

2

Digital Marketing

Q.1. Fill in the Blanks

- (1) _____ has always been about connecting with your audience in the right place and at the right time.
- (2) _____ Marketing examples might include tangible items such as business cards, print ads in newspapers or magazines.
- (3) _____ also include posters, commercials on TV and radio, billboards and brochures.
- (4) The world of _____ continues to evolve as long as technology continues to advance.
- (5) Specifically, _____ is similar to traditional advertising, but using digital devices.
- (6) Now _____ is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.

Ans. (1) Marketing	(2) Traditional	(3) Traditional Marketing
(4) Digital Marketing	(5) Digital Marketing	(6) Digital Marketing

Q.2. True or False

- (1) Marketing has always been about connecting with your audience in the right place and at the right time.
- (2) Traditional Marketing examples might include tangible items such as business cards, print ads in newspapers or magazines.
- (3) Digital Marketing also include posters, commercials on TV and radio, billboards and brochures.
- (4) The world of Digital Marketing continues to evolve as long as technology continues to advance.
- (5) Specifically, Digital Marketing is similar to traditional advertising, but using digital devices.
- (6) Now Traditional Marketing is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.

Ans. (1) True	(2) True	(3) False	(4) True	(5) True
(6) False				

Q.3. Multiple Choice Question (Single Choice)

- (1) _____ has always been about connecting with your audience in the right place and at the right time.
 (A) Finance (B) Marketing (C) Human Resource
 (D) Traditional Marketing
- (2) _____ Marketing examples might include tangible items such as business cards, print ads in newspapers or magazines.
 (A) Traditional (B) Digital Marketing (C) Finance
 (D) Human Resource
- (3) _____ also include posters, commercials on TV and radio, billboards and brochures.
 (A) Traditional Marketing (B) Digital Marketing (C) Finance
 (D) Human Resource

- (4) The world of _____ continues to evolve as long as technology continues to advance.
 (A) Traditional Marketing (B) Digital Marketing (C) Finance
 (D) Human Resource
- (5) Specifically, _____ is similar to traditional advertising, but using digital devices.
 (A) Traditional Marketing (B) Digital Marketing (C) Finance
 (D) Human Resource
- (6) Now _____ is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.
 (A) Traditional Marketing (B) Digital Marketing (C) Finance
 (D) Human Resource

Ans. (1) Marketing	(2) Traditional	(3) Traditional Marketing
(4) Digital Marketing	(5) Digital Marketing	(6) Digital Marketing

Q.5. Multiple Choice Three Correct Answers

- (1) Now digital marketing is becoming popular due to the increase in _____, _____ and _____.
 (A) Internet Users (B) Traditional Marketing
 (C) Mobile Phone Users (D) Digital Content Consumption
 (E) Digital Marketing

Ans. (1) (A) Internet Users	(C) Mobile Phone Users	(D) Digital Content Consumption
-----------------------------	------------------------	---------------------------------

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Marketing	(a)	Connecting with your audience
(2)	Traditional Marketing	(b)	Include posters, commercials on TV and radio, billboards and brochures.
(3)	Digital Marketing	(c)	Using digital devices.

Q.7. Answer Briefly

Q.1. Explain various Concepts of Marketing.

- (1) **Marketing** has always been about connecting with your audience in the right place and at the right time.
- (2) **Traditional Marketing** examples might include tangible items such as business cards, print ads in newspapers or magazines.
- (3) **Traditional Marketing** also include posters, commercials on TV and radio, billboards and brochures.
- (4) The world of **digital marketing** continues to evolve as long as technology continues to advance.
- (5) Specifically, **digital marketing** is similar to traditional advertising, but using digital devices.
- (6) Now **digital marketing** is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.

Q.1. Fill in the Blanks

- (7) Full form of SEO is _____
- (8) _____ is the process of boosting content and technical set-up of the website so that it appears at the top of a search engine.
- (9) _____ is to attract visitors to your website when they search for products or services related to your business.
- (10) Paid search or pay-per-click (PPC) advertising refers to the “sponsored result” on the _____
- (11) _____ ads are visible, flexible, and effective for many different types of organizations.
- (12) _____ denotes the creation and promotion of content assets.
- (13) The channels that play a part in your _____ include video, blogs, e-books etc.
- (14) _____ marketing is the use of social media platforms and websites to promote a product or service.
- (15) _____ marketing is the use of social media platforms to connect with your audience.

Ans. (7) Search Engine Optimization	(8) Search Engine Optimization
(9) Search Engine Optimization	(10) Search Engine Results Pages
(11) Pay Per Click	(12) Content Marketing
(13) Content Marketing	(14) Social Media
(15) Social Media	

Q.2. True or False

- (7) Full form of SEO is Search Engine Optimization.
- (8) Search Engine Results Pages is the process of boosting content and technical set-up of the website so that it appears at the top of a search engine.
- (9) Search Engine Optimization is to attract visitors to your website when they search for products or services related to your business.
- (10) Paid search or pay-per-click (PPC) advertising refers to the “sponsored result” on the Search Engine Optimization.
- (11) Pay Per Click ads are visible, flexible, and effective for many different types of organizations.
- (12) Content Marketing denotes the creation and promotion of content assets.
- (13) The channels that play a part in your Social Media include video, blogs, e-books etc.
- (14) Social Media marketing is the use of social media platforms and websites to promote a product or service.
- (15) Pay Per Click marketing is the use of social media platforms to connect with your audience.

