them to learn by doing. Assignments based on course contents will be given to the students at the end of each unit/topic and will be evaluated at regular interval

Course Learning Outcomes:

On the completion of the course, students will be able to:

- **Know** the basic workings of search engine
- **Use** SEO with different techniques for best rank searching on search engines like Google, Yahoo etc
- **Identify** ways to develop websites in SEO friendly way
- **Use** various SEO tools like Google AdWords, Yahoo! Search Marketing, Microsoft adCenter

Text books:

- Jerri L. Ledford, "SEO: Search Engine Optimization Bible", 2nd Edition, Wiley India, April, 2009

Reference Books:

- Eric Enge, Stephan Spencer, Rand Fishkin, Jessie C Stricchiola, "The Art of SEO : Mastering Search Engine Optimization", O'Reilly Media, October, 2009
- John I Jerkovic, "SEO Warrior: Essential Techniques for Increasing Web Visibility", O'Reilly Media, November, 2009
- Jonas Fransson, Efficient Information Searching on the Web: A handbook in the Art of Searching for Information

Additional Resources

- moz.com/beginners-guide-to-seo
- www.theseoace.com/resources/
- www.searchenginejournal.com/ultimate-list-of-basic-seo-resources/12050/
- N.P.T.L. Video Lecture Series
- N.I.T.T.I. Instructional Resources Videos.