



FC-302(C) Search Engine Optimization

Course Title:	Search Engine Optimization
Course Code:	FC-302 (C)
Course Credit:	2
Session Per Week:	3
Total Teaching Hours:	40 Hours

AIM

This course would make students aware about different search engine optimization techniques. Also provide your site visible. This is the most effective way for the branding of your product on Google.

LEARNING OUTCOMES

The students will be able to ..

- Understand the main elements that help a website rank organically and in the paid search space in Google.
- Learn how to perform keyword research using Google's free tools.
- Learn how to develop landing pages that are search engine friendly.
- Learn how to carry out inbound linking practices.

DETAIL SYLLABUS

Unit-1

10 hours

- Basics for SEO: What is Domain?, Basic Knowledge of World Wide Web, Difference between Portal and Search Engines, What is SEO?, Types of SEO Techniques, Black hat techniques, White Hat techniques, How Search Engine works?
- SEO Research & Analysis: Market Research, Keyword Research and Analysis, Keyword opportunity, Competitors Website Analysis, SWOT Analysis of Website, How to Choose Best Keywords, Tools available for Keyword Research
- Website Design SEO Guidelines: Content Research, Content Guidelines, Content Optimization, Design & Layout, XML Sitemap & URL List Sitemap

Unit-2

10 hours

- On-page Optimization: The Page Title, Meta Descriptions & Meta Keywords, Headings, Bold Text, Domain Names & Suggestions, Canonical Tag, Meta Tags, Images and Alt Text, Internal Link Building, The Sitemap, Invisible Text, Server and Hosting Check, Robots Meta Tag, Doorway Pages, 301 Redirects, 404 Error, Duplicate content.

Unit-3

10 hours

- Off-page Optimization: Page Rank, Link Popularity, Link Building in Detail, Directory Submission, Social Bookmark Submission, Blog Submission, Articles, Links Exchange, Reciprocal Linking, Posting to Forums, Submission to Search Engine, RSS Feeds Submissions, Press Release Submissions, Forum Link Building, Competitor Link Analysis.

- Analytics: Google Analytics, Installing Google Analytics, How to Study Google Analytics, Interpreting Bars & Figures, How Google Analytics can Help SEO, Advanced Reporting, Webmaster Central & Bing/Yahoo, Open Site Explorer, Website Analysis using various SEO Tools available
- SEO Tools: Keyword Density Analyzer Tools, Google Tools, Yahoo / Bing Tools, Rich Snippet Text Tools, Comparison Tools, Link Popularity Tools, Search Engines Tools, Site Tools, Miscellaneous Tools.
- SEO Reporting: Google analysis, Tracking and Reporting, Reports Submission, Securing Ranks

TEXTBOOK:

Search Engine Optimization All-in-One for Dummies, 3rd Edition

Publisher: Allitebooks

Author Bruce Clay