

M.Sc.(C.A) 2nd Semester
 040020213 : Search Engine Optimization
 Teaching Schedule

Objectives: To learn the concepts of SEO in context of website development, and apply its techniques to improve search visibility.

Course Outcomes:

- CO1: Describe about search engine and ranking factors of website.
- CO2: Describe URLs and URL rewriting, its problems and solutions using redirection techniques.
- CO3: Identify that when search engine consider content as a duplicate content and techniques to avoid it.
- CO4: Describe the concept of web feeds, black hat SEO and able to implement RSS feeds and syndication.
- CO5: Describe benefits of sitemap, Cloaking and link baits as well as its designing process.
- CO6: Design SEO friendly website.

Unit	Sub Unit	No. of Lecture (s)	Topics	Reference chapter/ Additional reading	Teaching Methodology	Date of Lecture Conduction	Evaluation Parameter
Unit 1: Basics							
	1.1	1	SEO and the Site Architecture	CD #1 - Page No. 4	Presentation, Conceptual reading from textbook		
	1.2		Cannot be afterthought	CD #1 - Page No. 5			
	1.3	1	Link Equity	CD #2 - Page No. 22-23			
	1.4		Google Rank	CD #2 - Page No. 23-24			
	1.5	3	Search Engine Ranking Factors	CD #2 - Page No. 25-34			
	1.6	1	Potential Search Engine Penalties	CD #2 - Page No. 34-36			
	1.7	2	Resources and Tools	CD #2 - Page No. 28 - 43			
Unit 2: URLs and Content Relocation							
	2.1	1	Static URLs and Dynamic URLs	CD #3 - Page No. 47-49	Presentation		
	2.2	1	URL Rewriting	CD #3 - Page No. 53-81	Presentation,		

	2.3	1	Building a Link Factory	CD #3 - Page No. 66 - 104	Demonstration		
	2.4	1	Problems Rewriting Doesn't Solve	CD #3 - Page No. 104	Presentation		Unit test - 1
	2.5	1	Redirection Using 301 and 302	CD #4 - Page No. 109 - 112			
	2.6	2	Redirecting with ASP.NET and IIS	http://www.wrox.com/Redirecting-ASP-NET-and-IIS.html	Presentation, Demonstration of code		
	2.7	1	Other Types of Redirect	CD #4 - Page No. 132	Presentation		
Unit 3: Duplicate Content, SE-Friendly HTML and JavaScript							
	3.1	1	Causes and Effect of Duplicate Content	CD #5 - Page No. 134-135	Conceptual reading from textbook, Presentation		
	3.2	1	Excluding Duplicate Content	CD #5 - Page No. 135-142			
	3.3	2	Solutions for Commonly Duplicated Pages	CD #5 - Page No. 142-153			
	3.4	2	Search Engine-Friendly JavaScript	CD #6 - Page No. 156-170			
	3.5	1	Search Engine-Friendly HTML	CD #6 - Page No. 171-181			
	3.6	1	Flash and AJAX	CD #6 - Page No. 181-182			
Unit 4: Bookmarking, Black Hat SEO							
	4.1	1	Web Feeds	CD #7 - Page No. 183-186	Presentation		
	4.2	2	Creating and Syndicating RSS Feed	CD #7 - Page No. 186-194	Demonstration		
	4.3	1	Social Bookmarking	CD #7 - Page No. 194-201	Conceptual reading		

	4.4	1	Black Hat SEO	CD #8 - Page No. 211-212			
	4.5		Banding the Rules	CD #8 - Page No.213-214			
	4.6	3	Technical Analysis of Back Hat Techniques	CD #8 - Page No. 214-240			
							Quiz 1
Unit 5: Sitemaps, Link Bait							
	5.1	1	Traditional Sitemaps	CD #9 - Page No. 243-244	Presentati on, Demonstr ation		
	5.2		Search Engine Sitemaps	CD #9 - Page No. 244-247			
	5.3	1	Informing Google about Updates	CD #9 - Page No. 247	Presentati on		
	5.4		The Sitemap.org Standard Protocol	CD #9 - Page No. 248-249			
	5.5	2	Generating Sitemaps Programmatically	CD #9 - Page No. 249-254			
	5.6	1	Hooking Links	CD #10 - Page No. 258-259	Conceptua l reading from textbook, presentati on		
	5.7	1	Interactive Link Bait	CD #10 - Page No. 259-260			
	5.8	2	Case Study: Fortune Cookies	CD #10 - Page No. 260-264			
Unit 6: Cloaking, Geo-Targeting, IP Delivery, Foreign Language SEO							
	6.1	1	About Cloaking, Geo-Targeting, and IP Delivery	CD #11 - Page No. 265-269			
	6.2	1	Implementing Cloaking	CD #11 - Page No. 269-285	Demonstr ation		
	6.3	1	Cloaking Case Studies	CD #11 - Page No. 290-291	Presentati on		
	6.4	2	Implementing Geo-Targeting	CD #11 - Page No. 291-297			UNIT TEST - 2
	6.5	2	Foreign Language Optimization Tips	CD #12 - Page No. 299-305			

