



# DNYANSAGAR ARTS & COMMERCE COLLEGE

## SEARCH ENGINE OPTIMISATION

VACC/2020-21/BBA(CA)

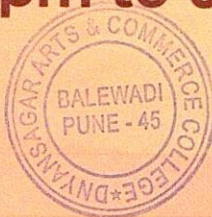
**Aprna Joshi**  
(Resource Person)



**11/01/2021 to  
27/01/2021**



**12.30 pm to 02.30 pm**



*S. Joshi*

Principal  
Dnyansagar Arts and Commerce College  
Balewadi, Pune-411045.

**21 HOURS**



**DNYANSAGAR ARTS & COMMERCE  
COLLEGE**

# **SEARCH ENGINE OPTIMISATION**

**VACC/2020/21/BBA(CA)**

- **Introduction to SEO**
- **Keyword Research and On-Page SEO**
- **Off-Page SEO and Technical SEO**
- **SEO Analytics and Reporting**



*S. J. K.*

**21 HOURS**

Principal  
Dnyansagar Arts and Commerce College  
Balewadi, Pune-411003.

Date: 28/11/2020

To  
The Principal  
DACC

Subject: Request for Permission to Offer Value-Added Course in Search Engine Optimization (SEO) for Students

Sir,

I am writing to seek your approval to offer a Value-Added Course in Search Engine Optimization (SEO) for our students. This course will cover key SEO techniques, including keyword research, on-page and off-page optimization, and SEO analytics and reporting.

In today's digital landscape, SEO skills are highly sought after. This course will equip our students with practical knowledge that is valuable in marketing, digital media, and content creation. To ensure minimal disruption to their academic schedules, the course will be delivered online.

We are pleased to have Ms. Aparna Joshi, a skilled IT professional, as the resource person for this course. Her expertise and hands-on experience will provide students with both theoretical insights and practical skills, preparing them for success in the IT field.

I am confident this course will significantly enhance our students' skill sets and improve their employability. I kindly request your approval to offer this course.

Thank you for your consideration.

  
HOD,  
BBA – CA Department


*S J Joshi*



Principal  
Dnyansagar Arts and Commerce College  
Balewadi, Pune-411045.

SKP Campus, Baner – Balewadi, Pune – 411045

☎ :+91 – 8956238188/87

✉ principal@dacc.edu.in  www.dacc.edu.in

# DNYANSAGAR ARTS & COMMERCE COLLEGE

I Affiliated to Savitribai Phule Pune University I

(AISHE Code: C- 41459)



Date: 6/01/2021

## Time Table Notice

### Search Engine Optimization (SEO) Course

Dear Students,

Please be informed that the Search Engine Optimization (SEO) value-added course will be conducted from **11th January 2021 to 27th January 2021**. The classes will take place daily as per the following schedule:

**Course Duration:**

**Dates:** 11th January 2021 to 27th January 2021

**Time:** 12:30 PM to 2:30 PM

Kindly ensure your presence in all sessions as the course covers essential aspects of SEO, which will significantly enhance your skills.

Should you have any queries, feel free to contact the department.

Best regards,

Principal

DACC



Principal

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## Search Engine Optimization (SEO) (21 Hours)

### Week 1: Introduction to SEO (6 Hours)

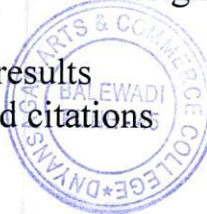
- **Lecture 1:** What is SEO and Why is it Important?
  - Understanding the basics of SEO
  - Importance of SEO in digital marketing
- **Lecture 2:** How Search Engines Work
  - Overview of search engine algorithms
  - How search engines rank websites
- **Lecture 3:** SEO Tools and Resources
  - Introduction to SEO tools (Google Search Console, SEMrush, Yoast SEO)
  - Using these tools for effective SEO