Ans. (7) True	(8) False	(9) True	(10) False	(11) True
(12) True	(13) False	(14) True	(15) False	

Q.3. Multiple Choice Question (Single Choice)

- (7) Full form of SEO is _____
 (A) Search Engine Optimization (B) Secured Engine Operation
 (C) Super Engine Optimization (D) Search Engine Operation
- (8) _____ is the process of boosting content and technical set-up of the website so that it appears at the top of a search engine.
 (A) Search Engine Optimization (B) Search Engine Results Pages
 (C) Pay Per Click (D) Content Marketing
- (9) _____ is to attract visitors to your website when they search for products or services related to your business.
 (A) Search Engine Optimization (B) Search Engine Results Pages
 (C) Pay Per Click (D) Content Marketing
- (10) Paid search or pay-per-click (PPC) advertising refers to the “sponsored result” on the _____
 (A) Search Engine Optimization (B) Search Engine Results Pages
 (C) Pay Per Click (D) Content Marketing
- (11) _____ ads are visible, flexible, and effective for many different types of organizations.
 (A) Search Engine Optimization (B) Search Engine Results Pages
 (C) Pay Per Click (D) Content Marketing
- (12) _____ denotes the creation and promotion of content assets.
 (A) Search Engine Optimization (B) Search Engine Results Pages
 (C) Pay Per Click (D) Content Marketing
- (13) The channels that play a part in your _____ include video, blogs, e-books etc.
 (A) Search Engine Optimization (B) Search Engine Results Pages
 (C) Pay Per Click (D) Content Marketing
- (14) _____ marketing is the use of social media platforms and websites to promote a product or service.
 (A) Search Engine Optimization (B) Search Engine Results Pages
 (C) Pay Per Click (D) Social Media
- (15) _____ marketing is the use of social media platforms to connect with your audience.
 (A) Search Engine Optimization (B) Search Engine Results Pages
 (C) Pay Per Click (D) Social Media

- | | |
|-------------------------------------|----------------------------------|
| Ans. (7) Search Engine Optimization | (8) Search Engine Optimization |
| (9) Search Engine Optimization | (10) Search Engine Results Pages |
| (11) Pay Per Click | (12) Content Marketing |
| (13) Content Marketing | (14) Social Media |
| (15) Social Media | |

Q.4. Multiple Choice Two Correct Answers

- (1) SEO is the process of _____ and _____ so that it appears at the top of a search engine.
 (A) Boosting Content (B) Paid search (C) Technical set-up of the website
 (D) Pay-Per-Click (E) Websites
- (2) _____ or _____ advertising refers to the “sponsored result” on the search engine results pages (SERP).
 (A) Boosting Content (B) Paid search (C) Technical set-up of the website
 (D) Pay-Per-Click (E) Websites
- (3) Social media marketing is the use of _____ platforms and _____ to promote a product or service.
 (A) Boosting Content (B) Paid search (C) Technical set-up of the website
 (D) Social Media (E) Websites

Ans. (1)	(A) Boosting Content	(C) Technical set-up of the website
(2)	(B) Paid search	(D) Pay-Per-Click
(3)	(D) Social Media	(E) Websites

Q.5. Multiple Choice Three Correct Answers

- (1) PPC ads are _____, _____, and _____ for many different types of organizations.
 (A) Visible (B) Video (C) Blogs (D) Flexible (E) Effective
- (2) The channels that play a part in your content marketing include _____, _____, etc.
 (A) Visible (B) Video (C) Blogs (D) E-books (E) Flexible

Ans. (1)	(A) Visible	(D) Flexible	(E) Effective
(2)	(B) Video	(C) Blogs	(D) E-books

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Search Engine Optimization	(a)	It appear at the top of a search engine
(2)	Search Engine Results Pages	(b)	Paid search or pay-per-click (PPC) advertising refers to the “sponsored result”
(3)	Pay Per Click	(c)	Ads are visible, flexible, and effective
(4)	Content Marketing	(d)	Creation and promotion of content assets
(5)	Social Media Marketing	(e)	Use of social media platforms

Q.7. Answer Briefly**Q.2. Discuss the various channels in Digital Marketing.**

- (1) Full form of SEO is **Search Engine Optimization**
- (2) **Search Engine Optimization** is the process of boosting content and technical set-up of the website so that it appears at the top of a search engine.

- (3) **Search Engine Optimization** is to attract visitors to your website when they search for products or services related to your business.
- (4) Paid search or pay-per-click (PPC) advertising refers to the “sponsored result” on the **Search Engine Results Pages**.
- (5) **Pay Per Click** ads are visible, flexible, and effective for many different types of organizations.
- (6) **Content Marketing** denotes the creation and promotion of content assets.
- (7) The channels that play a part in your **content marketing** include video, blogs, e-books etc.
- (8) **Social media** marketing is the use of social media platforms and websites to promote a product or service.
- (9) **Social media** marketing is the use of social media platforms to connect with your audience.

Q.1. Fill in the Blanks

- (16) A _____ search engine or Internet search engine is a software system that is designed to carry out web search.
- (17) The entire _____ works on keywords.
- (18) There are two ways to rank website one can pay and rank and other is without payment one can rank website doing SEO process. i.e. Organic Search and _____.

Ans. (16) Web	(17) Search Engine Optimization	(18) Paid Search
---------------	---------------------------------	------------------

Q.2. True or False

- (16) A Web search engine or Internet search engine is a software system that is designed to carry out web search.
- (17) The entire Search Engine Optimization works on keywords.
- (18) There are two ways to rank website one can pay and rank and other is without payment one can rank website doing SEO process. i.e. Organic Search and Web.

