# BOS MEETINGS FOR 2024-25 PROFORMA FOR CURRICULUM

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| G:\PRGC Logo Latest.png | **Pithapur Rajah’s Government College**  **(Autonomous) Kakinada** | **Program & Semester**  II BBA  IV SEMESTER | | | |
| Course Code | **TITLE OF THE COURSE**  **SEARCH ENGINE OPTIMIZATION** |
| Teaching | Hours Allocated: 60  (**Theory**) | L | T | P | C |
| Pre-requisites: |  | 3 | 1 | - | 3 |

**CourseObjectives:**

1.To make reports and help you measure your site's Search traffic and performance, fix

issues, and make your site shine in Google Search results

# CourseOutcomes:

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| On Completion of the course, the students will be able to- | |
| CO1 | Understand the Submit site maps and individual URLs for crawling. |
| CO2 | Analyze Review index cover age to make sure that Google has the freshest view of website... |
| CO3 | Design Search engine optimizaion that directly support business and marketing goals |
| CO4 | Identify the major Attract inbound Links from other Web Sites.  . |
| CO5 | Implement a process for planning search optimization marketing activities. |

**Course with focus on employability / entrepreneurship / Skill Development modules**

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| Skill Development |  |  | Employability |  |  | Entrepreneurship |  |

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| UNIT - I | Overview: Performance :total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option |
| UNIT - II | Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page ,pages with errors, valid pages -Sitemaps-add newsitemap,submittedsitemaps,type,submitted,lastread,status,discoveredURLs. |
| UNIT III | Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQ- How to-Logos- Review snippets-Site Links Search box |
| UNIT - IV | Security & Manual Actions: Manual actions-How do I remove Manual Actions in Search Engine Optimization-security issues and its report- |
| UNIT - V | Legacy Tools and Reports: Links-settings-submit feedback- about new version- International targeting-messages-URL parameters-web Tools |

**Textbooks:**

* Search Engine Optimization:Your Visual Blueprint for effective
* Internet marketing,3 Edition(MISL-Wiley)-Kristopher B Jones
* Search Engine Optimization:An Hour a Day-Jennipegrappone,Gradiva Cousin-Wiley.

**Referencebooks:**

1. The art of Search Engine optimizatiojn
2. Google search console: Knowledge panel by Sajith Thomo sand Evin Jaison 2016 Google
3. SearchConsole:ACompleteGuidebyGerardusBlokdyk2018,Bookshoutpublis hers

Search engine journal.

1. SEO blue print.

**WebLinks:**

1. <https://www.slideshare.net/ChandraShekharJoshi21/seo-ppt-72564528>
2. https://www.slideshare.net/HarishKarthick3/web-vitals
3. https://blog.hubspot.com/marketing/google - search-console
4. https://www.slideshare.net/gouravkottawar/legacy-system
5. <https://www.slideshare.net/slideshow/a-robotstxt-guide-for-seo-beginners/61948281>
6. <https://www.slideshare.net/MediaMosaic/top-5-benefits-of-seo-72655617>
7. https://www.slideshare.net/arniontech/seo-presentation-13885124ies:

**Proposed activities:**

* Quiz Programs
* Assignments
* Problem Solving exercises
* Co-operative learning
* Seminar
* Visit search engine optimizations, collect data and Creation of search engine optimization
* Visit the companies and collect methods of search engine optimization
* Critical analysis of search engine schemes

**Skill development**:

This Search Engine Optimization Course is designed to enable those new to

as well as experienced professionals to gain valuable knowledge and develop

new skills. Today, Search Engine Optimization of all sizes look for professionals with the

perfect balance of technical skills and interpersonal, professional skills

to meet their needs. There is no denying the importance of having [skilled](https://www.business.com/articles/meredith-wood-accountant-vs-bookkeeper/)

working in or for your business. Whether you’re an entrepreneur managing

your books on your own or an established professional seeking employment,

quality accounting skills are crucial to maintain the financial health of your

business or advance your career.

**Employability:**

Importantly, the most sought-after skills included the ability to

collaborate with colleagues, present, discuss and defend views, and having

a positive attitude. Overall, a team player with a positive attitude and

good communication skills appeared to be the most valued behavioral skill

as perceived by employers.

**Entrepreneurship:**

* Managing Search Engine Optimization. The time-tested saying, really is true.
* Maintaining a Social Media Marketing Identifying a Path to Profitability.
* Communicating About Money.
* Forecasting the Future of Your Business.

**CO-PO Mapping:**

**(1:Slight[Low]; 2:Moderate[Medium]; 3:Substantial[High], '-':No Correlation)**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |  |  |  |

BLUE PRINT FOR THE QUESTION PAPER SETTING

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| S.No | Type Of  Question | To be given in the Question Paper | | | To be answered | | |
| No. of  .Questions | Marks allotted to each Question | Total marks | No. of. Question | Marks allotted to each Question | Total marks |
| 1 | Section – A  Short Questions | 6 | 5 | 30 | 4 | 5 | 20 |
| 2 | Section – B  Essay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | | | | 90 | Total Marks | | 50 |

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

|  |  |  |  |
| --- | --- | --- | --- |
| Chapter Name | Short Questions 5 Marks | Essay Questions 10 Marks | Marks allotted to the Unit |
| Unit – I | 2 | 1 | 20 |
| Unit – II | 1 | 1 | 15 |
| Unit – III | 1 | 1 | 15 |
| Unit – IV | 2 | 2 | 30 |
| Unit – V | 1 | 2 | 25 |
| Total No.of.Questions | 07 | 06 | 95 |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| II BBBA w.e.f.2020-21 | | |
| Subject | SEARCH ENGINE OPTIMIZATION | |
| IV – SEM | TIME: 2 Hours | Max marks : 50 |

Section-I

Answer any Four Questions from the following 4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

Answer any three questions by attempting at least one question form each section 3x10 =30 M

PART – A

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)

PART - B

1. Question (Unit – III)
2. Question (Unit – IV)
3. Question (Unit – V)

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