

G. H. RAISONI INSTITUTE OF BUSINESS MANAGEMENT

SEARCH ENGINE OPTIMIZATION [SEO]

OVERVIEW

Search engine optimization is used to increase rankings of a websites. It encompasses and empowers programming, content, visibility and the overall success of a website.

OBJECTIVES

- Students will learn how to optimize the website & content to increase conversions & organic traffic & how to stay ahead & rank on the first page of numerous keyword searches
- Students will be able to meet the company's need for running Search Engine Optimization Campaigns across various channels by including Digital Marketing techniques.
- Students will be able to implement the SEO algorithm.
- Students will be able to do the Keyword Management and Research, off page SEO, on page SEO etc.

DURATION

6 Months (Registration is valid till one academic year)

ELIGIBILITY CRITERIA

Candidate must be 10+2 (HSC/Diploma/Equivalent) from any stream

TEACHING HOURS REQUIRED & MEDIUM OF INSTRUCTIONS:

48 Hours (4 Credit points) and the medium of instruction is English.

STAFF/RESOURCE TRAINER REQUIRED: In-house Faculty Members and External Experts.

TEACHING SCHEME:

	Hours per Week	No. of weeks	Total Hours	Credits
Lectures	03	10	30	03
Practical	02	10	20	01

EXAMINATION SCHEME:

	Pattern	Duration	No. of questions	Marks	Total
Theory	MCQ	1 Hour	40	40	100

Practical	Lab Based	2 Hours	2 assignments	60	
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FEES STRUCTURE:

For RGI students Rs.2, 500 and for outsider Rs.3, 000

JOB OPPORTUNITIES:

- Companies across all verticals are looking for skilled Search Engine Optimization professionals for promoting their business on Digital Media.
- Search Engine Optimization Professionals are also in high demand in marketing agencies across the world.
- There are lots of Marketing Agencies, which are now specializing in Digital Media and they are recruiting a large number of Search Engine Optimization Professionals.

CURRICULUM

Unit-1: Introduction to SEO



[4 Lectures]

- What you will learn in this course?
- The Business Impact of SEO
- SEO Terms & Definitions
- SEO Business Concepts

UNIT 2: Keyword Research

[6 lectures]

- Keywords: the Foundation
- Keyword Research: Research Tool Overview
- Build a Keyword List
- Analyze Your Keywords: Keyword Longtail
- Analyze Your Keywords: Explore Opportunities
- Analyze Your Keywords: Plan for Trends & Cycles
- Analyze your keywords: Group & Manage

UNIT 3: On-Page Optimization

[6 lectures]

- Key On-Page Elements
- Optimization Content Hierarchy
- Optimize Content
- Optimize Content with HTML5

- Optimizing for Mobile

UNIT 4: off page SEO

[6 lectures]

- The importance of links, Part 1
- The importance of links, Part 2
- Evaluating backlines
- 7 ways to Build Links
- Build links with Social Networks & Media Sites
- Advanced concepts and best practices for linking

UNIT 5: Website Management & Optimization

[6 lectures]

- Domain Signals for SEO
- Manage Website URL's
- Identify and Manage Duplicate Content
- Additional Optimization & Management
- Webmaster Tools
- Moving to a New Domain or Redesign
- Google history of major algorithm updates

PRACTICAL ASSIGNMENTS

[20 LECTURES]

DEMONSTRATE THE FOLLOWING:

1. Use different tools for keyword analysis
2. Create external and internal link in own content with avoiding link farming
3. create Meta tags as per search engine guidelines
4. Alt tag and Image optimization
5. Mastering in on page SEO with plug in SEO yoast
6. Manage different CMS platform for contents uploading and on page SEO
7. Identify proper keywords- keyword difficulty/similar terms/country volume/ Lond tail keyword/necessary back link required for SERP
8. Design keyword friendly URL and slug
9. Social bookmarking
10. Forum posting
11. Directory Submission
12. Classified Submission/local listing
13. Info graphic submission, Document Submission
14. Comment posting/comment luv

15. Profile Link Creation (with gravatar)
16. Sitemap submission, Search Engine submission
17. Fetch and render to Google
18. Use of Google analytics
19. Use of Google search console
20. SEO for different search engine like Yahoo, Bing.

REFERENCE BOOKS:

- Search engine optimization 2018: Learn SEO with smart internet marketing strategies- Adam Clarke
- SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs- John Jantsch and Phil Singleton
- The ABC of SEO-Devid George
- Step-By-Step SEO: The Complete Guide to Search Engine Success-Matthew Davidson

