

Uka Tarsadia University



M.Sc. (C.A.)

Search Engine Optimization (040020306)

3rd Semester

EFFECTIVE FROM JUNE-2012

Uka Tarsadia University
MSc(CA) (3rd Semester) Syllabus, June 2012

Prerequisite: Knowledge of Web Application Development is required.

Aim and Provide Knowledge of Search Engine Optimization.

Objective:

Subject Code: 040020306

Subject: Search Engine Optimization

Total: 48 hrs.

[Lecture:4 Tutorial:0 Practical:0]

1. Basics

[08 Hrs.]

- 1.1 SEO and the Site Architecture
- 1.2 Cannot be afterthought
- 1.3 Link Equity
- 1.4 Google Rank
- 1.5 Search Engine Ranking Factors
- 1.6 Potential Search Engine Penalties
- 1.7 Resources and Tools

2. URLs and Content Relocation

[08 Hrs.]

- 2.1 Static URLs and Dynamic URLs
- 2.2 URL Rewriting
- 2.3 Building a Link Factory
- 2.4 Problems Rewriting Doesn't Solve
- 2.5 Redirection Using 301 and 302
- 2.6 Redirecting with ASP.NET and IIS
- 2.7 Other Types of Redirect

3. Duplicate Content, SE-Friendly HTML and JavaScript

[08 Hrs.]

- 3.1 Cause and Effect of Duplicate Content
- 3.2 Excluding Duplicate Content
- 3.3 Solutions for Commonly Duplicated Pages
- 3.4 Search Engine-Friendly JavaScript
- 3.5 Search Engine-Friendly HTML
- 3.6 Flash and AJAX

4. Bookmarking, Black Hat SEO

[09 Hrs.]

- 4.1 Web Feeds

- 4.2 Creating and Syndicating RSS Feed
- 4.3 Social Bookmarking
- 4.4 Black Hat SEO
- 4.5 Banning the Rules
- 4.6 Technical Analysis of Back Hat Techniques

5. Sitemaps

[06 Hrs.]

- 5.1 Traditional Sitemaps
- 5.2 Search Engine Sitemaps
- 5.3 Informing Google about Updates
- 5.4 The Sitemap.org Standard Protocol
- 5.5 Generating Sitemaps Programmatically

6. Link Baits, Cloaking

[09 Hrs.]

- 6.1 Hooking Links
- 6.2 Interactive Link Bait
- 6.3 Case Study: Fortune Cookies
- 6.4 About Cloaking, Geo-Targeting, and IP Delivery
- 6.5 Implementing Cloaking
- 6.6 Cloaking Case Studies

MODES OF TRANSCATION (i.e. Delivery)

Various methods of teaching could be employed depending on the objectives of the content taught.

- Lecture method is recommended along with discussion method.
- Activity assignment may be given to the students in group.
- Case study can be used to teach in-depth.

Teachers Activities/Practicum:

The following activities should be carried out by the teachers.

1. Simulation/Demonstration of SEO Tools.
2. SEO concept related demonstration.

Student Activities/Practicum:

The following activities may be carried out by the students.

1. How to become SEO Practitioner?
2. Analyze your college website and prepare documentation suggesting SEO improvements.

3. Self Study Ch-14 “Case Study: Building and E-Commerce Store”, Ch-15 “Site Clinic: So You Have a Website?” of text book.
[Weightage to be given in Continuous Internal Evaluation]

Text Book:

1. Cristian Darie, Jaimie Sirovich. Professional Search Engine Optimization with ASP.NET A Developer's Guide to SEO, Wrox-Wiley.

Reference Books:

1. Eric Enge, Stephan Spencer, Rand Fishkin, Jessie C Stricchiola (2009). The Art of SEO : Mastering Search Engine Optimization, O'Reilly.
2. Jerri L. Ledford (2009). SEO: Search Engine Optimization Bible, Wiley India.
3. Jaimie Sirovich , Cristian Darie. Professional Search Engine Optimization With PHP, Wrox-Wiley.
4. John I Jerkovic (2009). SEO Warrior: Essential Techniques for Increasing Web Visibility, O'Reilly.
5. Jennifer Grappone, Gradiva Couzin (2011). Search Engine Optimization An Hour a Day, Sybex.