Ans. (16) True	(17) True	(18) False
----------------	-----------	------------

Q.3. Multiple Choice Question (Single Choice)

- (16) A _____ search engine or Internet search engine is a software system that is designed to carry out web search.
- (A) Web (B) Search Engine Optimization (C) Paid Search (D) Free Search
- (17) The entire _____ works on keywords.
- (A) Web (B) Search Engine Optimization (C) Paid Search (D) Free Search
- (18) There are two ways to rank website one can pay and rank and other is without payment one can rank website doing SEO process. i.e. Organic Search and _____.
- (A) Web (B) Search Engine Optimization (C) Paid Search (D) Free Search

Ans. (16) Web	(17) Search Engine Optimization	(18) Paid Search
---------------	---------------------------------	------------------

Q.4. Multiple Choice Two Correct Answers

- (1) A _____ search engine or _____ search engine is a software system that is designed to carry out web search.
- (A) Web (B) Organic Search (C) Internet (D) Paid Search (E) Free Search

(2) There are two ways to rank website one can pay and rank and other is without payment one can rank website doing SEO process i.e. _____ & _____

(A) Web (B) Organic Search (C) Internet (D) Paid Search (E) Free Search

Ans. (1) (A) Web (C) Internet (2) (B) Organic Search (D) Paid Search

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Web search engine	(a)	Software system that is designed to carry out web search
(2)	Search Engine Optimization	(b)	Works on keywords

Q.7. Answer Briefly

Q.3. Explain the Concept of Search Engine.

- (1) A **Web** search engine or Internet search engine is a software system that is designed to carry out web search.
- (2) The entire **Search Engine Optimization** works on keywords.
- (3) There are two ways to rank website one can pay and rank and other is without payment one can rank website doing SEO process. i.e. Organic Search and **Paid Search**.

Q.1. Fill in the Blanks

- (19) _____ involves looking for ways to improve user experience ethically and genuinely.
- (20) _____ ensures that web page content should have been created for the users and not just for the search engines.
- (21) _____ relies on manipulating Google's algorithm to improve rankings.
- (22) The _____ reads the content and thinks the website is original one and it ranks the page.
- (23) _____ is a program used by search engines to collect data from the website.

Ans. (19) White Hat Search Engine Optimization (20) White Hat Search Engine Optimization
(21) Black Hat Search Engine Optimization (22) Google Crawler
(23) Crawler

Q.2. True or False

- (19) Black Hat Search Engine Optimization involves looking for ways to improve user experience ethically and genuinely.
- (20) White Hat Search Engine Optimization ensures that web page content should have been created for the users and not just for the search engines.
- (21) White Hat Search Engine Optimization relies on manipulating Google's algorithm to improve rankings.
- (22) The Google Crawler reads the content and thinks the website is original one and it ranks the page.
- (23) Crawler is a program used by search engines to collect data from the website.

Ans. (19) False (20) True (21) False (22) True (23) True

Q.3. Multiple Choice Question (Single Choice)

- (19) _____ involves looking for ways to improve user experience ethically and genuinely.
 (A) White Hat Search Engine Optimization (B) Black Hat Search Engine Optimization
 (C) Google Crawler (D) Crawler
- (20) _____ ensures that web page content should have been created for the users and not just for the search engines.
 (A) White Hat Search Engine Optimization (B) Black Hat Search Engine Optimization
 (C) Google Crawler (D) Crawler
- (21) _____ relies on manipulating Google's algorithm to improve rankings.
 (A) White Hat Search Engine Optimization (B) Black Hat Search Engine Optimization
 (C) Google Crawler (D) Crawler
- (22) The _____ reads the content and thinks the website is original one and it ranks the page.
 (A) White Hat Search Engine Optimization (B) Black Hat Search Engine Optimization
 (C) Google Crawler (D) Crawler
- (23) _____ is a program used by search engines to collect data from the website.
 (A) White Hat Search Engine Optimization (B) Black Hat Search Engine Optimization
 (C) Google Crawler (D) Crawler

Ans. (19) White Hat Search Engine Optimization (21) Black Hat Search Engine Optimization (23) Crawler	(20) White Hat Search Engine Optimization (22) Google Crawler
--	--

Q.4. Multiple Choice Two Correct Answers

- (1) Techniques and strategies used to get higher search rankings, and breaking search engine rules are _____ & _____.
 (A) Black Hat SEO (B) Ethically (C) White Hat SEO
 (D) Genuinely (E) Search
- (2) White hat SEO involves looking for ways to improve user experience _____ and _____.
 (A) Black Hat SEO (B) Ethically (C) White Hat SEO
 (D) Genuinely (E) Search
- (3) White Hat Search Engine Optimization ensures that web page content should have been created for the _____ and not just for the _____ engines.
 (A) Black Hat SEO (B) Ethically (C) White Hat SEO
 (D) Users (E) Search

Ans. (1) (A) Black Hat SEO (C) White Hat SEO (3) (D) Users (E) Search	(2) (B) Ethically (D) Genuinely
--	--

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	White Hat Search Engine Optimization	(a)	Involves looking for ways to improve user experience ethically and genuinely.
(2)	Black Hat Search Engine Optimization	(b)	Relies on manipulating Google's algorithm to improve rankings
(3)	Google Crawler	(c)	Reads the content and thinks the website is original one and it ranks the page
(4)	Crawler	(d)	Program used by search engines to collect data from the website

Q.7. Answer Briefly

Q.4. State the techniques and strategies used to get higher search rankings.

Techniques and strategies used to get higher search rankings, and breaking search engine rules are Black Hat SEO & White Hat SEO

- (1) **White Hat Search Engine Optimization** involves looking for ways to improve user experience ethically and genuinely.
- (2) **White Hat Search Engine Optimization** ensures that web page content should have been created for the users and not just for the search engines.
- (3) **Black Hat Search Engine Optimization** relies on manipulating Google's algorithm to improve rankings.
- (4) The **Google Crawler** reads the content and thinks the website is original one and it ranks the page.
- (5) **Crawler** is a program used by search engines to collect data from the website.

Q.1. Fill in the Blanks

- (24) The reason it is called _____ is that these changes are visible to readers. It is a balance between giving the right information to search engines without compromising the information.
- (25) _____ is about, among other things, link building, social media, and local SEO.
- (26) If there are problems with your _____ then it is likely that your SEO efforts will not generate the expected results.

