



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-4 (MBA)

Subject: Search Engine Optimization - MBADM14515

Type of course: Major (Core)

Prerequisite:

Students should have a foundational understanding of the internet, digital marketing, analytical skills and research abilities.

Rationale:

This course provides foundational knowledge and skills in Search Engine Optimization (SEO) to enhance online visibility, drive organic traffic, and improve website rankings. Understanding SEO is essential for effective digital marketing and maximizing reach in competitive markets.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
03	00	02	04	60	30	10	20	30	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.



Course Content:

Sr.No	Course content	Hrs.	%Weightage
1	<p>Introduction to SEO</p> <ul style="list-style-type: none"> • Introduction and need for SEO, how to use internet & search engines; search engine and its working pattern • Difference between portal and search engines • Techniques of SEO - White hat, Black hat, and grey hat SEO <p>Search Engines and Their Algorithms</p> <ul style="list-style-type: none"> • How search engines work (crawling, indexing, ranking) • Understanding key algorithms (Google’s algorithm updates) <p>SEO Terminology and Concepts</p> <ul style="list-style-type: none"> • Keywords, SERP • On-page vs. off-page SEO 	15	25
2	<ul style="list-style-type: none"> • Keyword Research and Content Optimization <p>Keyword Research Techniques</p> <ul style="list-style-type: none"> • Tools for keyword research (Google Keyword Planner, SEMrush, Small SEO Tools etc.) • Long-tail vs. short-tail keywords <p>Content Creation and Optimization</p> <ul style="list-style-type: none"> • Best practices for writing SEO-friendly content • Importance of meta tags, headings, and alt text • Content types (blogs, articles, videos, etc.) and their SEO implications • Creating content that satisfies user queries <p>Website Planning and Creation</p> <ul style="list-style-type: none"> • Basic knowledge of World Wide Web • Basics of developing and designing a website • Website wireframe and architecture • Domain Name Registration • Domain Selection • Hosting and its types • Usability & user experience of a website • Website competitor analysis • Website navigation and optimizing according to user-friendly interface 	15	25



3	<ul style="list-style-type: none"> • On-page and Off-page SEO Strategies On-page SEO Techniques <ul style="list-style-type: none"> • Title tags, meta descriptions, Header Tags, URL structures • Internal linking strategies, Off-page SEO Techniques <ul style="list-style-type: none"> • Backlinks Profile • Link building strategies (guest blogging, outreach) • Social media's role in SEO Local SEO <ul style="list-style-type: none"> • Importance of local SEO for businesses • Google My Business optimization • Local citations and reviews Technical SEO <ul style="list-style-type: none"> • Schema Markup • Fixing Errors – Redirects, 404 Pages • Website security • SSL Certificate • XML Sitemap, Canonical Tags 	15	25
4	<ul style="list-style-type: none"> • SEO Analytics and Future Trends SEO Analytics and Measurement <ul style="list-style-type: none"> • Tools for tracking SEO performance (Google Analytics, Google Search Console, Small SEO Tools) • Key metrics (Traffic, Bounce rate, Dwell time, Conversion rate) SEO Auditing <ul style="list-style-type: none"> • Conducting an SEO audit of a website • Identifying strengths and weaknesses in SEO strategies Emerging Trends in SEO <ul style="list-style-type: none"> • Voice search optimization • Mobile-first indexing • The impact of AI and machine learning on SEO 	15	25

Sr. No.	Practical's	Unit	Hrs.
1	SEO Tools Exploration: Students will use SEO tools like Google Keyword Planner, SEMrush, and small SEO tool, Ahrefs to conduct keyword research and analyze websites and competitors.	1	2
2	Meta Tags and Headings Exercise: students will select a sample webpage to analyze its current meta titles, descriptions, and headings for SEO effectiveness. They will optimize these elements and compare the improved versions with the originals to discuss their potential impact on search engine visibility.	1	2
3	SERP Analysis: Students will perform a live SERP analysis by searching specific	1	2