### Week 2: Keyword Research and On-Page SEO (6 Hours)

- **Lecture 4:** Keyword Research
  - Identifying relevant keywords
  - Tools for keyword research
- **Lecture 5:** On-Page SEO
  - Optimizing title tags, meta descriptions, and headers
  - Using keywords effectively in content
- **Lecture 6:** Content Creation and Optimization
  - Writing SEO-friendly content
  - Ensuring readability and user engagement

### Week 3: Off-Page SEO and Technical SEO (6 Hours)

- **Lecture 7:** Off-Page SEO
  - Building backlinks and link-building strategies
  - Social media and influencer marketing
- **Lecture 8:** Technical SEO
  - Website speed and performance optimization
  - Mobile-friendliness and responsive design
- **Lecture 9:** Local SEO
  - Optimizing for local search results
  - Managing online reviews and citations



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## Week 4: SEO Analytics and Reporting (3 Hours)

- **Lecture 10: SEO Analytics**
  - Understanding SEO metrics and KPIs
  - Using Google Analytics for SEO tracking
- **Lecture 11: SEO Reporting**
  - Creating SEO reports
  - Presenting findings and recommendations



*S. J. K.*

Principal  
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## Practical Assessment Paper For Search Engine Optimisation

### Section A: Multiple Choice Questions (5 Marks)

- Question:** Which of the following is NOT a search engine algorithm?
  - a) Google Penguin
  - b) Bingbot
  - c) RankBrain
  - d) Yoast SEO
- Question:** What is the primary purpose of keyword research in SEO?
  - a) To increase website traffic
  - b) To improve search engine rankings
  - c) To create backlinks
  - d) To optimize website speed
- Question:** Which tool is commonly used for tracking website traffic and SEO performance?
  - a) SEMrush
  - b) Google Search Console
  - c) Yoast SEO
  - d) Ahrefs
- Question:** What does SERP stand for?
  - a) Search Engine Response Page
  - b) Search Engine Result Page
  - c) Search Engine Ranking Page
  - d) Search Engine Report Page
- Question:** Which of the following is an example of off-page SEO?
  - a) Optimizing meta tags
  - b) Building backlinks
  - c) Improving website speed
  - d) Creating content



*S. J. K.*

### Section B: Short Answer Questions (3 Marks)

- Question:** Explain the importance of mobile-friendliness in SEO. (1 Mark)
- Question:** Describe two key metrics used in SEO analytics and their significance. (1 Mark)
- Question:** What is the role of backlinks in SEO, and how can they be acquired? (1 Mark)

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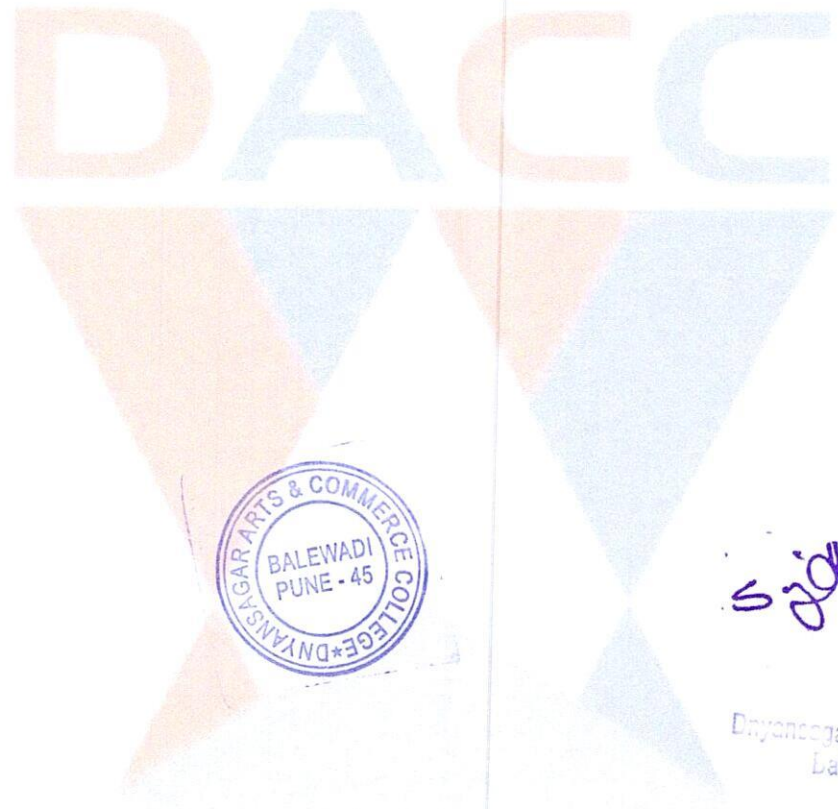
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## Section C: Practical Tasks (2 Marks)