Ans. (24) On-Page Search Engine Optimization (25) Off-Page Search Engine Optimization
(26) Technical Search Engine Optimization

Q.2. True or False

- (24) The reason it is called Off-Page Search Engine Optimization is that these changes are visible to readers. It is a balance between giving the right information to search engines without compromising the information.
- (25) Off-Page Search Engine Optimization is about, among other things, link building, social media, and local SEO.
- (26) If there are problems with your Technical Search Engine Optimization then it is likely that your SEO efforts will not generate the expected results.

Ans. (24) False (25) True (26) True

Q.3. Multiple Choice Question (Single Choice)

- (24) The reason it is called _____ is that these changes are visible to readers. It is a balance between giving the right information to search engines without compromising the information.
- (A) On-Page Search Engine Optimization (B) Off-Page Search Engine Optimization
(C) Technical Search Engine Optimization (D) Web Page Engine
- (25) _____ is about, among other things, link building, social media, and local SEO.
- (A) On-Page Search Engine Optimization (B) Off-Page Search Engine Optimization
(C) Technical Search Engine Optimization (D) Web Page Engine
- (26) If there are problems with your _____ then it is likely that your SEO efforts will not generate the expected results.
- (A) On-Page Search Engine Optimization (B) Off-Page Search Engine Optimization
(C) Technical Search Engine Optimization (D) Web Page Engine

Ans. (24) On-Page Search Engine Optimization	(25) Off-Page Search Engine Optimization
(26) Technical Search Engine Optimization	

Q.5. Multiple Choice Three Correct Answers

- (1) There are number of ways to approach SEO to generate traffic to your website. Those are _____, _____ and _____.
- (A) Web page SEO (B) On-page SEO (C) Off-page SEO
(D) Search Engine SEO (E) Technical SEO

Ans. (1) (B) On-page SEO (C) Off-page SEO (E) Technical SEO

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	On-Page Search Engine Optimization	(a)	Giving the right information to search engines
(2)	Off-Page Search Engine Optimization	(b)	Link building, social media, and local SEO
(3)	Technical Search Engine Optimization	(c)	If there are problems SEO efforts will not generate the expected results

Q.7. Answer Briefly**Q.5. Explain the ways to approach SEO to generate traffic to your website.**

There are number of ways to approach SEO to generate traffic to your website. Those are On-page SEO, Off-page SEO and Technical SEO.

- (1) The reason it is called **On-Page Search Engine Optimization** is that these changes are visible to readers. It is a balance between giving the right information to search engines without compromising the information.
- (2) **Off-Page Search Engine Optimization** is about, among other things, link building, social media, and local SEO.
- (3) If there are problems with your **Technical Search Engine Optimization** then it is likely that your SEO efforts will not generate the expected results.

Q.1. Fill in the Blanks

- (27) A _____ tail is a long keyword.
 (28) A _____ tail is a short keyword.

Ans. (27) long (28) short

Q.2. True or False

- (27) A short tail is a long keyword.
 (28) A long tail is a short keyword.

Ans. (27) False (28) False

Q.3. Multiple Choice Question (Single Choice)

- (27) A _____ tail is a long keyword.
 (A) Long (B) Short (C) Digital (D) Traditional
 (28) A _____ tail is a short keyword.
 (A) Long (B) Short (C) Digital (D) Traditional

Ans. (27) Long (28) Short

Q.4. Multiple Choice Two Correct Answers

- (1) To rank your website you must follow the tactic of _____ and _____ keyword concept.
 (A) Long Tail (B) Digital (C) Traditional (D) Short Tail (E) Web Page

Ans. (1) (A) Long Tail (D) Short Tail

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Long Tail	(a)	Long keyword
(2)	Short Tail	(b)	Short keyword

Q.7. Answer Briefly**Q.6. Explain the term Long and Short tail Keyword.**

To rank your website you must follow the tactic of Long Tail and Short Tail keyword concept.

- (1) A long tail is a long keyword.
 (2) A short tail is a short keyword.

Q.1. Fill in the Blanks

- (29) An _____ helps to find out what could be done to improve ranking on search engines.
 (30) _____ is a free SEO Audit Tool that will perform a detailed SEO Analysis.

Ans. (29) Search Engine Optimization Audit (30) SEOptimer

Q.2. True or False

- (29) An Search Engine Optimization Audit helps to find out what could be done to improve ranking on search engines.
- (30) SEOptimizer is a free SEO Audit Tool that will perform a detailed SEO Analysis.

Ans. (29) True (30) True

Q.3. Multiple Choice Question (Single Choice)

- (29) An _____ helps to find out what could be done to improve ranking on search engines.
- (A) Search Engine Optimization Audit (B) SEOptimizer
(C) System Audit (D) Website
- (30) _____ is a free SEO Audit Tool that will perform a detailed SEO Analysis.
- (A) Search Engine Optimization Audit (B) SEOptimizer
(C) System Audit (D) Website

Ans. (29) Search Engine Optimization Audit (30) SEOptimizer

Q.5. Multiple Choice Three Correct Answers

- (1) There are many SEO Audit tools available on internet such as _____, _____, _____, etc.
- (A) Woorank.com (B) Search Engine Optimization Audit (C) SEOptimizer
(D) Varvy.com (E) Seositecheckup.com

Ans. (A) Woorank.com (C) Varvy.com (E) Seositecheckup.com

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Search Engine Optimization Audit	(a)	Improve ranking on search engines
(2)	SEOptimizer	(b)	Perform a detailed SEO Analysis

Q.7. Answer Briefly**Q.7. Explain SEO Audit and how SEO optimises the website.**

- (1) An **Search Engine Optimization Audit** helps to find out what could be done to improve ranking on search engines.
- (2) **SEOptimizer** is a free SEO Audit Tool that will perform a detailed SEO Analysis. There are many SEO Audit tools available on internet such as **woorank.com, varvy.com, seositecheckup.com** etc.

