

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF COMPUTER APPLICATIONS (MCA)

SEMESTER: V

Subject Name: **Web Searching Technology and Search Engine Optimization**
(WST-SEO) (Elective-II)

Subject Code: **650006**

Objectives:

- To explore the underlying theory behind SEO and how search engines work, also it helps us to learn the steps you need to prepare for, execute, and evaluate SEO initiatives.
- To examine a number of advanced strategies and tactics
- To understand the intricacies involved in managing complex SEO projects. It will help students to learn what's necessary to build a competent SEO team with defined roles.

Prerequisites:

- An SEO Writer should possess fundamental knowledge of Web Development, Searching Technologies, and Metadata.
- A writer involved with SEO content writing needs to create original and unique content which is simple, easy to understand and to the point. Before starting to write anything he/she needs to do detailed research about the topic. Once the content is created, it should be sent for proof reading and editing.
- The basic motive of content writing is to carry the right information to the right people. Therefore, the content writer should always keep the target audience in mind while creating the content.

Contents:

UNIT- I: The Search Engines: Reflecting Consciousness and Connecting Commerce: [10%]
The Mission of Search Engines, The Market Share of Search Engines, The Human Goals of Searching, Determining Searcher Intent: A Challenge for Both Marketers and Search Engines
How People Search, How Search Engines Drive Commerce on the Web, Eye Tracking: How Users Scan Results Pages, Click Tracking: How Users Click on Results, Natural Versus Paid

UNIT- II: Search Engine Basics: [10%]
Understanding Search Engine Results, Algorithm-Based Ranking Systems: Crawling, Indexing, and Ranking, Determining Searcher Intent and Delivering Relevant, Fresh Content, Analyzing Ranking Factors, Using Advanced Search Techniques, Vertical Search Engines, Country-Specific Search Engines

UNIT- III: Determining Your SEO Objectives and Defining Your Site's Audience: [10%]
Setting SEO Goals and Objectives, Developing an SEO Plan Prior to Site Development, Understanding Your Audience and Finding Your Niche, SEO for Raw Traffic, SEO for E-Commerce Sales, SEO for Mindshare/Branding, SEO for Lead Generation and Direct Marketing, SEO for Reputation Management, SEO for Ideological Influence

UNIT- IV: First Stages of SEO: [15%]
The Major Elements of Planning, Identifying the Site Development Process and Players, Defining Your Site's Information Architecture, Auditing an Existing Site to Identify SEO Problems, Identifying Current Server Statistics Software and Gaining Access, Determining Top Competitors, Assessing Historical Progress, Benchmarking Current Indexing Status Benchmarking Current Rankings, Benchmarking Current Traffic Sources and Volume, Leveraging Business Assets for SEO, Combining Business Assets and Historical Data to Conduct SEO/Website SWOT Analysis

UNIT- V: Keyword Research: [10%]
The Theory Behind Keyword Research, Traditional Approaches: Domain Expertise, Site Content Analysis, Keyword Research Tools, Determining Keyword Value/Potential ROI, Leveraging the Long Tail of Keyword Demand, Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand,

UNIT- VI: Developing an SEO-Friendly Website: [15%]
Making Your Site Accessible to Search Engines, Creating an Optimal Information Architecture, Root Domains, Subdomains, and Microsites, Optimization of Domain Names/URLs, Keyword Targeting, Content Optimization, Duplicate Content Issues Controlling Content with Cookies and Session IDs, Content Delivery and Search Spider Control, Redirects, Content Management System (CMS) Issues, Optimizing Flash, Best Practices for Multilanguage/Country Targeting

UNIT- VII: Optimizing for Vertical Search: [10%]
The Opportunities in Vertical Search, Optimizing for Local Search, Optimizing for Image Search, Optimizing for Product Search, Optimizing for News, Blog, and Feed Search, Others: Mobile, Video/Multimedia Search

UNIT- VIII: Tracking Results and Measuring Success: [10%]
Why Measuring Success Is Essential to the SEO Process, Measuring Search Traffic, Tying SEO to Conversion and ROI, Competitive and Diagnostic Search Metrics, Key Performance, Indicators for Long Tail SEO

UNIT- IX: An Evolving Art Form: The Future of SEO: [10%]
The Ongoing Evolution of Search, More Searchable Content and Content Types, Search Becoming More Personalized and User-Influenced, Increasing Importance of Local, Mobile, and Voice Recognition Search, Increased Market Saturation and Competition, SEO As an Enduring Art Form

Text Book:

1. Eric Enge, Stephan Spencer, Rand Fishkin, Jessie C Stricchiola, "The Art of SEO : Mastering Search Engine Optimization", O'Reilly Media, October, 2009

Reference Books:

1. Jerri L. Ledford, "SEO: Search Engine Optimization Bible", 2nd Edition, Wiley India, April, 2009
2. John I Jerkovic, "SEO Warrior: Essential Techniques for Increasing Web Visibility", O'Reilly Media, November, 2009

Chapter wise Coverage from the Text Book:

Chapter 1, Chapter 2, Chapter 3, Chapter 4, Chapter 5, Chapter 6, Chapter 8, Chapter 9, Chapter 13