

SDIET, Faridabad					
Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA (DM) - 5th Semester : 2025-26					
e Name (Code) : SEARCH ENGINE MARKETING AND OPTIMIZATION [BBA/DIMK/502]			Faculty : Dr. Munish		
Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.					
S. No.	Lecture No	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1	1 & 2	Introduction to Search Engine Marketing	Projector	Web Source/Text Book	
2	3 & 4	SEM anatomy-Paid search details, organic search detail	Projector	Web Source/Text Book	
3	5	Content targeting - repeat keywords, meta description, meta tags	Projector	Web Source/Text Book	
4	6 & 7	SEM terminology- PPC, CPC SERP, CTR%, Impressions	Projector	Web Source/Text Book	
5	8	Google content network	Projector	Web Source/Text Book	
6	9	Rank/position, quality score;	Projector	Web Source/Text Book	
7	10	SEM marketing tips and tricks	Projector	Web Source/Text Book	
8	11	Revision Class			
	12	Class Test			
9	13 & 14	Introduction to Search Engine Optimization	Projector	Web Source/Text Book	
10	15	Functions of search engines and their working	Projector	Web Source/Text Book	
11	16	Factors on which search engines determine the rating	Projector	Web Source/Text Book	
12	17	Different types of traffic	Projector	Web Source/Text Book	
13	18	Keywords; Understanding keywords mix.	Projector	Web Source/Text Book	
14	19 & 20	Revision Class			
15	21 & 22	Local SEO; Google Places listing and its optimization	Projector	Web Source/Text Book	
16	23	Classified submissions; Using H Card	Projector	Web Source/Text Book	
17	24	Citation, NAP (Name, Address, Place)	Projector	Web Source/Text Book	
18	25 & 26	Primary keywords, secondary keywords and tertiary keywords	Projector	Web Source/Text Book	
19	27	Difference between keyword stuffing and keyword placement	Projector	Web Source/Text Book	
20	28	How to write an optimized content for article	Projector	Web Source/Text Book	
21	29 & 30	Revision Class			
22	31	Class Test			
23	32	Monitoring SEO process	Projector	Web Source/Text Book	
24	33	Preparing SEO Reports	Projector	Web Source/Text Book	
25	34 & 35	On page SEO and Off page SEO	Projector	Web Source/Text Book	
26	36 & 37	Link building- types, benefits	Projector	Web Source/Text Book	
27	38 & 39	Setting up SEM strategy	Projector	Web Source/Text Book	
28	40 & 41	Analysis of the efficiency of SEM strategy	Projector	Web Source/Text Book	
29	42	Digital promotion: Tools and techniques.	Projector	Web Source/Text Book	
30	43 & 44	Revision Class			

Study Material / Books / Web-resources / Online Courses Links etc.

S. No.	
1	Eric Enge, Stephan Spencer & Jessie C. Stricchiola, The Art of SEO: Maturing Search Engine Optimization, 3rd Edition 2016