COURSE TITLE	SEARCH ENGINE OPTIMIZATION
COURSE CODE	04DM0401
COURSE CREDITS	3

Course Outcomes: After completion of this course, student will be able to:

1. Apply the principles of search engine optimization (SEO) to examine the functioning of search engines and improve website visibility.

2. Apply keyword research methods and develop SEO-focused content strategies using various tools.

3. Analyze on-page and off-page optimization techniques to enhance website visibility and ranking.

4. Evaluate paid search campaigns (SEM) using metrics

5. Evaluate the effectiveness of integrated SEO and SEM campaigns through hands-on implementation using industry-standard tools.

Pre-requisite of course: None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	**Fundamentals of Search Engine Optimization (SEO)** Introduction to SEO and SERP, How Google Search Works: Crawling, Indexing, Ranking, Keyword Basics: Short-tail, Long-tail, Buyer Keywords, Understanding Search Intent and EEAT (Expertise, Experience, Authoritativeness, Trustworthiness), Search Operators and Google's Special Search Features, Negative Ranking Factors and User Behavior	9
2	**Keyword Research & SEO Content Strategy** Phases of Keyword Research, Using Keyword Tools, Keyword Evaluation: Search Volume, Relevance, Difficulty, Creating SEO-Optimized Content: TOFU, MOFU, BOFU, Long-Tail Strategy and SEO Topic Clusters, Content Calendar Development & Topic Mapping	9

Contents : Unit	Topics	Contact Hours
3	**On-Page and Off-Page SEO Techniques** On-Page SEO: Meta Tags, Headers, Alt Text, Internal Linking Technical SEO: Sitemaps and Robots.txt, Canonical Tags, Redirects and 404 Management, Schema Markup (Structured Data), Mobile Responsiveness and Site Speed Off-Page SEO, Link Building, Outreach, Guest Posting, Using Link tools, SEO Audits and Ethical SEO Practices	9
4	**Search Engine Marketing (SEM) – Google Ads** Overview of SEM and Pay-per-click Advertising, Google Ads Ecosystem: Search Ads, Display Ads, Shopping Ads, Remarketing, , Creating Campaigns: Objectives, Targeting, Bidding, Budgeting, Writing Effective Ad Copy & Using Ad Extensions, Metrics: CPC, CTR, CPM, CPA, Quality Score, A/B Testing and Optimization of Ad Campaigns	9
5	**Performance Optimization, Reporting & Local SEO** Competitor Analysis and Benchmarking, SEO Audits: Screaming Frog, Ubersuggest, Google Search Console,, Local SEO: Google Business Profile Optimization, Local Keyword Targeting and Reviews and Citations, SEO and SEM Report Generation, Campaign Monitoring with UTM Parameters and Tag Managers, Creating a Continuous Improvement Plan	9
Total Hours		**45**

Textbook :

1 Learn Search Engine Optimization, Adam Clarke, SEO, 2024

References:

1 Fundamentals of Digital Marketing, Fundamentals of Digital Marketing, Punit Bhatia, Pearson, 2018

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	**Understand**	**Apply**	**Analyze**	**Evaluate**	**Higher order Thinking / Creative**
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

1 theory

Supplementary Resources:

1   https://www.coursera.org/learn/search-engine-optimization
2   https://www.softlogicsys.in/seo-course-syllabus/
3   https://www.coursera.org/specializations/digital-marketing