Q.1. Fill in the Blanks

- (31) Webpages having HTML code should start with _____
- (32) A _____ tag is an HTML element that specifies the title of a web page.
- (33) _____ tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result.

- (34) _____ tags are snippets of code that tell search engines important information about your web page.

Ans. (31) <!doctype html> (32) title (33) Title (34) Meta

Q.2. True or False

- (31) Webpages having HTML code should start with Meta.
 (32) A title tag is an HTML element that specifies the title of a web page.
 (33) Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result.
 (34) <!doctype html>tags are snippets of code that tell search engines important information about your web page.

Ans. (31) False (32) True (33) True (34) False

Q.3. Multiple Choice Question (Single Choice)

- (31) Webpages having HTML code should start with _____
 (A) <!doctype html> (B) Title (C) Meta (D) Body
 (32) A _____ tag is an HTML element that specifies the title of a web page.
 (A) <!doctype html> (B) Title (C) Meta (D) Body
 (33) _____ tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result.
 (A) <!doctype html> (B) Title (C) Meta (D) Body
 (34) _____ tags are snippets of code that tell search engines important information about your web page.
 (A) <!doctype html> (B) Title (C) Meta (D) Body

Ans. (31) <!doctype html> (32) Title (33) Title (34) Meta

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	<!doctype html>	(a)	Webpages having HTML code should start with
(2)	Title tag	(b)	Title of a web page
(3)	Metatags	(c)	Tell search engines important information about your web page

Q.7. Answer Briefly

Q.8. Discuss HTML Header in SEO.

- (1) Webpages having HTML code should start with <!doctype html>
 (2) A title tag is an HTML element that specifies the title of a web page.
 (3) Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result.
 (4) Meta tags are snippets of code that tell search engines important information about your web page.

Q.1. Fill in the Blanks

- (35) _____ tags are necessary for both usability, and SEO of your web page.
- (36) _____ primarily take keywords from content, heading tags, and titles to develop the context of a web page.
- (37) The webpage should include proper _____ tags from <h1> to <h6> wherever required.
- (38) By adding an _____ text, you provide users of screen readers and search engines with a textual description of what's on that image.
- (39) _____ means having the keywords or sets of keywords those will rank your site in search engine.

Ans. (35) Heading	(36) Search engines	(37) Heading
(38) Alternate	(39) Keyword consistency	

Q.2. True or False

- (35) Search engines tags are necessary for both usability, and SEO of your web page.
- (36) Search engines primarily take keywords from content, heading tags, and titles to develop the context of a web page.
- (37) The webpage should include proper Keyword consistency tags from <h1> to <h6> wherever required.
- (38) By adding an Alternate text, you provide users of screen readers and search engines with a textual description of what's on that image.
- (39) Keyword consistency means having the keywords or sets of keywords those will rank your site in search engine.

Ans. (35) False	(36) True	(37) False	(38) True	(39) True
-----------------	-----------	------------	-----------	-----------

Q.3. Multiple Choice Question (Single Choice)

- (35) _____ tags are necessary for both usability, and SEO of your web page.
(A) Heading (B) Search engines (C) Alternate (D) Keyword consistency
- (36) _____ primarily take keywords from content, heading tags, and titles to develop the context of a web page.
(A) Heading (B) Search engines (C) Alternate (D) Keyword consistency
- (37) The webpage should include proper _____ tags from <h1> to <h6> wherever required.
(A) Heading (B) Search engines (C) Alternate (D) Keyword consistency
- (38) By adding an _____ text, you provide users of screen readers and search engines with a textual description of what's on that image.
(A) Heading (B) Search engines (C) Alternate (D) Keyword consistency
- (39) _____ means having the keywords or sets of keywords those will rank your site in search engine.
(A) Heading (B) Search engines (C) Alternate (D) Keyword consistency

Ans. (35) Heading	(36) Search engines	(37) Heading
(38) Alternate	(39) Keyword consistency	

Q.4. Multiple Choice Two Correct Answers

(1) The webpage should include proper heading tags from _____ to _____ wherever required.

- (A) <h1> (B) <h6> (C) Content (D) Heading Tags (E) Titles

Ans. (1) (A) <h1> (B) <h6>

Q.5. Multiple Choice Three Correct Answers

(1) Search engines primarily take keywords from _____, _____, and _____ to develop the context of a web page.

- (A) <h1> (B) <h6> (C) Content (D) Heading Tags (E) Titles

Ans. (1) (C) Content (D) Heading Tags (E) Titles

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Search Engines	(a)	Primarily take keywords from content, heading tags, and titles
(2)	Heading	(b)	Tags from <h1> to <h6> wherever required.
(3)	Alternate text	(c)	Textual description of what's on that image
(4)	Keyword consistency	(d)	Sets of keywords those will rank your site in search engine

Q.7. Answer Briefly**Q.9. Discuss Body Content in SEO.**

- (1) **Heading** tags are necessary for both usability, and SEO of your web page.
- (2) **Search engines** primarily take keywords from content, heading tags, and titles to develop the context of a web page.
- (3) The webpage should include proper **Heading** tags from <h1> to <h6> wherever required.
- (4) By adding an **alternate** text, you provide users of screen readers and search engines with a textual description of what's on that image.
- (5) **Keyword consistency** means having the keywords or sets of keywords those will rank your site in search engine.

Q.1. Fill in the Blanks

- (40) _____ are links that are directed towards your website. Backlinks
- (41) _____ are important for SEO because some search engines, especially Google, will give more credit to websites that have a good number of quality backlinks. Backlinks
- (42) _____ are links that send a message to its visitors that the webpage no longer exists, triggering a 404 error page. Broken links
- (43) SEO _____ are URLs that are designed to meet the needs of users and searchers. Friendly URLs

Ans. (40) Backlinks (41) Backlinks (42) Broken links (43) Friendly URLs

Q.2. True or False

- (40) Broken links are links that are directed towards your website.
- (41) Backlinks are important for SEO because some search engines, especially Google, will give more credit to websites that have a good number of quality backlinks.
- (42) Backlinks are links that send a message to its visitors that the webpage no longer exists, triggering a 404 error page.
- (43) SEO Friendly URLs are URLs that are designed to meet the needs of users and searchers.