1. **Task:** Conduct keyword research for a hypothetical website and list 10 relevant keywords. (1 Mark)
2. **Task:** Optimize a sample webpage by improving the title tag, meta description, and content using the identified keywords. (1 Mark)



*S. Jadhav*

Principal  
Dnyansagar Arts and Commerce College  
Balewadi, Pune-411045.





## Report on Search Engine Optimization (SEO) Course

**Course Name:** Search Engine Optimization (SEO)

**Resource Person:** Aparna Joshi

**Duration:** 11/01/2021 to 27/01/2021

### Course Overview:

The SEO course spans 21 hours, divided into four weeks. It provides a comprehensive understanding of SEO, covering its importance in digital marketing, search engine algorithms, SEO tools, keyword research, on-page and off-page SEO, technical SEO, and SEO analytics. Students gain hands-on experience with tools like Google Search Console and SEMrush, learning practical skills applicable to real-world SEO campaigns.

### Course Implementation:

The course is structured in weekly lectures, starting with foundational SEO knowledge in Week 1. Week 2 dives into keyword research, content creation, and on-page optimization. Week 3 covers off-page SEO strategies, technical SEO, and local SEO, while Week 4 focuses on SEO analytics and reporting. This sequence allows students to gradually build their skills, with each week's content reinforcing previous lessons.

### Feedback from Students:

Students appreciated the clear, practical approach of the course. They found the use of SEO tools and the focus on hands-on learning particularly beneficial. The integration of real-world examples helped solidify theoretical concepts, and students felt more confident applying SEO strategies in digital marketing.

### Outcomes:

By the end of the course, students were proficient in SEO techniques, from keyword research to content optimization and reporting. They gained valuable skills for enhancing website visibility and performance in search engine rankings.

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## Conclusion:

This SEO course effectively equips learners with essential digital marketing skills. The structured approach, combined with practical exercises, ensures that students can apply SEO concepts to real-world scenarios.



*Sydv*

Principal  
Dnyansagar Arts and Commerce College  
Balewadi, Pune-411045.



# Dnyansagar Arts & Commerce College

Value Added Course : Search Engine Optimisation  
VACC / 2020 - 21 / BBA (CA)

(2020-2021)

## List of Registered Students

Sr. No.	Name
1	LUKKAD RADHIKA JASBIRSING
2	SAIKAR SEJAL EKNATH
3	KATKAR GAYATRI KISHOR
4	DHALE GAYATRI SUKHADEO
5	SANGLE ANKITA VISHNU
6	GOSAVI TEJASWI DASHARATH
7	RATHI SHIVAM SHANTILAL
8	GAURAV RANGNATH SAKHARE
9	MOHITE REKHA SURESH
10	DHARMALE NIKITA VINOD
11	BALWADKAR SANKET MANIK
12	KOLI TEJASHREE PRAVIN
13	KANKAL SAKSHI MAHESH
14	SATHE VAISHNAVI VASANT
15	NACHPELWAR AKSHATA GAJANAN
16	PAWAR TEJASWINI RANJEET
17	BALWADKAR SHREYAS DATTATRAY
18	MAHALE JANHAVI GANESH
19	DEORE MAHESH KISHOR
20	BYAS PRATHAMESH GIRISH
21	GOSAVI BHAGYASHRI CHANDRAKANT
22	SURYAWANSHI PUNAM GOVIND
23	MHETRE RADHIKA RAM
24	DESAI GAYATRI SUDHIR
25	MOHITE SALONI SANTOSH



