

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**PGDDM– SEMESTER –I–EXAMINATION – WINTER-2023**

**Subject Code:2517603****Date: 04-12-2023****Subject Name: Search Engine Optimization****Time:10:30 AM to 12:30 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.1	Explain following terms (Attempt Any Seven) <ol style="list-style-type: none"> <li>1. Social Signals</li> <li>2. XML Sitemap</li> <li>3. Local SEO</li> <li>4. SERP</li> <li>5. Google Search Console</li> <li>6. Navigational Keywords</li> <li>7. Information Keywords</li> <li>8. Backlinks</li> </ol>				14
Q.2	Multiple Choice Questions ( All Compulsory )				12
1	What is the primary purpose of the "Alt" attribute in image tags?				12
A.	To set the alignment of the image	B.	To add a title to the image		
C.	To specify the image format	D.	To provide alternative text for screen readers and search engines		
2	Which HTTP status code indicates a "Page Not Found" error?				12
A.	200	B.	301		
C.	404	D.	500		
3	What is the purpose of the "rel=canonical" tag?				12
A.	To specify the preferred version of a page	B.	To highlight the main heading of a page		
C.	To indicate the author of the content	D.	To add a link to the website's home page		
4	Which of the following is a factor in determining a website's PageRank?				12
A.	Number of social media followers	B.	Number of pages on the website		
C.	Quality and quantity of backlinks	D.	Website design and color scheme		

5	What does the term "SERP" stand for in SEO?			
	A.	Search Engine Results Page	B.	Search Engine Ranking Position
	C.	Search Engine Recommendation Platform	D.	Search Engine Redirect Protocol
6	Which of the following is an example of a long-tail keyword?			
	A.	Shoes	B.	Running Shoes for Women
	C.	Fashion	D.	Footwear
7	What is the purpose of the "robots meta tag" in HTML?			
	A.	To block search engine crawlers from indexing specific pages	B.	To display a welcome message to website visitors
	C.	To format text on a webpage	D.	To insert keywords into the HTML code
8	What is the term for creating multiple pages targeting the same keyword to dominate search results?			
	A.	Keyword Stuffing	B.	Duplicate Content
	C.	Cloaking	D.	Keyword Cannibalization
9	Which of the following is a white hat SEO technique?			
	A.	Cloaking	B.	Keyword Stuffing
	C.	Guest Blogging	D.	Link Farming
10	What is the purpose of the "H1" tag in HTML for SEO?			
	A.	To set the font style for the webpage	B.	To define the main heading of a page
	C.	To insert keywords into the HTML code	D.	To provide a summary of the webpage content
11	What is the recommended character limit for a meta description in SEO?			
	A.	50 characters	B.	100 characters

	C.	160 characters	D.	200 characters	
12	Which of the following statements about "Google My Business" is correct?				
	A.	It is a paid advertising platform	B.	It is primarily used for social media marketing	
	C.	It helps businesses manage their online presence on	D.	It is a tool for keyword research	
Q.3	(a)	Discuss the role of backlinks in SEO. Explain how quality backlinks contribute to a website's authority and rankings.			07
	(b)	Discuss the steps involved in planning for the SEO.			07
		OR			
	(a)	Describe the key components of On-Page SEO. Discuss the importance of elements such as title tags, meta descriptions, and header tags in optimizing a webpage for search engines.			07
	(b)	Elaborate on the importance of content in SEO. Discuss the characteristics of high-quality content and its role in attracting both users and search engines.			07

Q.4	<p>Case Study: Elevating a Local Coffee Shop's Digital Presence</p> <p>Introduction: Perk &amp; Sip, a quaint local coffee shop known for its specialty brews, faced challenges in standing out among the competition in the online space. Seeking to attract more local coffee enthusiasts and increase foot traffic, Perk &amp; Sip embarked on an SEO optimization journey. This case study details the steps taken to enhance the coffee shop's online visibility and engage with the local community through strategic SEO initiatives.</p> <p>Case Study: Perk &amp; Sip's SEO Optimization Journey</p> <p>Initial Assessment and Keyword Research: Perk &amp; Sip initiated the process with a comprehensive assessment of its existing online presence. The subsequent keyword research identified key terms, revealing a demand for unique coffee blends and local cafe experiences. Long-tail keywords such as "artisanal coffee blends" and "cozy local cafes" were identified to align with the preferences of the target audience.</p> <p>On-Page SEO Implementation and Local Strategies: The on-page SEO strategy involved optimizing title tags and meta descriptions to reflect the unique offerings of Perk &amp; Sip. Header tags were strategically used to organize content, and the website's pages were enriched with keywords related to the coffee shop's ambiance and specialty drinks. Local SEO efforts included claiming and optimizing the Google My Business profile, encouraging positive reviews, and emphasizing the coffee shop's community involvement.</p>	
(a)	How did Perk & Sip conduct an initial assessment of its online presence, and why is this step critical for devising an effective SEO strategy for a local business?	10
	OR	
(a)	Summarize the potential positive outcomes for Perk & Sip resulting from the implemented SEO strategies. What ongoing recommendations would you provide to maintain and enhance its online presence in the competitive local coffee scene?	10

\*\*\*\*\*