

Faculty of Engineering and Technology

Department of Computer Science and Engineering

Value Added Course Details (AY 2022-2023)

Duration : 21.01.23 To 20.05.23 (35 Hours)

COURSE DETAILS : SEARCH ENGINE OPTIMIZATION (CS-VA-011)



Search engine optimization (SEO) is a set of methods aimed at improving the ranking of a website in search engine listings, and could be considered a subset of Internet or Web marketing. The primary purpose of SEO is to get higher rankings on search engines which in turn creates a larger target audience.

SEO features:

- Ability to customize Title Tags, Meta Descriptions, URLs, and Header Tags. ...
- A well-optimized URL structure and simple 301 redirects. ...
- Mobile customization. ...
- A powerful internal search feature and proper indexation of internal search results pages.

Resource Person: Ms. Poonam Katyal
(9811769810)
A.P., CSE, FET, MRIIRS.

Registration Open Till : 18th January , 2023