	keywords and documenting the top-ranking pages, focusing on their title tags, descriptions, and featured snippets. They will then discuss the factors that contribute to the success of these pages based on their observations.		
4	Comparative Study of SEO Techniques: Students will investigate white hat, black hat, and grey hat SEO techniques, compile their findings into a comparative chart with real-world examples, and present their insights to the class.	1	2
5	Content Creation for SEO: Students will write an SEO-friendly article or blog post using targeted keywords, headings, and a meta description. They will then peer review each other's work, offering feedback and optimization suggestions based on SEO best practices.	1	2
6	Domain Name Selection Activity: Students will brainstorm potential domain names for a fictional business, considering SEO best practices, brand identity, and audience appeal. They will present their top choices to the class.	2	2
7	Keyword Research Project: Students will use tools like Google Keyword Planner and SEMrush to identify relevant long-tail and short-tail keywords for a chosen topic. They will analyze search volume, competition, and relevance, presenting their findings in a report.	2	2
8	Usability Testing Assignment: Students will select an existing website and perform a usability analysis, focusing on navigation, user experience, and accessibility. They will document their findings and suggest improvements.	2	2
9	Competitor Analysis Presentation: Students will research a competitor in a specific niche and analyze their website's SEO strategy, content types, and keyword usage. They will prepare a presentation comparing the competitor's strengths and weaknesses.	2	2
10	Website Redesign Project: Select an existing website and create a report on its current on-page SEO performance. Redesign key elements (title tags, meta descriptions, headers, and URLs) and present the changes, explaining the rationale behind each modification.	3	2
11	Social Media Strategy Development: Create a comprehensive social media strategy for promoting a business's website. Include platform selection, content types, posting schedule, and engagement tactics, linking each to potential SEO benefits.	3	2
12	XML Sitemap and Canonical Tags Project: Generate an XML sitemap for a small website. Explain the process of submitting it to Google Search Console. Additionally, identify duplicate content issues and create a plan for implementing canonical tags.	3	2
13	Backlink Analysis Case Study: Analyze the backlink profiles of three competing businesses in the same	3	2



	industry. Create a report detailing the strengths and weaknesses of each profile, along with a proposed link-building strategy for one of the businesses.		
14	Tool Exploration Assignment: Exploring tools which helps to conduct SEO Audit.	4	1
15	AI and Machine Learning Exploration: Student's research and present on current AI tools that enhance SEO (e.g., AI-driven content creation tools, automated SEO audits). They should explore how these technologies are reshaping SEO strategies.	4	1
16	SEO Audit Project: Students will conduct a comprehensive SEO audit of a website they choose (with permission), evaluating on-page, off-page, and technical SEO elements. They will compile their findings into a report that highlights the website's strengths and weaknesses.	4	1
17	Metrics Analysis: Students will analyze key metrics (Traffic, Bounce Rate, Dwell Time, and Conversion Rate) and present their findings, highlighting areas for improvement.	4	1
	Total		30

Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	On-Page SEO Optimization: Students will choose an existing blog post or webpage and optimize it for SEO by adding relevant keywords, improving internal links, and enhancing user engagement through images and videos. Updated blog/webpage upload on GMIU Web Portal.	10
2	SEO-Friendly Content Writing: Students will write a short blog post or article incorporating best practices for SEO, focusing on keyword placement, headings, and meta descriptions and upload the post on GMIU Web Portal.	10
3	Local Business Analysis: Students will choose a local business and conduct a thorough local SEO audit. Assess their Google My Business profile, local citations, and reviews. Present findings and provide a strategic plan for improvement, make the PPT of it and upload on GMIU Web Portal.	10
Total		30



Suggested Specification table with Marks (Theory): 60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	20%	10%	5%	5%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Gain a solid understanding of SEO principles and strategies to optimize websites and make effective digital marketing decisions.
CO2	Apply keyword research, optimize content, design user-friendly websites, and apply SEO strategies effectively.
CO3	Develop skills in on-page and off-page SEO strategies, local SEO practices, and technical SEO principles to enhance website visibility and performance.
CO4	Analyze SEO performance, conducting audits, and adapting to emerging trends like voice search and AI in SEO practices.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola
- [2] "SEO 2024: Learn Search Engine Optimization with Smart Internet Marketing Strategies" by Adam Clarke
- [3] "SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs" by John Jantsch and Phil Singleton