S. J. K.

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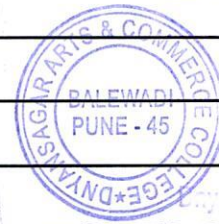
# Dnyansagar Arts & Commerce College

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(2020-2021)

## List of Registered Students

Sr. No.	Name
26	PADALE ANKITA NAMDEV
27	PADALE VEDIKA VISHWANATH
28	PATIL BHUPESH SURESH
29	PATIL PUSHKAR SANJIV
30	PATIL NIKITA SOPAN
31	BHALERAO PRATHAMESH PRAFULLA
32	PATIL YASH PRAMOD
33	MALI PRATIK JITENDRA
34	ZOPE HITALI RAVINDRA
35	CHAUDHARI MRUNAL DEVIDAS
36	NEMADE AVANTIKA DHANRAJ
37	PATEL SWATIBEN ANILBHAI
38	MIRGE SHITAL VILAS
39	PAUL MOHINI BALASAHEB
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42	SHEKATKAR ASHITOSH DILIP
43	BALWADKAR SAKSHI RAJENDRA
44	RAUT KAMINI MAHADEV
45	KHARVAR PRIYANKA MANOJ
46	POLE RAJESH VILAS
47	GIRI ABHISHEK UDAYKUMAR



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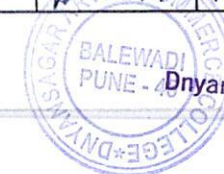
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*M. S. Jadhav*  
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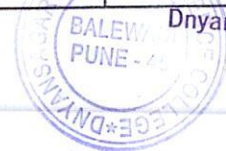
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*M. M. M.*

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19	DEORE MAHESH KISHOR	D.M.Kishor	D.M.Kishor	D.M.Kishor	D.M.Kishor	D.M.Kishor	D.M.Kishor
20	BYAS PRATHAMESH GIRISH	B.P.S	B.P.S	B.P.S	B.P.S	B.P.S	B.P.S
21	GOSAVI BHAGYASHRI CHANDRAKANT	GB	GB	GB	GB	GB	GB
22	SURYAWANSHI PUNAM GOVIND	SPunam	SPunam	SPunam	SPunam	SPunam	SPunam
23	MHETRE RADHIKA RAM	Radhika	Radhika	Radhika	Radhika	Radhika	Radhika
24	DESAI GAYATRI SUDHIR	GAYATRI	GAYATRI	GAYATRI	GAYATRI	GAYATRI	GAYATRI
25	MOHITE SALONI SANTOSH.	MBaloni	MBaloni	MBaloni	MBaloni	MBaloni	MBaloni
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27	PADALE VEDIKA VISHWANATH	P.Vedika	P.Vedika	P.Vedika	P.Vedika	P.Vedika	P.Vedika
28	PATIL BHUPESH SURESH	B.Patil	B.Patil	B.Patil	B.Patil	B.Patil	B.Patil
29	PATIL PUSHKAR SANJIV	P.P.S	P.P.S	P.P.S	P.P.S	P.P.S	P.P.S
30	PATIL NIKITA SOPAN	Nikita	Nikita	Nikita	Nikita	Nikita	Nikita

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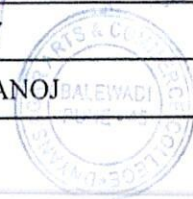


## Dnyansagar Arts & Commerce College

Value Added Course : Search Engine Optimisation  
VACC / 2020 - 21 / BBA (CA)

(2020-2021)