	6.6	1	Foreign Language Spamming	CD #12 - Page No. 305			
--	-----	---	---------------------------	-----------------------	--	--	--

Course objectives and Course outcomes mapping:

To learn the concepts of SEO in context of website development – C01, C02, C03, C06

Apply SEO techniques to improve search visibility. – C04, C05, C06

Course Units and Course Outcomes Mapping:

Unit No.	Unit	Course Outcome					
		C01	C02	C03	C04	C05	C06
1	Basics	√					√
2	URLs and Content Relocation	√	√		√		√
3	Duplicate Content, SE-Friendly HTML and JavaScript	√		√		√	√
4	Bookmarking, Black Hat SEO	√	√		√		√
5	Sitemaps, Link Baits	√				√	√
6	Cloaking, Geo-Targeting, IP Delivery, Foreign Language SEO	√					√

Course Outcomes and Program Outcome Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6
C01						
C02						
C03						
C04						
C05						
C06						

Modes of Transaction (Delivery):

- ❖ Lecture method shall be used for all units.
- ❖ For unit 2, 4, 5 and 6 demonstration of code shall be shown to student that emphasis on URL Rewriting, RSS Feed, sitemap and Cloaking.
- ❖ Assignment activity: After completion of each unit, 2 short and 1 long answer question shall be given.

Activities/Practicum:

The following activities shall be carried out by the students.

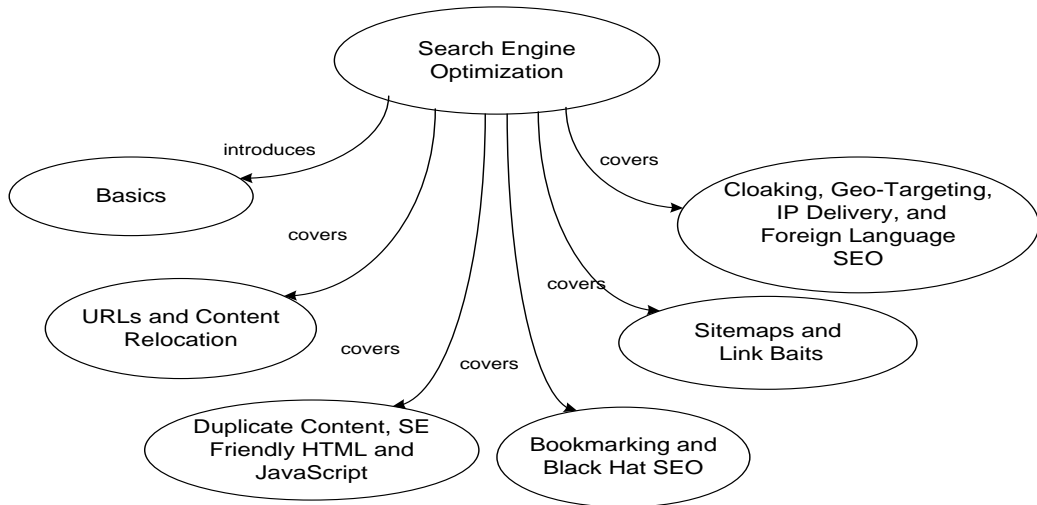
- ❖ Study Google page rank algorithm.
- ❖ Study the case study of “Building an E-Commerce Store” that is available in textbook ch-14.

The following activities shall be carried out by the teacher.