Ans. (40)	False	(41)	True	(42)	False	(43)	True
-----------	-------	------	------	------	-------	------	------

Q.3. Multiple Choice Question (Single Choice)

- (40) _____ are links that are directed towards your website.
 (A) Backlinks (B) Broken links (C) Friendly URLs (D) Digital Marketing
- (41) _____ are important for SEO because some search engines, especially Google, will give more credit to websites that have a good number of quality backlinks.
 (A) Backlinks (B) Broken links (C) Friendly URLs (D) Digital Marketing
- (42) _____ are links that send a message to its visitors that the webpage no longer exists, triggering a 404 error page.
 (A) Backlinks (B) Broken links (C) Friendly URLs (D) Digital Marketing
- (43) SEO _____ are URLs that are designed to meet the needs of users and searchers.
 (A) Backlinks (B) Broken links (C) Friendly URLs (D) Digital Marketing

Ans. (40)	Backlinks	(41)	Backlinks	(42)	Broken links	(43)	Friendly URLs
-----------	-----------	------	-----------	------	--------------	------	---------------

Q.4. Multiple Choice Two Correct Answers

- (1) SEO friendly URLs are URLs that are designed to meet the needs of _____ and _____.
 (A) Backlinks (B) Broken links (C) Users
 (D) Searchers (E) Digital Marketing

Ans. (1)	(C) Users	(D) Searchers
----------	-----------	---------------

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Backlinks	(a)	Links that are directed towards your website.
(2)	Broken links	(b)	404 error page
(3)	Friendly URLs	(c)	Designed to meet the needs of users and searchers

Q.7. Answer Briefly**Q.10. Discuss Links in SEO.**

- (1) **Backlinks** are links that are directed towards your website.
- (2) **Backlinks** are important for SEO because some search engines, especially Google, will give more credit to websites that have a good number of quality backlinks.

- (3) **Broken links** are links that send a message to its visitors that the webpage no longer exists, triggering a 404 error page.
- (4) **SEO Friendly URLs** are URLs that are designed to meet the needs of users and searchers.

Q.1. Fill in the Blanks

- (44) _____ is the process of adding web pages into Google search.
- (45) _____ is very important in SEO to increase the ranking of the webpages.
- (46) _____ is the Google's spider. i.e. the robot that pass over the Web and indexes pages for inclusion in Google's database.
- (47) _____ collects documents from the web to build Google's search index.

Ans. (44) Indexing	(45) Indexing	(46) Googlebot	(47) Googlebot
--------------------	---------------	----------------	----------------

Q.2. True or False

- (44) Googlebot is the process of adding web pages into Google search.
- (45) Indexing is very important in SEO to increase the ranking of the webpages.
- (46) Indexing is the Google's spider. i.e. the robot that pass over the Web and indexes pages for inclusion in Google's database.
- (47) Googlebot collects documents from the web to build Google's search index.

Ans. (44) False	(45) True	(46) False	(47) True
-----------------	-----------	------------	-----------

Q.3. Multiple Choice Question (Single Choice)

- (44) _____ is the process of adding web pages into Google search.
 (A) Indexing (B) Googlebot (C) Web search (D) Search Engine
- (45) _____ is very important in SEO to increase the ranking of the webpages.
 (A) Indexing (B) Googlebot (C) Web search (D) Search Engine
- (46) _____ is the Google's spider. i.e. the robot that pass over the Web and indexes pages for inclusion in Google's database.
 (A) Indexing (B) Googlebot (C) Web search (D) Search Engine
- (47) _____ collects documents from the web to build Google's search index.
 (A) Indexing (B) Googlebot (C) Web search (D) Search Engine

Ans. (44) Indexing	(45) Indexing	(46) Googlebot	(47) Googlebot
--------------------	---------------	----------------	----------------

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Indexing	(a)	Adding web pages into Google search.
(2)	Googlebot	(b)	Google's Spider

Q.7. Answer Briefly**Q.11. Discuss Indexing and Googlebot in SEO.**

- (1) **Indexing** is the process of adding web pages into Google search.
- (2) **Indexing** is very important in SEO to increase the ranking of the webpages.

(3) **Googlebot** is the Google's spider. i.e. the robot that pass over the Web and indexes pages for inclusion in Google's database.

(4) **Googlebot** collects documents from the web to build Google's search index.

Q.1. Fill in the Blanks

(48) _____ file is what tells the search engines which pages to access and index on your website and which not.

(49) _____ checks visually demonstrates how your page renders on different devices.

(50) _____ is an interactive media technology that makes sites more interesting.

(51) _____ can kill your search rankings because search engines can't index Flash content directly.

(52) Similarly to Flash, _____ are a burden in terms of SEO.

(53) When you use _____ on a page, you confuses search engines which may rank down your website.

(54) A _____ is a visual representation of your website and business.

(55) _____ means that a font size declared as bigger, smaller, or the same size as should be easily readable (legible).

(56) A _____ is any element on a web page that a user interacts with.

Ans. (48)	Robots.txt	(49)	Device Rendering	(50)	Flash
(51)	Flash	(52)	Frames	(53)	Frames
(54)	Favicon	(55)	Legible Font Sizes	(56)	Tap Target

Q.2. True or False

(48) Device Rendering file is what tells the search engines which pages to access and index on your website and which not.

(49) Device Rendering checks visually demonstrates how your page renders on different devices.

(50) Flash is an interactive media technology that makes sites more interesting.

(51) Robots.txt can kill your search rankings because search engines can't index Flash content directly.