Sr. No.	Name	18/11/2021	19/11/2021	20/11/2021	21/11/2021	22/11/2021	23/11/2021
31	BHALERAO PRATHAMESH PRAFULLA	Prathamesh	Prathamesh	Prathamesh	Prathamesh	Prathamesh	Prathamesh
32	PATIL YASH PRAMOD	Yash	Yash	Yash	Yash	Yash	Yash
33	MALI PRATIK JITENDRA	P.K.J	P.K.J	P.K.J	P.K.J	P.K.J	P.K.J
34	ZOPE HITALI RAVINDRA	Hitali	Hitali	Hitali	Hitali	Hitali	Hitali
35	CHAUDHARI MRUNAL DEVIDAS	M. Devidas	M. Devidas	M. Devidas	M. Devidas	M. Devidas	M. Devidas
36	NEMADE AVANTIKA DHANRAJ	AVANTIKA	AVANTIKA	AVANTIKA	AVANTIKA	AVANTIKA	AVANTIKA
37	PATEL SWATIBEN ANILBHAI	S	S	S	S	S	S
38	MIRGE SHITAL VILAS	Vilas S.	Vilas S	Vilas S	Vilas S	Vilas S	Vilas S
39	PAUL MOHINI BALASAHEB	Mohini	Mohini	Mohini	Mohini	Mohini	Mohini
40	SABLE HARSHAD SATISH	Satish	Satish	Satish	Satish	Satish	Satish
41	VORA CHAITANYA RAJU	C. Raju	C. Raju	C. Raju	C. Raju	C. Raju	C. Raju
42	SHEKATKAR ASHITOSH DILIP	A. Dilip	A. Dilip	A. Dilip	A. Dilip	A. Dilip	A. Dilip
43	BALWADKAR SAKSHI RAJENDRA	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi
44	RAUT KAMINI MAHADEV	KAMINI	KAMINI	KAMINI	KAMINI	KAMINI	KAMINI
45	KHARVAR PRIYANKA MANOJ	P.K.M	P.K.M	P.K.M	P.K.M	P.K.M	P.K.M



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(2020-2021)

Sr. No.	Name	18/11/2021	19/11/2021	20/11/2021	21/11/2021	22/11/2021	23/11/2021
46	POLE RAJESH VILAS	R.P. Vilas	R.P. Vilas	R.P. Vilas	R.P. Vilas	R.P. Vilas	R.P. Vilas
47	GIRI ABHISHEK UDAYKUMAR	Abhishek	Abhishek	Abhishek	Abhishek	Abhishek	Abhishek



*Mund*

Principal  
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*S. J. K.*

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## Dnyansagar Arts & Commerce College

Value Added Course : Search Engine Optimisation

VACC / 2020 - 21 / BBA (CA)

(2020-2021)

3 to 5

3 to 5

Sr. No.	Name	25/11/2021	27/11/2021	28/11/2021	Practical	29/11/2021	Practical
1	LUKKAD RADHIKA JASBIRSING	Radhika	Radhika	Radhika	Radhika	Radhika	Radhika
2	SAIKAR SEJAL EKNATH	SEJAL	SEJAL	SEJAL	SEJAL	SEJAL	SEJAL
3	KATKAR GAYATRI KISHOR	K.G.K	K.G.K	K.G.K	K.G.K	K.G.K	K.G.K
4	DHALE GAYATRI SUKHADEO	G.S.Dhale	G.S.Dhale	G.S.Dhale	G.S.Dhale	G.S.Dhale	G.S.Dhale
5	SANGLE ANKITA VISHNU	A.Sangle	A.Sangle	A.Sangle	A.Sangle	A.Sangle	A.Sangle
6	GOSAVI TEJASWI DASHARATH	T.Gosavi	T.Gosavi	T.Gosavi	T.Gosavi	T.Gosavi	T.Gosavi
7	RATHI SHIVAM SHANTILAL	S.Rathi	S.Rathi	S.Rathi	S.Rathi	S.Rathi	S.Rathi
8	GAURAV RANGNATH SAKHARE	G.R.S.	G.R.S.	G.R.S.	G.R.S.	G.R.S.	G.R.S.
9	MOHITE REKHA SURESH	RMohite	RMohite	RMohite	RMohite	RMohite	RMohite
10	DHARMALE NIKITA VINOD	Nikita	Nikita	Nikita	Nikita	Nikita	Nikita
11	BALWADKAR SANKET MANIK	Sanket	Sanket	Sanket	Sanket	Sanket	Sanket
12	KOLI TEJASHREE PRAVIN	T.Kali	T.Kali	T.Kali	T.Kali	T.Kali	T.Kali
13	KANKAL SAKSHI MAHESH	Sakshi.K	Sakshi.K	Sakshi.K	Sakshi.K	Sakshi.K	Sakshi.K
14	SATHE VAISHNAVI VASANT	V.Sathe	V.Sathe	V.Sathe	V.Sathe	V.Sathe	V.Sathe
15	NACHPELWAR AKSHATA GAJANAN	N.A.G	N.A.G	N.A.G	N.A.G	N.A.G	N.A.G

