

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: DM01076031**Date: 19/12/2024****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. No.	Question Text and Description	Marks				
Q.1	Explain following terms (Attempt Any Seven) <ol style="list-style-type: none"> 1. What Is Crawling? 2. Page Authority 3. What is a "nofollow" link. 4. Describe "keyword density" 5. Explain "on-page SEO" and give two examples of elements that are optimized in this process. 6. What is a "title tag," and why is it critical for on-page SEO? 7. Define "XML sitemap" and explain how it helps search engines. 8. What is "local SEO," and who can benefit from it? 	14				
Q.2	Multiple Choice Questions (All Compulsory)	12				
1	What is the primary goal of SEO? <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">A Increase social media engagement</td> <td style="width: 50%;">B Increase social media engagement</td> </tr> <tr> <td>C Rank higher in search engine results</td> <td>D Reduce bounce rate</td> </tr> </table>	A Increase social media engagement	B Increase social media engagement	C Rank higher in search engine results	D Reduce bounce rate	
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C Rank higher in search engine results	D Reduce bounce rate					
2	Which of these tools is commonly used for keyword research? <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">A Google Analytics</td> <td style="width: 50%;">B SEMrush</td> </tr> <tr> <td>C WordPress</td> <td>D Canva</td> </tr> </table>	A Google Analytics	B SEMrush	C WordPress	D Canva	
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3	Which of the following is NOT a search engine? <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">A Bing</td> <td style="width: 50%;">B Firefox</td> </tr> <tr> <td>C Yahoo</td> <td>D DuckDuckGo</td> </tr> </table>	A Bing	B Firefox	C Yahoo	D DuckDuckGo	
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4	What is "keyword stuffing"? <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">A Adding too many keywords to manipulate ranking</td> <td style="width: 50%;">B Using keywords in headings only</td> </tr> <tr> <td>C Avoiding keywords in content</td> <td>D Using only long-tail keywords</td> </tr> </table>	A Adding too many keywords to manipulate ranking	B Using keywords in headings only	C Avoiding keywords in content	D Using only long-tail keywords	
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5	What does "SERP" stand for? <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">A Search Engine Result Page</td> <td style="width: 50%;">B Social Engine Result Post</td> </tr> <tr> <td>C Site Engagement and Ranking Page</td> <td>D Search Engine Rank Process</td> </tr> </table>	A Search Engine Result Page	B Social Engine Result Post	C Site Engagement and Ranking Page	D Search Engine Rank Process	
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6	What does "domain authority" measure? <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">A Website speed</td> <td style="width: 50%;">B Content quality</td> </tr> <tr> <td>C Website's likelihood to rank in search engines</td> <td>D Keyword relevance</td> </tr> </table>	A Website speed	B Content quality	C Website's likelihood to rank in search engines	D Keyword relevance	
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C Website's likelihood to rank in search engines	D Keyword relevance					
7	Which of these keywords is considered a "long-tail keyword"? <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">A "furniture"</td> <td style="width: 50%;">B "buy organic cotton bedding online"</td> </tr> <tr> <td>C "home decor"</td> <td>D "decor"</td> </tr> </table>	A "furniture"	B "buy organic cotton bedding online"	C "home decor"	D "decor"	
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8	In SEO, what is "anchor text"?					

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|-----------|---|---|---|--|
| | A | Text that describes a video | B | The clickable text in a hyperlink |
| | C | Text that summarizes content | D | Text hidden within the page |
| 9 | Which of these would NOT be considered "organic traffic"? | | | |
| | A | Visitors from search engine results | B | Visitors from paid ads |
| | C | Visitors from referral sites | D | Visitors from direct URL entry |
| 10 | Which type of link passes "link juice"? | | | |
| | A | Nofollow link | B | Internal link |
| | C | Sponsored link | D | Dofollow link |
| 11 | What is "CTR" in SEO? | | | |
| | A | Click-To-Run | B | Click-Through Rate |
| | C | Click Tag Rate | D | Click-To-Rank |
| 12 | What is "link building"? | | | |
| | A | Creating new pages on a website | B | Getting other websites to link to your website |
| | C | Adding more links to your social media profiles | D | Shortening URLs |

- Q.3** (a) Explain the SEO process in detail. Discuss each step from planning to implementation, highlighting how each contributes to improving a website's ranking in search engines. **07**
- (b) Discuss the role of keyword research in SEO. Explain the steps involved in selecting the right keywords. **07**

OR

- (a) What are title tags and meta descriptions? Explain their importance in on-page SEO and describe best practices for optimizing them to improve search engine ranking and click-through rates. **07**
- (b) Describe the role of sitemaps in SEO. Explain how submitting a sitemap to search engines facilitates crawling and indexing, and provide steps for creating and submitting a sitemap for a new website. **07**

Q.4 SEO for a Local Restaurant Website

Background: TasteBuds is a local restaurant specializing in Italian cuisine. While the restaurant has a loyal customer base, it struggles to attract new customers through its website. The restaurant's website contains the menu, photos of dishes, and basic contact information, but it doesn't rank well on search engines when people search for Italian restaurants in the area. The restaurant's owner, Maria, decided to improve the website's SEO to increase visibility and attract more local diners.

Challenge: Maria hired an SEO consultant to review the website. The consultant found several issues: The website was not optimized for local searches, as it lacked location-based keywords such as "best Italian restaurant in [city]" or "authentic Italian cuisine near me." Additionally, the restaurant's Google My Business (GMB) profile was not claimed or optimized, which meant it wasn't appearing in local map searches. The website's content was limited to the menu and basic info, without any additional content like blog posts or customer reviews, which could have helped build trust and improve SEO. Finally, the website's load time was slow, which negatively impacted both user experience and rankings.

- (a) What SEO issues did TasteBuds face, and how did these issues affect the restaurant's online visibility? **10**

OR

- (a) Explain the importance of website speed and how it can influence both SEO rankings and user experience. **10**
