C. U. Shah University, Wadhwan City
Faculty of Computer Science
Name of Program: Master of Science Information Technology
(Web Technology)
Semester : I
w.e.f. June-2014
Teaching & Evaluation Scheme

Sr. No	Subject Code	Subject Name	Teaching Hours/Week				Cre dits	Evaluation Scheme/Semester							Total Marks
								Theory				Practical			
								Sessional Exam		University Exam		Internal		Uni.	
			Th	Tu	Pr	Tot al		Mks	Hrs	Mks	Hrs	Pr	Case Study	Pr	
2	5CS01WWS1	Web Searching Technology and Search Engine Optimization	4	-	-	4	4	30	1.5	70	3	-	-	-	100

Objectives: Optimizing a site for search engines and creating keyword targeted content produces direct traffic from the engines.

Pre-requisites: Basic knowledge of Meta description and URL.

Ch. No.	Chapter Name	Chapter Topics	Total Hours
1	The Search Engines : Reflecting Consciousness and connection commerce	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 web?,Eye tracking : how users scan results pages? Click Tracking : how users click on results ? natural vs paid	06
2.	Search engine basics	Understanding search engine results, Algorithm-based ranking system: 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	06
3	Determining SEO objectives and defining site's audience	Setting SEO goals and objectives, Developing an SEL 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	06
4	First stages of SEO	The major elements of planning, Identifying the site development process and players, Defining site's information architecture, Auditing an existing site to	08

		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	
5	Keyword Research	The theory behind keyword research, Traditional approaches : domain expertise, Site Content analysis Keyword research tools, Determining keyword value/potential ROI, leveraging the long tail of keyword demand, trending, seasonality and seasonal fluctuations in keyword demand	06
6	Developing an SEO-friendly website	Making site accessible to search engines, Creating an optimal information architecture, Root domains, sub domains and microsites, Optimization of domain names/URL, Keyword targeting, Content optimization, Duplicate content issues controlling content with cookies and session ids, Content delivery and search spider control, Redirects, content management system issues, Optimizing flashBest practices for Multilanguage/country targeting	08
7	Optimizing for vertical search	The opportunities in vertical search, Optimizing for local search, Optimizing for image search, Optimizing for product search, Optimizing for new, blog and feed search, Others : mobile, video/multimedia search	05
8	Tracking results and measuring success	Why measuring success is essential to the SEO process, Measuring search traffic, Trying SEO to conversion and ROI, Competitive and diagnostic search metrics key performance, Indicators for long tail SEO	04
9	An evolving art form : The future of SEO	The ongoing evolution of search, More searchable content types, search becoming more personalized and user influenced, Increasing importance of local, mobile and voice recognition search, Increased market saturation and competition, SEO as an enduring art form	06
Total::			55

Teaching Methodology :

Revision, Paper Solving, Seminar, Expert Talk, MCQ Quiz, Viva Test,

Books Recommended:
(1) The Art of SEO : Mastering Search Engine Optimization By Eric Enge, Stephan Spencer, Rand, Fislrkirr, Jessie C stricchiola, O'Reilly Media, October, 2009, ISBN: 978-1-449-30421-8
(2) SEO: Search Engine optimization Bible, By Jerri L. Ledford,2nd Edition, Wiley lndia, April,2009, ISBN: 978-0-470-17500-2

Reference Books :
1. SEO Warrior: Essential Techniques for increasing Web Visibility By John I Jerkovic, O' ReilyMedia, November, 2009, ISBN-13: 978-0596157074
2. Search Engine Optimization For Dummies by peter kent, ISBN-13: **978-1118336854**