(52) Similarly to Flash, Frames are a burden in terms of SEO.

(53) When you use Frames on a page, you confuses search engines which may rank down your website.

(54) A Flash is a visual representation of your website and business.

(55) Legible Font Sizes means that a font size declared as bigger, smaller, or the same size as should be casily readable (legible).

(56) A Favicon is any element on a web page that a user interacts with.

Ans. (48)	False	(49)	True	(50)	True	(51)	False	(52)	True
(53)	True	(54)	False	(55)	True	(56)	False		

Q.3. Multiple Choice Question (Single Choice)

(48) _____ file is what tells the search engines which pages to access and index on your website and which not.

(A) Robots.txt

(B) Device Rendering

(C) Flash

(D) Frames

- (49) _____ checks visually demonstrates how your page renders on different devices.
 (A) Robots.txt (B) Device Rendering (C) Flash (D) Frames
- (50) _____ is an interactive media technology that makes sites more interesting.
 (A) Robots.txt (B) Device Rendering (C) Flash (D) Frames
- (51) _____ can kill your search rankings because search engines can't index Flash content directly.
 (A) Robots.txt (B) Device Rendering (C) Flash (D) Frames
- (52) Similarly to Flash, _____ are a burden in terms of SEO.
 (A) Robots.txt (B) Device Rendering (C) Flash (D) Frames
- (53) When you use _____ on a page, you confuses search engines which may rank down your website.
 (A) Robots.txt (B) Device Rendering (C) Flash (D) Frames
- (54) A _____ is a visual representation of your website and business.
 (A) Favicon (B) Legible Font Sizes (C) Tap Target (D) Frames
- (55) _____ means that a font size declared as bigger, smaller, or the same size as should be easily readable (legible).
 (A) Favicon (B) Legible Font Sizes (C) Tap Target (D) Frames
- (56) A _____ is any element on a web page that a user interacts with.
 (A) Favicon (B) Legible Font Sizes (C) Tap Target (D) Frames

Ans. (48) Robots.txt	(49) Device Rendering	(50) Flash
(51) Flash	(52) Frames	(53) Frames
(54) Favicon	(55) Legible Font Sizes	(56) Tap Target

Q.4. Multiple Choice Two Correct Answers

- (1) A favicon is a visual representation of your _____ and _____.
 (A) Flash (B) Website (C) Device Rendering (D) Business
 (E) Frames

Ans. (1) (B) Website (D) Business

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Robots.txt	(a)	Tells the search engines which pages to access
(2)	Device Rendering	(b)	Used to insert an How your page renders on different devices image on a web page.
(3)	Flash	(c)	Interactive media technology that makes sites more interesting.
(4)	Frames	(d)	Confuses search engines

(B)	Column 'A'		Column 'B'
(1)	Favicon	(a)	Visual representation of your website and business
(2)	Legible Font Sizes	(b)	Should be easily readable (legible)
(3)	Tap Target	(c)	User interacts with

Q.7. Answer Briefly**Q.12. Discuss the Other Factors in SEO.**

- (1) **Robots.txt** file is what tells the search engines which pages to access and index on your website and which not.
- (2) **Device Rendering** checks visually demonstrates how your page renders on different devices.
- (3) **Flash** is an interactive media technology that makes sites more interesting.
- (4) **Flash** can kill your search rankings because search engines can't index Flash content directly.
- (5) Similarly to Flash, **Frames** are a burden in terms of SEO.
- (6) When you use **Frames** on a page, you confuses search engines which may rank down your website.
- (7) A **Favicon** is a visual representation of your website and business.
- (8) **Legible Font Sizes** means that a font size declared as bigger, smaller, or the same size as should be easily readable (legible).
- (9) A **Tap Target** is any element on a web page that a user interacts with.

Q.1. Fill in the Blanks

- (57) _____ does affect SEO as it is a direct ranking factor.
- (58) The term _____ in the SEO world refers to the downloaded file size of a given web page.
- (59) _____ deals with enhancing the website's ranking, using Interactive Communities
- (60) _____ is important to ensure your website protects user data.

Ans. (57) Page Speed (58) Page Size (59) SEO Social Media Optimisation
(60) Security

Q.2. True or False

- (57) Page Size does affect SEO as it is a direct ranking factor.
- (58) The term Page Speed in the SEO world refers to the downloaded file size of a given web page.
- (59) SEO Social Media Optimisation deals with enhancing the website's ranking, using Interactive Communities.
- (60) Security is important to ensure your website protects user data.

Ans. (57) False (58) False (59) True (60) True

Q.3. Multiple Choice Question (Single Choice)

- (57) _____ does affect SEO as it is a direct ranking factor.
(A) Page Speed (B) Page Size (C) SEO Social Media Optimisation
(D) Security

- (58) The term _____ in the SEO world refers to the downloaded file size of a given web page.
 (A) Page Speed (B) Page Size
 (C) SEO Social Media Optimisation (D) Security
- (59) _____ deals with enhancing the website's ranking, using Interactive Communities
 (A) Page Speed (B) Page Size
 (C) SEO Social Media Optimisation (D) Security
- (60) _____ is important to ensure your website protects user data.
 (A) Page Speed (B) Page Size
 (C) SEO Social Media Optimisation (D) Security

Ans. (57) Page Speed (58) Page Size (59) SEO Social Media Optimisation
 (60) Security

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Page Speed	(a)	Does affect SEO as it is a direct ranking factor
(2)	Page Size	(b)	Refers to the downloaded file size of a given web
(3)	SEO Social Media Optimisation	(c)	Enhancing the website's ranking, using Interactive Communities
(4)	Security	(d)	Ensure your website protects user data

Q.7. Answer Briefly

Q.13. Discuss the Performance Results, SEO Social Media Optimisation & Security Checks.

