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Course Title:	Search Engine Optimization (SEO)
Pre-Requisite:	Basic Web Development or any markup programming language such as HTML or XML.
Duration:	Five (5) Days
Class Schedule:	9:00am to 5:00pm
Total Hours:	35 Hours (10 Hours Lecture 25 Hours Workshop)
Course Description:	This class covers the fundamental skills needed for implementing a search engine optimized-website. It presents the key principles design format, and implementation of a web page and its content, readable for search engines, organically. This course also offers the a mechanism how to assess the standing of a particular website, which may act as feedback for all SEO efforts.
Course Objectives:	At the end of this course, the student shall be able to: Understand how search engines reads, crawls, indexes, and ranks a webpage. Implement a webpage that is optimized for the search engines, its corresponding search queries, and its target assessment. Learn practical and apply these certain strategies in transforming a basic web page.
Requirements:	Exercises, Hands-on Laboratory Activities

Course Contents:

- Search Engine and Search Results
- How does Search Engines ranks its results
- What are the qualifications for your web site/page to be indexed
- Understanding how contents are picked up
- How to improve the quality of my content
- Choosing the appropriate architecture for my web site/page
- How to structure and format my content
- Considering off-the-page SEO and how to support it
- Testing my formatted content
- Feedback mechanism for listing/indexing

References:

Swati Gupta, Nitin Rakesh, Abha Thakral, Dev Kumar Chaudhary, *Search Engine Optimization Success Factors*, 2016 Fourth International Conference on Parallel, Distributed and Grid Computing.
Zhou Hui, Qin Shigang, Liu Jinhua, Chen Jianli, *Study on Website Search Engine Optimization*, 2012 International Conference on Computer Science and Service System.