

Branch Name:	IMCA
Program Code:	CS301
Course Name:	Introduction to Search Engine Optimization
Course Code:	1CS3010803T
Pre-requisite Course:	Fundamentals of Computer Applications. Web Designing Basics (HTML & CSS) Digital Marketing Fundamentals. Basic Communication & Content Writing Skills

Course Objectives:

- ☐ Understand the fundamentals of SEO and search engines
- ☐ Learn on-page and off-page optimization techniques
- ☐ Gain knowledge of keyword research and content strategy
- ☐ Understand technical SEO and analytics tools
- ☐ Apply SEO strategies for real-world websites

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Basics of SEO - Introduction to SEO - Importance of SEO in digital marketing - Working of search engines (Crawling, Indexing, Ranking) - Types of SEO: - On-page SEO - Off-page SEO - Technical SEO - White Hat vs Black Hat SEO	6	20	
2	Keyword Research & Content Optimization - Introduction to keywords - Types of keywords (Short-tail, Long-tail) - Keyword research tools (e.g., Google Keyword Planner) - Keyword density and placement - Content optimization strategies - SEO-friendly content writing	8	20	
3	On-Page SEO Techniques - Title tags and meta descriptions - URL structure optimization - Header tags (H1, H2, H3) - Image optimization (Alt tags, file size) - Internal linking - Mobile-friendly design - Page speed optimization	6	20	

4	Off-Page SEO Techniques ● Introduction to link building ● Types of backlinks ● Social media marketing basics ● Guest blogging ● Directory submissions ● Influencer outreach ● Local SEO basics	8	15
5	Technical SEO ● Website structure and sitemap ● Robots.txt file ● Canonical tags ● SSL and HTTPS ● Website speed optimization ● Mobile-first indexing ● Fixing crawl errors	8	15
6	SEO Tools & Analytics ● Introduction to SEO tools ● Google Analytics basics ● Google Search Console ● SEO audit tools ● Traffic analysis and reporting ● Measuring SEO performance	8	10

Text Books:

1. SEO 2024: Learn Search Engine Optimization, Adam Clarke, Independently Published, 2024
2. The Art of SEO: Mastering Search Engine Optimization (4th Edition), Eric Enge, Stephan Spencer, Jessie Stricchiola, O'Reilly Media, 2022
3. Introducing SEO: Your Quick-Start Guide to Effective SEO Practices,

Reference Books:

1. The Art of SEO: Mastering Search Engine Optimization, Eric Enge, Stephan Spencer, Jessie Stricchiola, O'Reilly Media, 2022
2. Search Engine Optimization All-in-One for Dummies, Bruce Clay, Wiley, 2022
3. SEO for Growth, John Jantsch, Phil Singleton, BenBella Books, 2016

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To understand different types of search engines and their techniques of search results.	Remember
CLO2	To understand SEO goals and objectives, planning for new website development.	Understand
CLO3	Applying different types of analysis and understanding indexing and ranking on search engines.	Apply
CLO4	Website performance and SEO metrics using tools such as Google Analytics and Google Search Console to identify strengths and weaknesses.	Analyze
CLO5	Different SEO strategies (on-page vs off-page) and justify the selection of appropriate techniques for improving search engine rankings.	Evaluate
CLO6	Design and develop an effective SEO strategy for a website, including content planning, technical optimization, and link-building techniques.	Create

Mapping of CLO with Pos & PSOs

Course Learning Outcome	Program Outcomes (POs)												Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO11	PO12	PSO1	PSO2
CLO1	-	H	-	-	L	-	L	M	L	M	H	H	M	L
CLO2	M	M	-	-	M	-	L	H	-	H	M	-	M	M
CLO3	M	H	H	L	M	-	M	L	-	L	H	M	H	H
CLO4	L	H	M	H	L	-	M	-	M	-	M	L	H	H
CLO5	-	H	M	M	M	L	M	-	L	-	H	L	M	H
CLO6	L	H	H	M	H	L	H	H	H	H	M	M	H	H

H: High, M: Medium, L: Low