

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM – SEMESTER –I-EXAMINATION - WINTER 2021

Subject Code:1517502**Date: 17-02-2022****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. No.	Question Text and Option	Marks
Q.1	Objective Questions (Attempt Any 7)	14
1	Which is the most effective source for keywords selection? A. Automated keyword suggestion tools B. Competitors' website C. Target Audience D. Industry trends	
2	Content in _____ format can be most easily effectively crawled by Spiders. A. Images B. Text C. Graphics & Animation D. Video	
3	_____are sites that are linked to by most of the sites relevant to a particular topic. A. Hubs B. Search engine C. Authorities D. Spokes	
4	_____are more complex queries that are much more specific in nature. A. End-tail keywords B. Equal-tail keywords C. Long-tail keywords D. Short-tail keywords	
5	Getting detailed information on who links to your competitors is called _____. A. backlink analysis B. competitive backlink analysis C. competitive analysis D. competitive link analysis	
6	Which of the following is not a significantly important determinant of link value? A. authority B. relevance C. Source independence D. quantity of links	
7	_____are less likely to immediately convert into sales. A. Navigational Query B. Informational Query C. Transnational Query D. Promotional Query	
8	_____is the brain of the search engine A. crawler B. architecture C. Search Algorithm D. Indexing	

- 9 URL stands for :
- A. Uniform Research Locator B. Uniform Resource Locator
C. Unique Research Locator D. Unique Resource Locator
- 10 In the search marketing field, the pages the engines return to fulfill a query are referred to as_____.
- A. SERP B. Index
C. Hubs D. Database
- 11 _____ search engines generate the majority of the traffic to a web site, and as such are the main focus of SEO efforts.
- A. Primary B. Secondary
C. Tertiary D. Targeted
- 12 _____sites require a minimal number of clicks to access any given page.
- A. Deep B. Flat
C. Primary D. Secondary
- 13 While writing content for your website, your primary objective should be _____ .
- A. to generate more traffic B. to write searchable content
C. to get attention of crawlers D. to address visitor's needs
- 14 What does PPC mean?
- A. Pay per Click B. Pay per Clock
C. Price per Click D. Price per Clock

Q.2 Short / Definition Questions 21

- A. Keywords
B. Primary Search Engines and Secondary Search Engines
C. External links & Internal Links
D. Site architecture
E. Page Ranking
F. Navigational Queries & Informational Queries
G. Golden triangle

Q.3 Attempt the Questions (3 out of 5) 21

- (a) What are search engines? Discuss different types of Search engines.
(b) Discuss points to keep in mind while designing the website so that it is easier to crawl and index.
(c) What is “Search Engine Optimization”? How does it help a marketer in implementing his strategies effectively?
(d) Discuss how high-quality links from authority sites are important in achieving higher search rankings.
(e) Briefly discuss the role of page title, meta-description tag and Sitemap for SEO.

Q.4**Case Study**

Shree Maruthi Printers, was established in the year 2005 by Mr. Thilak Kumar Balakrishnan. It was one of the fastest commercial offset printers in the heart of Coimbatore city with commitment to great customer service. It provides cost-effective and timely printing services and promotional items anywhere in the country. It has up-to-date technology with an easy and pain-free workflow system. It has won 14 National Awards for Excellence in Printing. It provides a large range of products from business cards, envelopes and stationery, to brochures and catalogues, point of sale material and packaging.

Shree Maruthi Printers wanted to increase the website traffic and sales through enhanced keyword optimization. It wanted to optimize its website for better search engine visibility to gain more visitors and customers. The challenge was to increase the ranks of internal pages and promote the website to targeted audience.

Questions:

- (a) Discuss how can the company achieve its objectives using SEO. **07**
- (b) Suggest how company can generate list of keywords for effective SEO. **07**