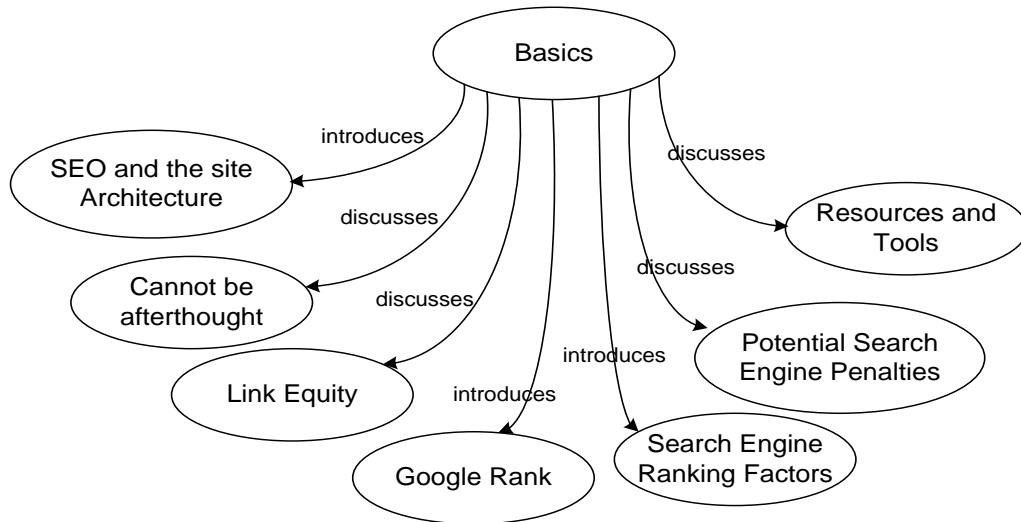
- ❖ Show video related to Google Analytics.
- ❖ Show list of website for finding page rank for particular website.

Concept Map:

