

- 12 C.Links D.Indexing
 SEO is to improve _____ and _____ for a web site.
 A. Look and Feel B. Volume and Quality of Traffic
 C.Advertisement & revenue D.None of these
- 13 From SEO perspective, Two critical principles of a well-designed site architecture are:
 A. Visual Appeal & Content B. Usability & Information Architecture
 C.Colors & Text D.None of these
- 14 Which of the following link building tactics do search engines tacitly endorse?
 A. Reciprocal Link exchange B. Renting pages from trustworthy
 programmes domains and placing links on them
 C.Viral content creation and D.Buying links from link brokers
 promotion and networks

Q-2 Discuss the following briefly: **21**

- (a) Page Ranking
- (b) Crawling & Indexing
- (c) Search Algorithms
- (d) Types of Search Engines
- (e) Deep Site Structure v/s Flat Site Structure
- (f) Long-tail v/s Short-tail keywords
- (g) Page Titles & Meta-description Tag

Q-3 Attempt any Three **21**

- (a) Discuss the concept of “Search Engine Optimization”. Discuss its importance in today’s marketing environment.
- (b) Elaborate the importance of Keywords for effective SEO.
- (c) Discuss important factors that decides the value of links in terms of achieving a better search engine ranking.
- (d) “A marketer should focus on sustainable, long-term ranking rather than search engine manipulation tactics.” – Elaborate.
- (e) “Understanding the way people search is important for SEO”.Discuss the statement and also discuss search habits of the users.

Q-4 **Case study:** Baby Direct – Online Retailer of Baby Products in India **14**

Baby Direct is a leading professional online store in India, and proudly Indian owned and operated business. It provides largest selections of unique and highquality baby products from top manufacture like nursery furniture, change tables, baby monitor, stroller, Prams, etc.The existing market is highly competitive with total matching searchresults pages numbering 14 - 50 million in Google alone for all terms in the initial organic SEO campaign. Competitors include numerous strong sites like “babyco.com.au”, “babybunting.com.au”, “babytrain.com.au” and others with many years of site age and a wide range of inbound links. This leading online store in India was losing online marketshare, and they got in touch with your employer (an SEO consultant) for web strategy and a complete, full-spectrum SEO campaign. The client’s goal was to get on top for the major keywords and utilize organic search (SEO) to increase lead volume and market share.

Answer the following questions:

1. Develop list of important keywords for the company for SEO. Explain how will it help the client achieve its goal.
2. Discuss the steps/strategies would you suggest to the client for the stated objectives.
