CS – 27 WEB SEARCHING TECHNOLOGY AND OPTIMIZATION

Objectives:
    1. Understand basic of search engines and reflecting
    2. Understand SEO objectives and defining site audience.
    3. Apply and Implement SEO friendly website with all SEO concept.
    4. Understand keyword research and apply it for website developments.
    5. Understand the new trends of digital technologies.

Prerequisites:
    Basic knowledge of SEO, search engine and E-commerce.

No	Topics	Details
1	**Search Engine Basics and Understanding SEO Objectives**	• The Mission of Search Engines & Market Share • Human Goals of Searching & Determining Searcher Intent • How People Search & How Search Engines Drive Commerce • Eye Tracking & Click Tracking: Natural vs. Paid • Understanding Search Engine Results & Algorithm-Based Ranking Systems • Determining SEO Objectives & Setting Goals • Understanding Audience & Finding Niche • Major Elements of Planning & Identifying Competitors
2	**Implementing SEO-friendly Website**	• Making Site Accessible to Search Engines • Creating 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
3	**Keyword Research and Tracking Results**	• Theory Behind Keyword Research & Traditional Approaches • Site Content Analysis & Keyword Research Tools • Determining Keyword Value & Leveraging the Long Tail • Opportunities in Vertical Search & Optimizing for Different Types • Tracking Results & Measuring Success • Measuring Search Traffic & Tying SEO to Conversion and ROI • Competitive and Diagnostic Search Metrics • Performance indicators for Long Tail SEO & Future Trends

		in SEO

Seminar   - 5 Lectures
Expert Talk   - 5 Lectures
Test   - 5 Lectures

Total Lectures 30 + 15 = 45

Course outcomes:
- Understand the main elements that help a website rank organically and in the paid search space in Google.
- Learn how to perform keyword research using Google's free tools.
- Learn how to develop landing pages that are search engine friendly.
- Learn how to carry out inbound linking practices.

Reference Books:

- The Art of SEO : Mastering Search Engine Optimization By Eric Enge, Stephan Spencer, Rand
- Fishkin, Jessie C Stricchiola, O'Reilly Media, 3rd Edition October, 2015
- Google SEO Bible, Beginner's Guide to SEO, ISBN-978-1700098733, moaml mohmmed, 2019
- SEO Warrior: Essential Techniques for Increasing Web Visibility By John I Jerkovic, O'Reilly Media, November, 2009