

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM – SEMESTER –I-EXAMINATION – SUMMER-2022

Subject Code: 1517502**Date: 06-07-2022****Subject Name: Search Engine Optimization****Time: 10:30 AM to 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1. MCQ (Attempt All)**14**

1. The bounce rate of a website can increase for all of the following cases except _____.
 - a. Content is not relevantzzz
 - b. Website is not compatible with different devices
 - c. The website takes a long time to load
 - d. The website is well structured
2. SERP stands for _____ according to the discussion in the lecture.
 - a. Search Engine Ranking Process
 - b. Search Engine Results Page
 - c. Search Engine Results Process
 - d. Search Engine Relinking Practice
3. Keywords in the long tail were characterized by the following except _____.
 - a. Relevant to the page
 - b. Lesser with regard to competition
 - c. Limited to the number of searches
 - d. Driving greater conversion
4. Which among the following is a method of offline keyword research?
 - a. Ad words keyword planner tool
 - b Google analytics
 - c. Brainstorming
 - d. Google autocomplete
5. A parent-child hierarchy was discussed in class in the context of _____.
 - a. Website compatibility
 - b. Website structure
 - c. Google crawler indexing
 - d. Off page optimization
6. Keyword density is known as the _____.
 - a. Percentage of images to text on the website
 - b. Ratio of the number of times the keyword is used in every 100 words of content
 - c. Ratio of total keyword searches on Google for every 100 customers
 - d. Percentage of keywords used by you as opposed to the competition.

7. Alt text is used in websites to help _____.
 - a. The user by providing a small brief about the website description.
 - b. The webmaster to make a better hierarchy of the website
 - c. The search engine understand the purpose of the website
 - d. The search engine understand the content of multimedia content.
8. Using social media in unison to SEO methods is essential so as to _____.
 - a. Increase the website structure
 - b. Get free social media accounts
 - c. Generate more backlinks to your website
 - d. Identify suitable influencers
9. SEO was found to be a very important part of digital marketing due to the fact that _____.
 - a. It can position your website on the SERP without paying money
 - b. It allows social media handles to know more about your company
 - c. You can control the advertisement on search engine in this way
 - d. Customers pay more for SEO enabled websites.
10. Keyword may be a
 - a. Single word
 - b. Couple of words
 - c. A phrase
 - d. All of these
11. Which of the following is a free keyword planner?
 - a. Google keyword planner
 - b. Google trends
 - c. Google search Console
 - d. All of these
12. Google keyword planner is
 - a. Free tool
 - b. Premium Tool
 - c. Free upto some extent
 - d. Open source
13. To get keyword suggestions, in google keyword planner
 - a. You can enter search term
 - b. URL
 - c. Both a and b
 - d. None
14. To use the Google keyword planner, you have to sign in to
 - a. Google ads
 - b. Google search console
 - c. Google web master
 - d. Google trends

Q.2. Definitions (Any seven)

1. PPC Advertising
2. Tree search
3. Crawling.
4. Gap analysis
5. Meta-description Tag
6. Hubs and Authorities

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7. High-value sites
8. Bounce Rate

Q.3

Answer the following (Any three)

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1. What is SEO and Why it is important in Digital marketing?
2. Discuss different factors needs to be analysed in developing SEO strategies.
3. What is the importance of selecting right Keywords in SEO? Discuss Long-tail versus short-tail keywords in detail.
4. Short cuts will cut you short – Focus on long term rankings. Discuss.
5. Write a note on Keyword Analysis

Q.4. Case Study

Take Me Fishing: Content Optimization Increases Organic Traffic

With the mission of increasing the number of people boating and fishing through education and awareness, TakeMeFishing.org has a distinct need for content optimization to maximize their organic search exposure and increase their site traffic beyond 2013's average of 325k sessions per month.

TakeMeFishing.org measures its success by the volume of traffic to their site and the level of engagement of their users. Increasing the number of sessions from organic search is of prime importance and at the same time, that traffic needs to be highly-qualified to build brand affinity and long-term sustainability.

Take Me Fishing had an unbalanced reliance on paid search traffic and limited content marketing resources to increase SEO. TakeMeFishing.org had a significant amount of high-quality website content and excellent site authority, but did not have an SEO strategy for content or keywords. The lack of strategy and strong competition led to decreasing organic search rankings and traffic.



Search Optimization Efforts & Results

1. Fishing Map page optimized; listed on second page of Google search for “best fishing spots” and receiving nearly no traffic.
2. Moves from page 2 to #5 on page 1; traffic begins to increase.
3. Ranking #1 in Google search for “best fishing spots” and traffic increased almost 1000% to 1,100 sessions per week.

The first step in our solution was a series of audits to expose technical, content and authority issues that were keeping the site from optimal performance. From these

audits Blast was able to create a detailed, prioritized content optimization action plan that enabled immediate improvement to the site.

Blast then performed advanced keyword research and created a strategic keyword theme document to use as a foundation for all optimization.

With an effective SEO strategy and after a series of trainings, Take Me Fishing began to achieve an optimal balance of paid and organic search.

With a well-defined content optimization strategy involving in-depth keyword research, TakeMeFishing.org has reversed the downward trend of their organic search traffic, and achieved great results.

+964% More Organic Traffic

- Year over year comparison
- For specific pages that have been optimized
- Bounce Rates Cut In Half

Created compelling page titles and meta descriptions

- Matched search listings to page content

Questions: (Answer any two)

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1. What are the different challenges faced by TakeMeFishing.org?
2. How SEO can help the company to overcome various problems?
3. Company is benefitted through the Organic search traffic. Justify the statement.