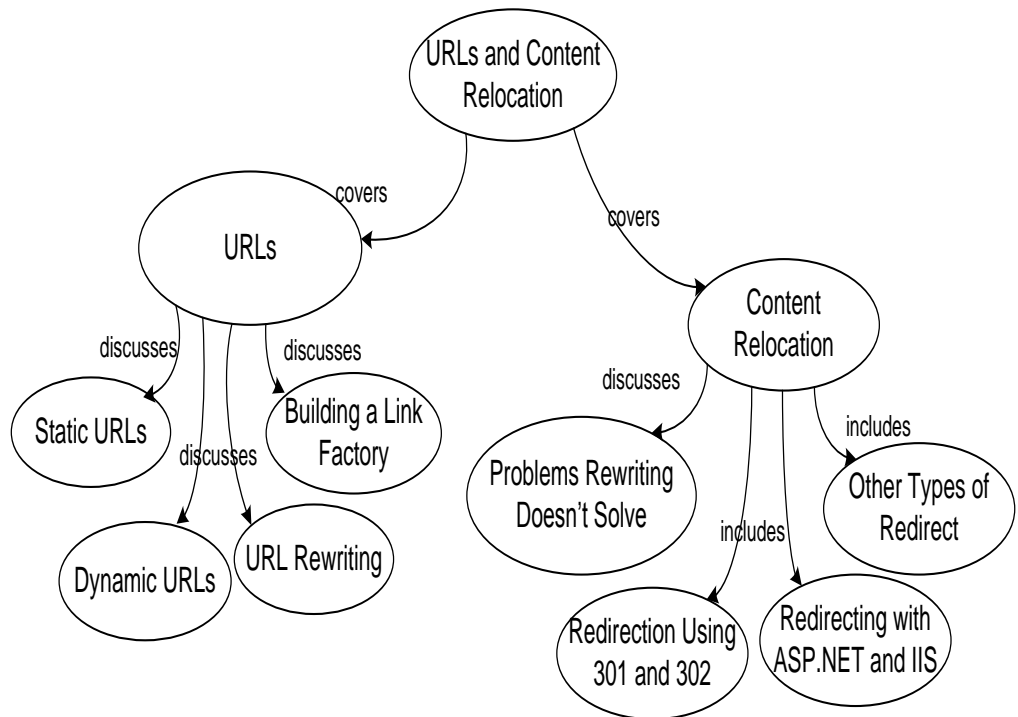
Search Engine Optimization



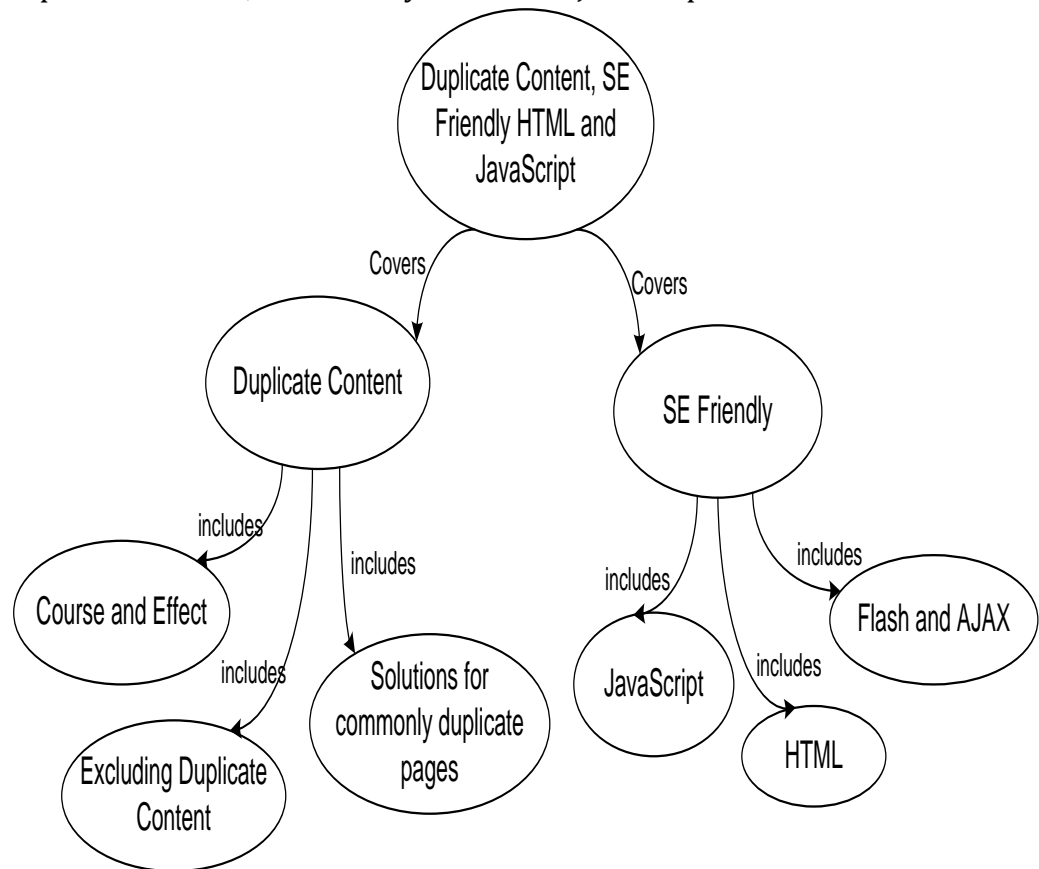
Unit-1: Basics



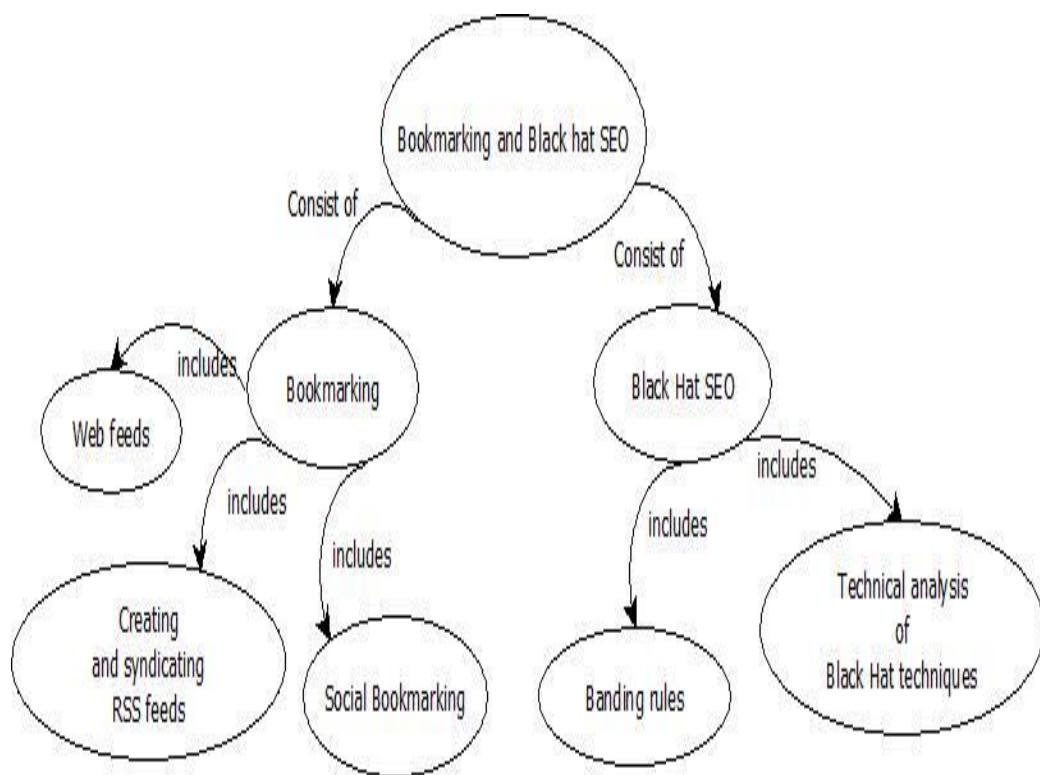
Unit-2: URLs and Content Relocation



