

DSE – 22
SEO and Digital Marketing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
SEO and Digital Marketing	4	3	0	1	Class XII pass with Mathematics	NIL

Learning Objectives:

1. To launch a new, or evolve an existing, career path in Digital Marketing
2. To articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, and Marketing Analytics.
3. To recognize Key Performance Indicators tied to any digital marketing program.

Learning Outcomes:

1. To help students to succeed through online business.
2. To help Small, medium and large business owners
3. Anyone who want to dominate Google for their business keywords
4. Website designers and developers who want to offer SEO services

UNIT-I

(10 Hours)

Introduction to Digital Marketing: The impact of Digital Marketing and effective strategies, Marketing & data regulations such as GDPR ,Campaigns via your website and social media: LinkedIn, Facebook, Twitter etc. ,Capitalising on ROI (Return on Investment on Campaign strategies, Website overviews: HTML5 vs. WordPress and E-commerce sites ,Mobile marketing and analytics , Attracting and retaining customers via mobile ,Conversion rates, tracking, analytics and reporting ,Search engine optimisation ,Developing a content plan and Successful content strategies ,Social Media Platforms; LinkedIn, Facebook, Twitter, Instagram, YouTube, Snapchat and others ,The power of hashtags and search terms.

UNIT-II

(10 Hours)

Basics for SEO: Domain Basic Knowledge of World Wide Web,Difference between Portal and Search Engines,Types of SEO Techniques,Black hat techniques, White Hat techniques Search Engine working, Page Speed ,Basics of search engine that includes crawling, indexing and caching.

UNIT-III

(10 Hours)

Market Research, Keyword Research and Analysis: Keyword opportunity, Competitors Website Analysis, SWOT Analysis of Website .How to Choose Best Keywords, Tools available for Keyword Research, Search engine commands, Search engine algorithms.

UNIT-IV

(15 Hours)

Content Research ,Content Guidelines, Content Optimization ,Design & Layout: XML Sitemap / URL List Sitemap ,Search engine friendly content development ,On-page Optimization, The Page Title, Meta Descriptions & Meta Keywords, Headings, Bold Text, Domain Names & Suggestions, Canonical Tag ,Meta Tags ,Images and Alt Text, Internal Link Building, The Sitemap ,Invisible Text ,Server and Hosting Check, 404 Error, Duplicate content ,PDF, PPT, MS-Word & Video Optimization, off page optimization.

SEO Tools: Keyword Density Analyzer Tools, Google Tools, Yahoo / Bing Tools, Rich Snippet Text Tools, Comparison Tools, Link Popularity Tools, Search Engines Tools Site Tools Miscellaneous Tools.

References:

1. *SEO 2021 Learn Search Engine Optimization with Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies* by Adam Clarke.
2. *Digital Marketing | Second Edition Paperback – 6 August 2020* by Seema Gupta

Practicals:

1. Design a small paid ad campaign (use a mock budget or real trial), track performance (clicks, leads), and calculate ROI based on results.
2. Use a tool like Ubersuggest, Ahrefs (free trial), or SEMRush (limited features) to analyze a competitor website's top-performing pages, backlinks, and keywords.
3. Build a sample product page using WordPress with a call-to-action (CTA), images, meta tags, and an inquiry/contact form.
4. Use any website and check whether it has a proper XML sitemap and robots.txt file using tools like Google Search Console or SEO Site Checkup.
5. Use Google PageSpeed Insights or GTmetrix to test any website's speed and get suggestions to improve performance on mobile and desktop.