

Enrollment No./Seat No.:

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

Subject Code: DM01076031

Date: 29-12-2025

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.**

	Marks
Q.1 Attempt ANY 7	14
(A) Define SEO	
(B) What is the function of a search engine crawler/robot?	
(C) What are the different types of keywords?	
(D) What is the process to submit web pages of a website's URL for indexing?	
(E) What is the significance of inbound links in SEO?	
(F) How can user generated content help in SEO?	
(G) What is on-page SEO, and why is it important?	
(H) What is guest blogging? How is it useful?	
Q.2 Multiple Choice Questions (All Compulsory)	12
(1) Crawler is	
A. search engine algorithm	B. paid software
C. name of search engine keyword	D. type of
(2) What is the page 'title'?	
A. An HTML tag	B. Heading of the page
C. Banner on home page above	D. None of the
(3) How many static page title/s can a webpage have?	
A. 3	B. 4
C. 1	D. 2
(4) What is the ideal character length of the meta description tag?	
A. 90	B. 237
C. 156	D. 304

- (5) Which search engine is the most used in China?
 A. Google
 B. Yahoo
 C. Yandex
 D. Baidu
- (6) Which tool is used to check backlinks on the website?
 A. Keyword planner tool
 B. Google Business Profile
 C. GMC Console
 D. Google Search
- (7) Which of the following is NOT an SEO plugin for WordPress?
 A. Query Monitor
 B. WP Rocket
 C. Rank math
 D. Yoast
- (8) Which social media profiles of a business does the Google crawler follow?
 A. X
 B. Facebook
 C. LinkedIn
 D. All of the above
- (9) Which HTML tag is used to create a same site or outbound link?
 A. div
 B. li
 C. a href
 D. img
- (10) Inbound link is also known as,
 A. Anchor text
 B. Backlink
 C. Same site link
 D. URL
- (11) CWV is
 A. Complete Web Visual
 B. Core Web Vital
 C. Core Website Visual
 D. Complete Web Vital
- (12) What is the ideal loading time for a website on a mobile device?
 A. 5 seconds
 B. 6 seconds
 C. 2 seconds
 D. 8 seconds

- Q.3 (a)** What are the different types of keywords? Explain with suitable examples. **07**
- (b)** What are inbound links, and how can you generate authentic inbound links? Write different ways to create inbound links. **07**

OR

- (a)** What is the significance of SEO in a digital marketing strategy for any business? **07**
- (b)** How does a Search Engine work? Explain step-by-step with a suitable figure. **07**

Q.4

“Thepla Junction” is a popular local food startup in Ahmedabad known for serving traditional Gujarati snacks like thepla, dhokla, and fafda through both dine-in and online delivery. Despite positive customer reviews and growing social media engagement, the company’s website fails to attract organic visitors. Most of its traffic comes from paid ads and social media promotions. The founders realised that without a strong SEO strategy, they would remain dependent on paid channels, increasing marketing costs.

A detailed SEO audit exposed several weaknesses. The website’s meta titles and descriptions were incomplete and repetitive. For example, multiple pages carried the same title tag — “Best Gujarati Food in Ahmedabad”. The site content lacked keyword focus and had thin, duplicated descriptions for different food categories. Blog posts were irregular and stuffed with irrelevant keywords such as “best food Ahmedabad tasty Gujarati food Ahmedabad cheap Gujarati snacks”, which reduced readability and ranking potential.

From a technical SEO perspective, the site structure was weak. URLs were not optimised and the XML sitemap had never been submitted to Google Search Console. The page load time was above six seconds because of heavy images and uncompressed videos. Many internal links led to 404 pages, and no schema markup was used to display ratings, prices, or recipes in search results.

The off-page audit revealed that the website had very few quality backlinks. Most external links came from directory listings and irrelevant forums. No partnerships or guest posts were done with food bloggers, local news portals, or restaurant review websites. Competitors like GujuGaramBite.com and AmdavadiTaste.in ranked higher on Google for high-value keywords such as “Gujarati breakfast in Ahmedabad” and “authentic thepla home delivery”.

To overcome these issues, “Thepla Junction” planned a six-month SEO improvement campaign. The strategy included optimising all meta tags, creating keyword clusters around “Gujarati snacks delivery”, and developing high-quality content explaining the cultural roots of Gujarati food. The brand also decided to collaborate with micro-influencers in Ahmedabad for backlinks, introduce structured data for product listings, and regularly monitor SEO performance through Google Analytics and Search Console.

The founders now expect SEO to become their most reliable source of organic traffic, reduce advertising dependency, and help position “Thepla Junction” as Ahmedabad’s go-to name for authentic Gujarati snacks.

- (a)** As the SEO consultant for “Thepla Junction”, design a six-step SEO process focusing on on-page optimisation, keyword selection, and link-building activities that can enhance the site’s organic ranking and visibility within six months. **10**

OR

- (a)** Analyse the major SEO challenges faced by “Thepla Junction” in content, technical SEO, and off-page factors. Explain how these issues can be resolved following ethical SEO practices and Google’s ranking guidelines. **10**
