# BOS MEETINGS FOR 2024-25 PROFORMA FOR CURRICULUM

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| G:\PRGC Logo Latest.png | **Pithapur Rajah’s Government College**  **(Autonomous) Kakinada** | **Program & Semester**  II BBA  III 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.With millions of people performing millions of searches each day to find content on the Internet, it makes

sense.

2.marketers want their products to be found by potential consumers. Search engines use closely guarded

algorithms to determine the results that are displayed.

3.However, determining what factors these algorithms take into account has led to a growing practice known

as search engine optimization.

# CourseOutcomes:

|  |  |
| --- | --- |
| On Completion of the course, the students will be able to- | |
| CO1 | Understand the Search Engine optimization space and tools Learn what search engine optimization (SEO) is and how a Web site needs to be structured. |
| CO2 | Analyze Appreciate the constructs of search engine-friendly Web sites. |
| CO3 | Design social media programs 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**

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

|  |  |
| --- | --- |
| UNIT - I | Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages |
| UNIT - II | Search engine Friendliness and Specific Rankings Page coding, Managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization,Search Engine Optimisation analysis, crawler issues, remove urls, sitemap submission |
| UNIT III | On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt |
| UNIT - IV | Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three- way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation |
| UNIT - V | Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, Blogosphere, Social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places |

**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. Search engine journal.
3. SEO blue print.

**WebLinks:**

1. <https://www.slideshare.net/ChandraShekharJoshi21/seo-ppt-72564528>
2. <https://www.slideshare.net/slideshow/a-robotstxt-guide-for-seo-beginners/61948281>
3. <https://www.slideshare.net/MediaMosaic/top-5-benefits-of-seo-72655617>
4. https://www.slideshare.net/arniontech/seo-presentation-13885124ies:

Proposed activit

* Quiz Programs
* Assignments
* Problem Solving exercises
* Co-operative learning
* Seminar
* Visit a single-entry firm, collect data and Creation of Trial Balance of the firm
* Visit Non-profit organization and collect financial statements
* Critical analysis of rate of interest on hire purchase schemes
* Visit a partnership firm and collect partnership deed
* Debate on Garner v/s Murray rule in India and outside India
* Group Discussions on problems relating to topics covered by syllabus
* Examinations (Scheduled and surprise tests) on all units

**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)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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 | 1 | 20 |
| Unit – V | 1 | 2 | 25 |
| Total No.of.Questions | 06 | 06 | 95 |

|  |  |  |
| --- | --- | --- |
| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| II BBBA w.e.f.2020-21 | | |
| Subject | SEARCH ENGINE OPTIMIZATION | |
| III – 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)

\*\*\*\*