Seat No.: _____   Enrolment No._____

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

Subject Code:1517502   **Date: 30/01/2023**
Subject Name: Search Engine Optimization
Time:10:30 AM TO 1:30 PM   **Total Marks: 70**

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 Option		Marks
Q.1	Objective Questions		**14**

1 Which of the following is true

A. Display advertising is showing advertisement in google search results
B Search engine optimization brings website to the top in search engine results
C. If you don't know HTML, you can't develop a website
D Social media marketing is all about showing ads on websites

2 What is the purpose of search engine optimization?

A. To increase the traffic to website from natural results
B To get the website ranked high in natural results of google
C. Both a and b
D None of these

3 To optimize web pages by making some changes in HTML code is
A. On-page SEO
B Of-page SEO
C. Both
D None

4 Google keyword planner is
A. Free tool
B Premium Tool
C. Free upto some extent
D Open source

5 The popularity index in google trend varies between
A. 0-100
B -1 to +1
C. -100 to +100
D 1 to 100

6 Which of the following is true

A. Your web pages start appearing in search results once indexed
B You will pay to google to get your pages indexed
C. Crawler visit homepage only
D You cannot see how many pages of your website have been indexed

7   Alt text is used for
    A.   Images   B   Links
    C.   Texts   D   Display

8   In Google results, the brief snippet neat to the results is
    A.   Title tab   B   Meta description
    C.   Keyword description   D   None of these

9   The bounce rate of a website can increase for all of the following cases except _____.

    A.   Content is not relevant   B   Website is not compatible with different devices

    C.   The website takes a long time to load   D   The website is well structured

10 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

11 Robot.txt was used in the context of _____

    A.   Hiding some pages from the search engine crawler   B   Making the crawler look at these files easily

    C.   Make the website sitemap   D   Enable easier access to content

12 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.

13 Which among the following is a method of offline keyword research?
    A.   Adwords keyword planner tool   B   Brainstorming
    C.   Google analytics   D   Google autocomplete

14 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

Q.2   Short / Definition Questions (7 Question)   21
        A. Long Tail Keywords
        B How will you Increase the CTR?
        C. What is page ranking?
        D. Discuss benefits of PPC

E. What is the role of SEO in content marketing?

F. What can be the best approach to increase website traffic?

G. What is Google Trends?

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

(a) Discuss search habits of the users. Why understanding the way people search is important for SEO.

(b) Discuss the steps involved in planning for the SEO.

(c) Discuss how Unique, relevant, informative content is helpful in achieving better search engine   rankings

(d) Do you think keyword research is important in Meta tags ? Discuss.

(e) What factors decides the value of links in terms of achieving a better search engine ranking.

Q-4   **Case Study**

Edelweiss is a small local bakery in Fort Lauderdale, Florida (U.S.) that makes a variety of freshly-baked goods, including traditional artisanal bread, European pastries, cafe items like soups and sandwiches, and more. They've been in business for over 20 years, and though they are a popular location with locals, they struggled to attract the kind of organic search traffic online that they wanted.

Edelweiss Bakery's primary challenges included a lack of online and offline orders, and lower than desired brand visibility online. These challenges were directly impacting their business.Agency helped to understand business better . This was done by using online tools to identify top performers who were in the same industry and ranking for similar keywords.

Competitor research not only helped the agency identify who the bakery's competitors were, but it also helped the bakery realize that their most significant online competitors were different from their local, offline competitors. the agency identified which keywords and pages helped competitor sites collect the most traffic and how backlinks contributed to driving that traffic.

Their aim was to help Edelweiss build a strong backlink profile by getting more links to their site pages from other domains, increase their domain authority (DA) score and rank higher in the search results. The agency's strategy was to assess Edelweiss's link profile and look for new backlinking opportunities. The larger and wider the site structure, the more opportunities the bakery would have to appeal to their target audiences.To improve their site structure, the agency optimized the number sections on

the bakery's website and provided more relevant content on the existing pages.

Stage three of the agency's process was centered around improving the structure of Edelweiss' website. The goal was to ensure that every potential entry point was fully optimized to appeal to more users. To help Edelweiss attract the right visitors to their site, the agency focused on keyword research for the bakery's homepage. With the previously compiled data thoroughly researched and carefully sorted through, the agency was able to apply these insights to update and optimize Edelweiss Bakery's homepage.

They created a mockup of a new homepage that would appeal to all segments of the bakery's target audience while improving site performance on desktop and mobile.With the redesign of Edelweiss' homepage complete, the agency focused on creating a new meta title and meta description for their homepage to help improve their SERP ranking and increase their click-through rate. They used the findings from their earlier keyword research and paid close attention to search intent. The final step in the agency's process to improve Edelweiss's online presence was to revamp their Google My Business (GMB) profile. The agency also looked for additional opportunities with online registries to help increase the bakery's reach and used an automated tool to submit the bakery's information to new registries, creating a more well-rounded digital presence.

a) Do you think Agency will help out Edelweiss bakery to generate Organic Traffic? If yes How? | 07

b) Discuss and identify keyword for the site's homepage & overall digital presence. | 07

OR

a) Will Competitor analysis will help SEO to increase traffic if yes How? | 07

b) How Link building will lead SEO for Edelweiss bakery? | 07

****