

KLE Society's  
**Lingaraj College, Belagavi**  
(Autonomous)

Department of BBA

**B.B.A. : V Semester**

**SEO & SEM**  
(w.e.f.2018-19 and Onwards)

<b>Teaching hours per week – 04 :</b>	<b>Maximum Marks</b>	<b>:</b>	<b>100 Marks</b>
	<b>Semester End Examination</b>	<b>:</b>	<b>70 Marks</b>
	<b>Internal Assessment</b>	<b>:</b>	<b>30 Marks</b>

**Course Outcome:**

**At the end of this course students will be able to:**

1. Understand how business organizations can make a strong virtual presence organically through the web using various search engine tools.
2. Learn how to make the most cautious use of the search engines.
3. Learn how to build a good search engine reputation.
4. Understand how organizations can use the online advertising platforms like Google Ads for promoting their business through various types of online advertisements.
5. Know how to make the best bid for advertisements by understanding the working of ad ranks.
6. Understand the concept of ROI on their online strategies to drive the traffic from search engine result page(SERP).

**Syllabus**

<b>UNITS</b>	<b>Syllabus</b>	<b>HOURS</b>
Module I	Search Engine Optimization - Understanding SEO, SEO Keyword Planning, Meta Tags and Meta Description, Website Content Optimization, Back Link Strategies, Internal and External Links Optimizing, Site Structure, Keywords in Blog and Articles - On Page SEO & Off Page SEO, SEO Optimizing with Google Algorithms Using WebMaster Tool, Measuring SEO Effectiveness.	12 Hours
Module II	SEO tools – spyfu	10 Hours
Module III	Search Engine Marketing Overview - Understanding Google search, Rule based personalization of marketing at internet scale, Overview of Google Adwords, Microsoft AdCenter and Yahoo , Search Marketing	16 Hours

Module IV	Pay Per Click Overview - PPC definition & it's functioning, Important Terms - Quality Score, Conversion Rate, Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure	14 Hours
Module V	Effective segmentation of keywords, Usage of multiple match types, Non-overlapping Ad Groups	8 Hours

**TEXT BOOKS:**

1. Search Engine Optimization (Priya Kanwar Varinder Taprial)
2. Search Engine Optimization and Marketing for Beginners (Renee Kennedy, Terry Kent, Renie Kennedy)

**REFERENCE BOOKS:**

1. The Art of SEO 2nd Edition (Eric Enge)
2. Search Engine Optimization : Your Visual Blueprint for Effective Internet Marketing 3/e (Jones K B)
3. Pay-Per-Click Search Engine Marketing Handbook (Mordkovich)
4. Search Marketing Strategies: A Marketer's Guide to Objective Driven Success from Search Engines (E-marketing Essentials) (Colborn James)