



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc.), 4<sup>th</sup> Semester**  
**Branch: Information Technology**  
**Subject Name: Search Engine Optimization**  
**Subject Code: 1140504**

**Type of Course:** Core.

**Prerequisites:** Basic Concepts of HTML.

**Rationale:** Search Engine Optimization primarily focuses on ranking of websites on Search engines. Optimize the website and make it rank higher on search engines with help of given fundamentals and techniques. With the help of SEO create websites for targeted audiences on prior plans and different analysis techniques.

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
3	0	0	3	50	0	0	0	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Content:**

Sr. No.	Content	Total Hrs.	Module % Weightage
1	<b>Unit 1: Introduction to The Search Engines</b> The Mission of Search Engines, The Market Share 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	6	20%
2	<b>Unit 2: Search Engine Basics</b> 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	8	20%
3	<b>Unit 3: Determining SEO Objectives and Defining Site's Audience</b> Setting SEO Goals and Objectives, Developing an SEO Plan Prior to Site Development, Understanding Audience and Finding Niche, 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	12	25%



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4	<b>Unit 4: First Stages of SEO</b> The Major Elements of Planning, Identifying the Site Development Process and Players, Defining Site's Information Architecture, Auditing an Existing Site to Identify SEO Problems, Identifying Current Server Statistics Software and Gaining Access, Determining Top Competitors, Assessing Historical Progress, Benchmarking Current Indexing Status Benchmarking Current Rankings, Benchmarking Current Traffic Sources and Volume, Leveraging Business Assets for SEO, Combining Business Assets and Historical Data to Conduct SEO/Website SWOT Analysis.	16	35%
<b>TOTAL</b>		42	100

**Reference Books:**

1. Eric Enge, Stephan Spencer, Rand Fishkin, Jessie C Stricchiola, "The Art of SEO: Mastering Search Engine Optimization", O'Reilly Media, October, 2009.
2. David Amerland, Google Semantic Search, Pearson.
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.

**Suggested Specification Table with Marks (Theory): (For B.VOC. Only)**

<b>Distribution of Theory Marks</b>				
R Level	U Level	A Level	N Level	E Level
20	40	40	00	00

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate and above Levels (Bloom's Taxonomy)

**Course Outcomes:**

Sr. No.	CO's Statement	Marks % Weightage
CO-1	To understand different types of search engines and their techniques of search results.	20
CO-2	Basics of search engines and Ranking systems.	20
CO-3	To understand SEO goals and objectives, planning for new website development.	25
CO-4	Applying different types of analysis and understanding indexing and ranking on search engines.	35

**Laboratory Work:** NA

**List of Open-Source Software/learning website:**

1. [www.study.com](http://www.study.com)
2. [www.tutorialspoint.com](http://www.tutorialspoint.com)
3. [www.javatpoint.com](http://www.javatpoint.com)
4. [www.simplilearn.com](http://www.simplilearn.com)