



Sardar Patel Institute of Technology

Bhavan's Campus, Munshi Nagar, Andheri (West), Mumbai-400058-India
(Autonomous Institute Affiliated to University of Mumbai)

Course Code	Course Name	Teaching Scheme (Hrs/week)			Credits Assigned			
		L	T	P	L	T	P	Total
TEITC605	Advanced Internet Technology	4	-	-	4	-	-	4
		Examination Scheme						
		ISE		MSE		ESE		
		10	30	100 (60% Weightage)				

Pre-requisite Course Codes	ITL45 (Web Programming Lab)
After successful completion of the course, student will be able to:	
Course Outcomes	CO1 Analyze the basic concept and working of Search Engine
	CO2 Design SEO objectives and SEO plan prior to site development
	CO3 Develop responsive web pages using HTML5 and CSS3.
	CO4 Summarize RIA - web mash up Eco-systems using different technologies like Ajax, JSON, REST and Web Services.

Module No.	Topics	Ref.	Hrs.
1	<p>Search Engine Optimization</p> <p>Search Engine Basics</p> <p>Algorithm based Ranking Systems – Determining Searcher Intent and Delivering Relevant, Fresh Content, Analyzing Ranking Factors, Using Advanced Search Techniques, Vertical Search Techniques, Country-Specific Search Engines.</p> <p>Determining SEO Objective and Finding Your Site's Audience – Setting SEO Goals and Objective, Developing SEO plans Prior to Site Development -SEO for Raw traffic; E-commerce Sales; Mindshare/Branding; Direct Marketing; Reputation Management; Ideological Influence.</p> <p>Getting started SEO: Defining Your Site's Information Architecture, Auditing an Existing Site to identify SEO Problems, Identifying Current Server Statistic Software and Gaining Access – Determining Top competitors, Benchmarking Current Indexing Status, Current Rankings, Benchmarking Current Traffic Source and Volumes, Conduct SEO/Website SWOT analysis.</p> <p>Keyword Generation – Creating Pages – Website Structure- Creating Content-Creating Communities-building Links-Using Google Analytics-Social Media Optimization-Creating Pay-per-click Campaigns-Optimizing PPC Campaigns through Quality Score optimization - Tracking Results and Measuring Success.</p>	3,4	20
2	<p>Responsive web design with HTML5 and CSS3</p> <p>Getting Started with HTML 5, CSS3 and Responsive Web Design.</p>	2	16



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	Media Queries: Supporting Differing Viewports Embracing Fluid Layout HTML 5 for Responsive Design CSS3: Selectors, Typography and color Modes Stunning Aesthetics with CSS3 CSS3 Transitions, Transformations and Animations Conquer Forms HTML5 and CSS3		
3	RIA and Mash up Characteristic of RIA – Web Mash up Eco Systems –Mash up Techniques :1) Mashing on the Web Server, Rich User Interface using Ajax, Mashing with JSON. RIA: Ajax vs Traditional Approach Technical Background: 1) Java script and AJAX 2) JSON Alternative to XML 3) Syndication 4) REST and WS * Web Services	1,5,6	12
Total hours of instructions			48

References:

1. Professional Web 2.0 Programming WROX press.
2. Ben Frain, "*Responsive Web Design with HTML5 and CSS3*", PACKT
3. Eric Enge, Stephan Spencer, Jessie Srricchiola, Rand Fishkin, "*The Art of SEO*" 2nd edition, O" Reilly Publication.
4. Kristopher B. Jones, "*Search Engine Optimization*", 3rd edition, Wiley publication.
5. Dana Moore, Raymond Budd, Edward Benson "*Rich Internet Application AJAX and Beyond*" WROX press, WILEY.
6. Srinivasan, "*Web Technology*", Pearson.