

## MCA312 : Search Engine Optimization

<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks
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**Pre-requisites:** Basic introduction about HTML and Internet.

### Course Objectives:

1. Define the Internet of Things.
2. To discussed keyword research, types of keyword Research, and their methodology.
3. Describe the essentials of good website designing and introduction of basic HTML tags.
4. Introduction to onsite optimization and their techniques.
5. Introduction to offsite optimization and their techniques.
6. Introduction to submission types and their significance.

### Detailed Syllabus

<b>Unit-1</b> Internet and Search Engine Basics, Internet Marketing and its importance, Types of Internet Marketing Methods, Search Engines and its working, Importance of Search Engines, SEO is an Art or Science, Google Search Engine Architecture, Search Engine Algorithms, Google Algorithm Updates, Page Rank Technology, Panda Update and its Importance.
<b>Unit-2</b> Introduction to Keyword Research, Business Analysis, Types of Keywords, Keyword Research Methodology, Keywords Analysis Tools, Competition Analysis, Preparing a Keyword List for Project, Localized Keywords Research
<b>Unit-3</b> Basics of Website Designing / Development, Essentials of good website designing, HTML Basics for SEO, basic tag- Title, Meta, Header, Image, link, anchor etc., Usability and User Experience in Website, Importance of Domain Names and Value, Domain Selection
<b>Unit-4</b> Introduction to onsite Optimization Website Structure and Navigation Menu Optimization, Filename Optimization, Title Tag Optimization, Meta Tags Optimization, Headers Optimization, Anchor Links Optimization, Footer Optimization, Creating an HTML and XML sitemaps
<b>Unit-5</b> Introduction to Offsite Optimization, Local marketing of websites depending on locations, Promoting Subsequent pages of the website, Black Hat / White Hat / Grey Hat SEO, Linking Building Methodology, Types of Linking Methods, Free Links / Paid Links
<b>Unit-6</b> Submission-Directory, Blog, Press Release, Article, Video, Forums, Forum Signatures and Commenting, Social Bookmarking, Tracking the Links and Page Rank
<b>Text and Reference Books</b> <ol style="list-style-type: none"><li>1. Eric Enge, Stephan Spencer, Rand Fishkin, Jessie C Stricchiola, "The Art of SEO : Mastering Search Engine Optimization", O'Reilly Media, October, 2009</li><li>2. David Amerland, Google Semantic Search, Pearson</li><li>3. Jerri L. Ledford, "SEO: Search Engine Optimization Bible", 2nd Edition, Wiley India, April, 2009</li><li>4. John I Jerkovic, "SEO Warrior: Essential Techniques for Increasing Web Visibility", O'Reilly</li></ol>

**Course Outcomes:**

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| 1. Understand to Search Engine and Search Engine Algorithms.                                 |
| 2. To understand Keyword Research, Keyword Research Methodology and Keywords Analysis Tools. |
| 3. To understand the network protocol those are used for IoT Configuration.                  |
| 4. Students will understand onsite optimization and their techniques.                        |
| 5. Students will understand Offsite optimization and their techniques.                       |
| 6. Students will able to optimize web pages and to rank web pages.                           |