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(2020-2021)

Sr. No.	Name	25/1/2021	27/1/2021	28/1/2021	3 to 5 Practical	29/1/2021	3 to 5 Practical
16	PAWAR TEJASWINI RANJEET	T.Pawar	T.Pawar	T.Pawar	T.Pawar	T.Pawar	T.Pawar
17	BALWADKAR SHREYAS DATTATRAY	B. Sheeya	B. Sheeya	B. Sheeya	B. Sheeya	B. Sheeya	B. Sheeya
18	MAHALE JANHAVI GANESH	M.J.G.	M.J.G.	M.J.G.	M.J.G.	M.J.G.	M.J.G.
19	DEORE MAHESH KISHOR	D.M.Kishor	D.M.Kishor	D.M.Kishor	D.M.Kishor	D.M.Kishor	D.M.Kishor
20	BYAS PRATHAMESH GIRISH	B.P.S	B.P.S	B.P.S	B.P.S	B.P.S	B.P.S
21	GOSAVI BHAGYASHRI CHANDRAKANT	GB	GB	GB	GB	GB	GB
22	SURYAWANSHI PUNAM GOVIND	SPunam	SPunam	SPunam	SPunam	SPunam	SPunam
23	MHETRE RADHIKA RAM	Radhika	Radhika	Radhika	Radhika	Radhika	Radhika
24	DESAI GAYATRI SUDHIR	GAYATRI	GAYATRI	GAYATRI	GAYATRI	GAYATRI	GAYATRI
25	MOHITE SALONI SANTOSH.	MBaloni	MBaloni	MBaloni	MBaloni	MBaloni	MBaloni
26	PADALE ANKITA NAMDEV	A.Padale	A.Padale	A.Padale	A.Padale	A.Padale	A.Padale
27	PADALE VEDIKA VISHWANATH	P.Vedika	P.Vedika	P.Vedika	P.Vedika	P.Vedika	P.Vedika
28	PATIL BHUPESH SURESH	B.Patil	B.Patil	B.Patil	B.Patil	B.Patil	B.Patil
29	PATIL PUSHKAR SANJIV	P.P.S	P.P.S	P.P.S	P.P.S	P.P.S	P.P.S.
30	PATIL NIKITA SOPAN	Nikita	Nikita	Nikita	Nikita	Nikita	Nikita



