



# C. U. SHAH UNIVERSITY, WADHWAN CITY.

Faculty of: **Computer Science**  
 Course: **Master of Computer Applications**  
 Semester: **III**  
 Subject Code: **5CS03CSO1 (Elective – I)**  
 Subject Name: **Search Engine Optimization**

Sr. No	Subject Code	Subject Name	Teaching hours/ Week			Credit hours	Credit Points	Evaluation Scheme/ Semester								Total
			Th	Tu	Pr			Theory				Practical				
								Internal Assessment		End Semester Exams		Internal Assessment		End Semester Exams		
								Marks	Duration	Marks	Duration	Marks	Duration	Marks	Duration	
2	5CS03CSO1	Search Engine Optimization	4	--	--	4	4	30	1½	70	2½	--	--	--	--	100

**Objectives:**

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

**Prerequisite:**

- Basic knowledge of Meta description, URL and HTML Programming.

**Course Outline:**

Sr. No.	Course Content	Hrs.
1	<p><b>The Search Engines : Reflecting Consciousness and connection commerce</b></p> <p>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 search.</p>	6
2	<p><b>The Search Engines Basics</b></p> <p>Understanding search engine results,            Algorithm-based ranking system: crawling, indexing and ranking            Determining searcher intent and delivering relevant and Fresh content,            Analysing ranking factors using advanced search techniques,            Vertical search engines, Country-specific search engines</p>	6

3	<p><b>Determining SEO Objectives</b></p> <p>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</p>	6
4	<p><b>First stages of SEO</b></p> <p>The major elements of planning, Identifying the site development process and players, Defining site's information architecture, Auditing an existing site to identify SEO problems, Identifying current server statistics software and gaining access, Determining top competitors, Assessing historical progress.</p>	6
5	<p><b>Keyword Research</b></p> <p>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</p>	6
6	<p><b>Developing an SEO friendly website</b></p> <p>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</p>	8
7	<p><b>Optimizing for vertical search</b></p> <p>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.</p>	5
8	<p><b>Tracking results and measuring success</b></p> <p>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</p>	5
<b>TOTAL</b>		48

**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 India, April, 2009, ISBN: 978-0-470-17500-2

**Reference Books:**

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