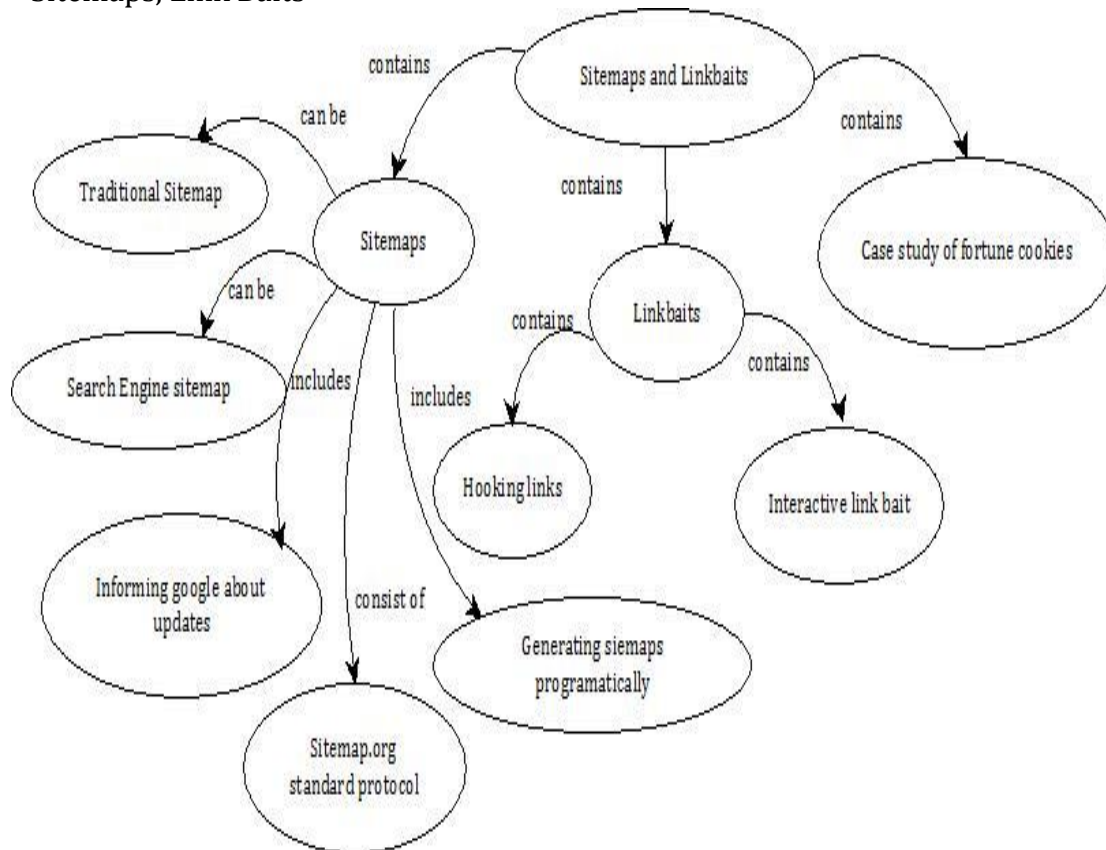
Unit-3: Duplicate Content, SE-Friendly HTML and JavaScript



Unit-4: Bookmarking, Black Hat SEO



Unit-5: Sitemaps, Link Baits



Unit-6: Cloaking, Geo-Targeting, IP Delivery, Foreign Language SEO

