# BOS MEETINGS FOR 2024-25 PROFORMA FOR CURRICULUM

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

**CourseObjectives:**

1 SEM Rushisan SEO tool that does keyword research, tracks the key word strategy used by compet

# itors, runs an SEO audit of a blog and look sforback -linking opportunities

# CourseOutcomes:

|  |  |
| --- | --- |
| On Completion of the course, the students will be able to- | |
| CO1 | Understand the Savetime&budget.Staycreativewithyourcontentwhile*Semrush*takescareofthedata. Over7millio n users have registered for *Semrush*. |
| CO2 | Analyze Appreciate the constructs SEO Rush-friendly Web sites. |
| CO3 | Design SEO Rush 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 SEO Rush activities. |

**\\**

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

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

|  |  |
| --- | --- |
| UNIT - I | Keyword Research: Analyze Search Intent Instantly with Semrush- Keyword Research-The Ultimate Keyword Research Checklist-Semrush Keyword Difficulty: Now More Accurate Than Any Other Tool-How to Use Semrush fo r Keyword Research |
| UNIT - II | Keyword Ranking: How to Track Your Keywords on Google (with Sem rush)- Search Engine Ranking: How to Use Sem rush to Track Keywords and Positions-How To Measure SEOShare of Voice on Sem rush-How To Use Sem rush Sensor To Get SERP Volatility Insights-How to Track SERP Rankings with the Semrush Position |
| UNIT III | LINK Building: How to Use Outreach for Link Building- Ways to Make the Best of SEO Link Building with Sem rush-Sem rush Back links Update 2021: How We Built a New Back links-Fastest Back link Discovery Tool as A sem rush |
| UNIT - IV | Social Media and Local SEO: How to Use the Free Sem rush Social Media Tool for Every Platform-Effective Online Reputation Management: Reasons To Monitor Mentions-How to Track SEO in Multiple Cities with Sem rush –How To Improve Your Local SEO |
| UNIT - V | SEO Traffic Analysis and Competitor Reserach: How to Target and Win SERP Features- How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4Steps:How - How to Analyze Competitor Website Traffic with.  Trends-Competitor Insights |

**Textbooks:**

* + 1. SEM rush for Advanced Digital Marketing Strategy byJustinWomack2017,Publisher-Packt
    2. SEM Rush: A Guide to Complete SEO and PPC Dominance by Matthew Powell 2017Publisher: Matthe w Powell

**REFERENCES:**

1. Google Search Central Blog.
2. Search Engine Optimization (SEO) Starter Guide By Google Search Central.
3. Google Analytics Academy.
4. a. Bing Webmaster Guideline

**WebLinks:**

1. <https://www.slideshare.net/ThaaraniNivi/semrushpptx>
2. <https://www.slideshare.net/slideshow/search-engine-ranking-101/31674161>
3. <https://www.slideshare.net/chaitanyaraavi/link-building-ppt>
4. <https://www.slideshare.net/VivekPatel160/local-seo-presentation-70516314>
5. https://www.slideshare.net/gudiyaparii/website-traffic-135157277

**Proposed activities:**

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

**Skill development**:

This SEM Rush Course is designed to enable those new to

as well as experienced professionals to gain valuable knowledge and develop

new skills. Today, SEM Rush 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 SEM Rush. The time-tested saying, really is true.
* Maintaining SEM Rush 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 | 2 | 2 | 25 |
| Total No.of.Questions | 07 | 06 | 95 |

|  |  |  |
| --- | --- | --- |
| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| II BBBA w.e.f.2020-21 | | |
| Subject | SEO RUSH | |
| 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)

\*\*\*\*