



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated MSc, 9th Semester

Branch: Information Technology

Subject Name: Search Engine Optimization

Subject Code: 1390505

Teaching and Examination Scheme

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE(E)	PA (M)	PA (I)	ESE(V)	
3	0	2	4	70	30	20	30	150

Content:

Sr. No.	Content	Teaching Hours	Module Weightage (%)
1.	Fundamentals of SEO and Importance Concept of search engine, What is SEO and its benefits? What is Keyword research? Types of SEO? On-page SEO, Off-Page SEO, and Technical SEO, Types of SEO techniques?	5	15
2.	Keyword Research Concept of Keyword, Importance of Keyword research, Types of Keywords, Strategies for finding the ranking keywords of competitors, Analyzing the top-ranking keywords of own site.	5	15
3.	On-Pages SEO Introduction to On-page SEO, How to use and optimize Meta Title and Meta Description, Demonstration of a user-friendly and hierarchical URL structure, Concept and application of Alt Tag, image optimization Usage of Header tags such as H1, H2, H3, and others which makes the content more organized and SEO-friendly, What is Sitemap and how to generate it?, A brief idea of Internal & external links and their application, usage limitation, Brief introduction of Schema Markup	10	20
4.	Off-Pages SEO Link Building Tips & Techniques, Difference Between White Hat And Black Hat SEO, Authority, Backlinks, Do's & Don'ts In Link Building Link Acquisition Techniques, Directory Submission, Social Bookmarking Submission, Search Engine Submission, Web 2.0 Submission Article Submission, Press Release Submission, Forum Submission	10	20
5.	Optimizing for Vertical Search: The Opportunities in Vertical Search, Optimizing for Local Search, Optimizing for Image Search, Optimizing for Product Search, Optimizing for News, Blog, and Feed Search, Others: Mobile, Video/Multimedia Search	5	15



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6.	Tracking Results and Measuring Success: Why Measuring Success Is Essential to the SEO Process, Measuring Search Traffic, Tying SEO to Conversion and ROI, Competitive and Diagnostic Search Metrics, Key Performance, Indicators for Long Tail SEO	5	15
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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

Course Outcome:

After learning the course, the students should be able to:

No.	CO statement
CO-1	Understand the concept of SEO.
CO-2	Get the knowledge of how keyword will search and to make strategies for that.
CO-3	Use various tags of html for on-page SEO
CO-4	Use Different tools and algorithms for off-page SEO.
CO-5	Get the knowledge of vertical search.