*M. Prasad*

Principal  
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31	BHALERAO PRATHAMESH PRAFULLA	Prathamesh	Prathamesh	Prathamesh	Prathamesh	Prathamesh	Prathamesh
32	PATIL YASH PRAMOD	Yash	Yash	Yash	Yash	Yash	Yash
33	MALI PRATIK JITENDRA	P.K.J	P.K.J	P.K.J	P.K.J	P.K.J	P.K.J
34	ZOPE HITALI RAVINDRA	Hitali	Hitali	Hitali	Hitali	Hitali	Hitali
35	CHAUDHARI MRUNAL DEVIDAS	M. Devidas	M. Devidas	M. Devidas	M. Devidas	M. Devidas	M. Devidas
36	NEMADE AVANTIKA DHANRAJ	AVANTIKA	AVANTIKA	AVANTIKA	AVANTIKA	AVANTIKA	AVANTIKA
37	PATEL SWATIBEN ANILBHAI	S	S	S	S	S	S
38	MIRGE SHITAL VILAS	Vilas S.	Vilas S	Vilas S	Vilas S	Vilas S	Vilas S
39	PAUL MOHINI BALASAHEB	Mohini	Mohini	Mohini	Mohini	Mohini	Mohini
40	SABLE HARSHAD SATISH	Satish	Satish	Satish	Satish	Satish	Satish
41	VORA CHAITANYA RAJU	C. Raju	C. Raju	C. Raju	C. Raju	C. Raju	C. Raju
42	SHEKATKAR ASHITOSH DILIP	A. Dilip	A. Dilip	A. Dilip	A. Dilip	A. Dilip	A. Dilip
43	BALWADKAR SAKSHI RAJENDRA	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi
44	RAUT KAMINI MAHADEV	KAMINI	KAMINI	KAMINI	KAMINI	KAMINI	KAMINI
45	KHARVAR PRIYANKA MANOJ	P.K.M	P.K.M	P.K.M	P.K.M	P.K.M	P.K.M



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47	GIRI ABHISHEK UDAYKUMAR	Abhishek	Abhishek	Abhishek	Abhishek	Abhishek	Abhishek



*M. S. Jadhav*

Principal  
Dnyansagar Arts and Commerce College  
Balewadi, Pune-411045.



*S. Jadhav*

Principal  
Dnyansagar Arts and Commerce College  
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## Syllabus Covered

### Week 1: Introduction to SEO (6 Hours)

- **Lecture 1:** What is SEO and Why is it Important?
  - Understanding the basics of SEO
  - Importance of SEO in digital marketing
- **Lecture 2:** How Search Engines Work
  - Overview of search engine algorithms
  - How search engines rank websites
- **Lecture 3:** SEO Tools and Resources
  - Introduction to SEO tools (Google Search Console, SEMrush, Yoast SEO)
  - Using these tools for effective SEO

### Week 2: Keyword Research and On-Page SEO (6 Hours)

- **Lecture 4:** Keyword Research
  - Identifying relevant keywords
  - Tools for keyword research
- **Lecture 5:** On-Page SEO
  - Optimizing title tags, meta descriptions, and headers
  - Using keywords effectively in content
- **Lecture 6:** Content Creation and Optimization
  - Writing SEO-friendly content
  - Ensuring readability and user engagement

### Week 3: Off-Page SEO and Technical SEO (6 Hours)

- **Lecture 7:** Off-Page SEO
  - Building backlinks and link-building strategies
  - Social media and influencer marketing
- **Lecture 8:** Technical SEO
  - Website speed and performance optimization
  - Mobile-friendliness and responsive design
- **Lecture 9:** Local SEO
  - Optimizing for local search results
  - Managing online reviews and citations

### Week 4: SEO Analytics and Reporting (3 Hours)

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(AISHE Code: C- 41459)



- **Lecture 10: SEO Analytics**
  - Understanding SEO metrics and KPIs
  - Using Google Analytics for SEO tracking
- **Lecture 11: SEO Reporting**
  - Creating SEO reports
  - Presenting findings and recommendations



*S. J. D. M.*

Principal  
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# DNYANSAGAR ARTS AND COMMERCE COLLEGE



This is to certify that

Mr. / Ms. \_\_\_\_\_

has successfully completed Value Added Course on

**" Search Engine Optimisation "**  
(VACC / 2020-21 / BBA [CA])

conducted for Students in Academic Year 2020-2021 at DACC, Pune

Date: 27/01/21  
Place: Pune

*Aparna Joshi*  
Aparna Joshi  
TRAINER



*S. Joshi*  
Principal  
Dnyansagar Arts and Commerce College  
PRINCIPAL