Seat No._____   Enrollment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM-SEMESTER-I-EXAMINATION-SUMMER-2025

Subject Code: DM01076031   **Date: 31-05-2025**
Subject Name: Search Engine Optimization
Time: 02:30 PM to 04:30 PM   **Total Marks: 50**

Instructions:

    1. Attempt all questions.
    2. Make suitable assumptions wherever necessary.
    3. Figures to the right indicate full marks.
    4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Explain following terms (Attempt Any Seven)	14
	1. What is the primary goal of SEO?	
	2. What are the primary factors that impact a search engine's ability to rank pages?	
	3. What role does the title tag play in SEO?	
	4. What is the significance of external links in SEO?	
	5. Explain how social media links contribute to SEO.	
	6. What are some common pitfalls to avoid for effective SEO?	
	7. Why is consistency crucial for maintaining SEO rankings over time?	
	8. Why is submitting a site URL and sitemap important in SEO?	
Q.2	Multiple Choice Questions (All Compulsory)	12

1   A local bakery wants to improve its online visibility. Which of the following should be its top priority for SEO?

A	Selecting keywords related to bakery and cakes only	B	Targeting location-based keywords along with relevant bakery terms
C	Creating a basic website without optimizing any content	D	Posting content unrelated to bakery on the website

2   If a search engine can't "crawl" a website, it most likely means:

A	The site has no internal links.	B	The site has not been optimized for mobile devices.
C	The search engine is unable to access or read the site's content.	D	The site has poor keyword selection.

3   When choosing a title tag for a page about organic gardening tips, which of the following is most effective?

A	"Organic Gardening"	B	"Gardening Tips for Beginners"
C	"Top Organic Gardening Tips to Boost Your Plant Health"	D	"Gardening Information"

4 What is a "search engine"?

A	A tool for creating website content	B	A software that indexes and retrieves information on the internet
C	A platform for social media	D	A device for storing website data

5 Which term refers to the words or phrases people type into search engines to find information?

A	Tags	B	Links
C	Keywords	D	Titles

6 Which type of keywords are more likely to bring specific, targeted traffic to a website?

A	General keywords	B	Long-tail keywords
C	Random keywords	D	Spam keywords

7 Why should each page on a website have a unique title tag?

A	It helps make the website look colorful.	B	It improves the chances of ranking for relevant keywords.
C	It increases the load time of the website.	D	It helps hide the page from search engines.

8 What is the purpose of "internal links" on a website?

A	To link to other websites	B	To link to other pages within the same website
C	To increase the number of advertisements	D	To reduce the website's loading time

9 What is a sitemap?

A	A map of the website's physical location	B	A file that lists all pages on a website to help search engines crawl it
C	A navigation bar for the website	D	A tag used for social media links

10 Submitting a sitemap to search engines primarily helps with:

A	Getting a faster loading website	B	Helping search engines understand the structure of the website
C	Improving social media performance	D	Increasing the page's text content

11 Why is it important to make a website easy to crawl for search engines?

A	It helps increase the website's load time.	B	It allows search engines to index the site and rank it more effectively
C	It makes the website less visible in search	D	It increases the bounce rate.

12 How can social media activity indirectly impact SEO?

A	By reducing the website's load speed	B	By generating more traffic and potentially earning backlinks

C	By replacing keywords on the website	D	By decreasing the website's word count

Q.3	A	Explain the SEO process in detail. Outline the key steps involved in optimizing a website for search engines	07
	B	Discuss the importance of keywords in SEO. How should a business identify and select keywords, and what role do long-tail keywords play in an SEO strategy? Provide examples to illustrate your answer.	07

OR

	A	Competitor analysis is an essential part of a successful SEO strategy. Describe the steps involved in conducting an SEO competitor analysis and explain how understanding a competitor's link profile, keywords, and content strategy can provide insights to improve your own SEO performance.	07
	B	What are the challenges associated with SEO in a constantly changing digital landscape? Discuss how search algorithm updates, evolving user behaviors, and new technologies impact SEO strategies.	07

Case Study

Background: GreenHome Decor is a mid-sized e-commerce company that specializes in sustainable home decor products such as eco-friendly furniture, organic bedding, and energy-efficient lighting. They have been in business for five years and built a reputation locally, but now aim to expand their reach nationally. GreenHome Decor has an attractive website with well-organized product categories and a user-friendly interface. However, they face challenges in competing with larger brands in search engine rankings. They notice that even though they have been following some SEO practices, their site traffic remains stagnant, and conversion rates are low.

Current SEO Challenges:

1. Keyword Optimization: The team has optimized some main pages for broad, highly competitive keywords like "eco-friendly furniture" and "sustainable home decor," but they are struggling to rank on the first page for these terms.

2. Content Strategy: GreenHome Decor has a blog section, but it is rarely updated, and the topics are mostly focused on company news or product launches rather than broader subjects that could engage a wider audience.

3. Technical SEO Issues: Although the website is visually appealing, an SEO audit revealed several technical issues. For example, the site has broken links, duplicate content on certain pages, and a few pages with missing meta tags.

4. Link-Building Deficiency: Their backlink profile is limited. Most existing links come from smaller local sites, and they have not yet developed relationships with larger, reputable websites in the home decor or sustainability industries.

5. User Experience Factors: The team noticed that their bounce rate is high, especially on mobile devices, and that their site speed is slower than average, which may be impacting user engagement and conversion.

Objectives: GreenHome Decor has set the following objectives to improve their SEO:

1. Increase organic traffic by ranking for relevant keywords, both competitive and long-tail.

2. Develop a content strategy that attracts and engages a broader audience.

3. Resolve technical SEO issues to enhance site crawlability and indexability.

4. Improve user engagement by optimizing the website for speed and mobile responsiveness.

5. Build a stronger backlink profile by earning links from authoritative websites.

(a) Explain the importance of targeting long-tail keywords for GreenHome Decor, and suggest two long-tail keywords related to sustainable home decor. 10

(a) Discuss how improving site speed and mobile responsiveness can impact both SEO and user experience for GreenHome Decor. Explain why these factors are increasingly significant for search engine rankings. 10

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