



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM01076031

Course / Subject Name : Search Engine Optimization

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Course (CC)

Prerequisite:	NA
Rationale:	Search Engine Optimization (SEO) is paramount in today's digital landscape as it enables businesses to enhance their online visibility and attract organic traffic from search engines. The Rationale for Search Engine Optimization lies in its ability to optimize website content, structure, and technical elements to align with search engine algorithms, thereby improving rankings in search results. By mastering SEO principles, students gain the skills to strategically leverage keywords, backlinks, and on-page optimization techniques, ensuring their content is discoverable by users actively seeking relevant information or products. Understanding SEO empowers individuals to drive targeted traffic to websites, increase brand credibility, and ultimately achieve business objectives in an increasingly competitive online marketplace.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
CO1	Understand Search Engines & Ranking Concepts
CO2	To apply keyword research and selection of appropriate keyword
CO3	Analyze & Monitor SEO progress using free tools

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
4	0	0	4	50	0	50	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of 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	12	17
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	12	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	16	18
4.	Application Based: Case Study / Assignment / Presentation /Quiz / Group Discussion / Viva/Live SEO on website	20	-
	Total Hours/Marks:	60	50



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Suggested Specification Table with Marks (Theory):

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	Total Marks
I	Module-1	12	00	07	07	00	00	00	14
II	Module-2	12	00	05	07	08	00	00	20
III	Module-3	16	00	00	07	05	04	00	16
	Total	40	00	12	21	13	04	00	50

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

References/Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	SEO for Dummies	Peter Kent	Wiley
2	Digital Marketing	Seema Gupta	McGraw Hill
3	Digital Marketing for Dummies	Ryan Deiss	Wiley

Suggested Activities for Students, if any:

Presentation techniques:

- Case Study
- Assignment
- Presentation
- Quiz
- Group Discussion
- Viva

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