

**B.Sc.(I.T.) (Honours) & B.Sc.(I.T.) (Honours with Research)**  
**(Semester - 3 and Semester - 4)**  
**Saurashtra University**  
**To be effective from June – 2024**



<b>CS – 27 WEB SEARCHING TECHNOLOGY AND OPTIMIZATION</b>		
<b>Objectives:</b>		
<ol style="list-style-type: none"> <li>1. Understand basic of search engines and reflecting</li> <li>2. Understand SEO objectives and defining site audience.</li> <li>3. Apply and Implement SEO friendly website with all SEO concept.</li> <li>4. Understand keyword research and apply it for website developments.</li> <li>5. Understand the new trends of digital technologies.</li> </ol>		
<b>Prerequisites:</b>		
Basic knowledge of SEO, search engine and E-commerce.		
No	Topics	Details
1	<b>Search Engine Basics and Understanding SEO Objectives</b>	<ul style="list-style-type: none"> <li>• The Mission of Search Engines &amp; Market Share</li> <li>• Human Goals of Searching &amp; Determining Searcher Intent</li> <li>• How People Search &amp; How Search Engines Drive Commerce</li> <li>• Eye Tracking &amp; Click Tracking: Natural vs. Paid</li> <li>• Understanding Search Engine Results &amp; Algorithm-Based Ranking Systems</li> <li>• Determining SEO Objectives &amp; Setting Goals</li> <li>• Understanding Audience &amp; Finding Niche</li> <li>• Major Elements of Planning &amp; Identifying Competitors</li> </ul>
2	<b>Implementing SEO-friendly Website</b>	<ul style="list-style-type: none"> <li>• Making Site Accessible to Search Engines</li> <li>• Creating Optimal Information Architecture</li> <li>• Root Domains, Subdomains, and Microsites</li> <li>• Optimization of Domain Names/URLs &amp; Keyword Targeting</li> <li>• Content Optimization &amp; Duplicate Content Issues</li> <li>• Controlling Content with Cookies and Session IDs</li> <li>• Content Delivery and Search Spider Control</li> <li>• Redirects &amp; Content Management System (CMS) Issues</li> <li>• Optimizing Flash &amp; Best Practices for Multilanguage/Country Targeting</li> </ul>
3	<b>Keyword Research and Tracking Results</b>	<ul style="list-style-type: none"> <li>• Theory Behind Keyword Research &amp; Traditional Approaches</li> <li>• Site Content Analysis &amp; Keyword Research Tools</li> <li>• Determining Keyword Value &amp; Leveraging the Long Tail</li> <li>• Opportunities in Vertical Search &amp; Optimizing for Different Types</li> <li>• Tracking Results &amp; Measuring Success</li> <li>• Measuring Search Traffic &amp; Tying SEO to Conversion and ROI</li> <li>• Competitive and Diagnostic Search Metrics</li> <li>• Performance indicators for Long Tail SEO &amp; Future Trends</li> </ul>



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		in SEO
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Seminar - 5 Lectures  
Expert Talk - 5 Lectures  
Test - 5 Lectures

**Total Lectures 30 + 15 = 45**

**Course outcomes:**

- 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.

**Reference Books:**

- The Art of SEO : Mastering Search Engine Optimization By Eric Enge, Stephan Spencer, Rand
- Fishkin, Jessie C Stricchiola, O'Reilly Media, 3rd Edition October, 2015
- Google SEO Bible, Beginner's Guide to SEO, ISBN-978-1700098733, moaml mohammed, 2019
- SEO Warrior: Essential Techniques for Increasing Web Visibility By John I Jerkovic, O'Reilly Media, November, 2009