



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Post Graduation Diploma in Digital Marketing

Semester: 1

Subject Name: Search Engine Optimization

Subject Code: 2517603

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks	
L	T	P		C	Theory		Practical		
					ESE (E)	PA(M)	ESE (V)		PA (I)
3	0	0	3	50	0	0	50	100	

Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	Basics of Search & Search Engine <ul style="list-style-type: none"> What is SEO and why is it important? Understanding Search Searching Habits – Then & Now How Search Engines Work? Search Engines Planning for SEO 	06	10
2	SEO Process <ul style="list-style-type: none"> Making Your Site easy to Crawl Selecting right Keywords Content – the heart and soul of Website Optimize one page at a time Choosing Title and Meta-Description Tag Submitting Site URL and Sitemap 	08	15
3	Links – authenticating your site for SEO <ul style="list-style-type: none"> Importance of Links External and Internal Links Determinants of Link Value Content as a way to get good Links Leveraging User Generated Content Viral Content Links from Social Media Identify potential partner sites and determining their value Analyze Competitor's Link Focus on Long Term Rankings • Don't for Effective SEO 	12	19
4	Case Study / Assignment / Presentation / Quiz / Group Discussion / Viva	04	06
	Total Hours/Marks:	30	50

Suggested Student Activities :

Presentation techniques: <ul style="list-style-type: none"> Case Study Assignment
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- Presentation
- Quiz
- Group Discussion
- Viva

Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Digital Marketing	Seema Gupta	Mc-Graw Hill
2	The Art of Digital Marketing	Ian Dodson	Wiley