- (1) **Page Speed** does affect SEO as it is a direct ranking factor.
- (2) The term **Page Size** in the SEO world refers to the downloaded file size of a given web page.
- (3) **SEO Social Media Optimisation** deals with enhancing the website's ranking, using Interactive Communities.
- (4) **Security** is important to ensure your website protects user data.

Q.1. Fill in the Blanks

- (61) _____ means creating interest in the mind of customer about your product.
- (62) _____ means once he knows about the product. He may feel of buying or may not feel to buy the product. You must put such information on your website he must feel he should buy.
- (63) _____ means when he is convinced and no other competitor gives him better offer then you, he buys the product clicking buy option so now he becomes your ultimate customer.

Ans. (61) Acquisition (62) Behavior (63) Conversion

Q.2. True or False

- (61) Acquisition means creating interest in the mind of customer about your product.
- (62) Conversion means once he knows about the product. He may feel of buying or may not feel to buy the product. You must put such information on your website he must feel he should buy.

- (63) Behavior means When he is convinced and no other competitor gives him better offer then you, he buys the product clicking buy option so now he becomes your ultimate customer.

Ans. (61) True (62) False (63) False

Q.3. Multiple Choice Question (Single Choice)

- (61) _____ means creating interest in the mind of customer about your product.
 (A) Acquisition (B) Behavior (C) Conversion (D) Direct Marketing
- (62) _____ means once he knows about the product. He may feel of buying or may not feel to buy the product. You must put such information on your website he must feel he should buy.
 (A) Acquisition (B) Behavior (C) Conversion (D) Direct Marketing
- (63) _____ means when he is convinced and no other competitor gives him better offer then you, he buys the product clicking buy option so now he becomes your ultimate customer.
 (A) Acquisition (B) Behavior (C) Conversion (D) Direct Marketing

Ans. (61) Acquisition (62) Behavior (63) Conversion

Q.5. Multiple Choice Three Correct Answers

- (1) The market behaves in 3 stages _____, _____ and _____.
 (A) Acquisition (B) Behavior (C) Conversion
 (D) Direct Marketing (E) Internet Commerce

Ans. (1) (A) Acquisition (B) Behavior (C) Conversion

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Acquisition	(a)	Creating interest in the mind of customer
(2)	Behavior	(b)	He may feel of buying or may not feel to buy
(3)	Conversion	(c)	Becomes your ultimate customer

Q.7. Answer Briefly

Q.14. Explain the process of filtration of funnel.

The market behaves in 3 stages **Acquisition, Behavior and Conversion.**

- (1) **Acquisition** means creating interest in the mind of customer about your product.
- (2) **Behavior** means once he knows about the product. He may feel of buying or may not feel to buy the product. You must put such information on your website he must feel he should buy.
- (3) **Conversion** means when he is convinced and no other competitor gives him better offer then you, he buys the product clicking buy option so now he becomes your ultimate customer.

Q.1. Fill in the Blanks

- (64) _____ is a web analytics service offered by Google.
- (65) The Google Analytics was not the product developed by Google it was acquired by Google from a company _____ in 2005.

- (66) _____ indicates how many visitors came to your website (in the past 7 days).
- (67) _____ indicates how many interactions a visitor makes with your website in a time frame (usually 30 minutes) like viewing a page, clicking a link, or purchasing a product.
- (68) _____ indicates how many visitors hit the back button or closed your website without performing a single interaction.
- (69) _____ indicates how much average time a visitor spends on the website.
- (70) _____ in indicates how many active users are currently active on your website.

Ans. (64) Google Analytics	(65) Urchin	(66) Users	(67) Sessions
(68) Bounce Rate	(69) Session Duration	(70) Active Users right now	

Q.2. True or False

- (64) Google Analytics is a web analytics service offered by Google.
- (65) The Google Analytics was not the product developed by Google it was acquired by Google from a company users in 2005.
- (66) Urchin indicates how many visitors came to your website (in the past 7 days).
- (67) Sessions indicates how many interactions a visitor makes with your website in a time frame (usually 30 minutes) like viewing a page, clicking a link, or purchasing a product.
- (68) Active Users right now indicates how many visitors hit the back button or closed your website without performing a single interaction.
- (69) Session Duration indicates how much average time a visitor spends on the website.
- (70) Active Users right now in indicates how many active users are currently active on your website.

Ans. (64) True	(65) False	(66) False	(67) True	(68) False
(69) True	(70) True			

Q.3. Multiple Choice Question (Single Choice)

- (64) _____ is a web analytics service offered by Google.
 (A) Google Analytics (B) Urchin (C) Users (D) Sessions
- (65) The Google Analytics was not the product developed by Google it was acquired by Google from a company _____ in 2005.
 (A) Google Analytics (B) Urchin (C) Users (D) Sessions
- (66) _____ indicates how many visitors came to your website (in the past 7 days).
 (A) Google Analytics (B) Urchin (C) Users (D) Sessions
- (67) _____ indicates how many interactions a visitor makes with your website in a time frame (usually 30 minutes) like viewing a page, clicking a link, or purchasing a product.
 (A) Google Analytics (B) Urchin (C) Users (D) Sessions
- (68) _____ indicates how many visitors hit the back button or closed your website without performing a single interaction.
 (A) Bounce Rate (B) Session Duration (C) Active Users right now
 (D) Google Analytics

- (69) _____ indicates how much average time a visitor spends on the website.
 (A) Bounce Rate (B) Session Duration (C) Active Users right now
 (D) Google Analytics
- (70) _____ in indicates how many active users are currently active on your website.
 (A) Bounce Rate (B) Session Duration (C) Active Users right now
 (D) Google Analytics

Ans. (64) Google Analytics	(65) Urchin	(66) Users	(67) Sessions
(68) Bounce Rate	(69) Session Duration	(70) Active Users right now	

Q.6. Match the following

(A)	Column 'A'		Column 'B'
(1)	Google Analytics	(a)	Web analytics service offered by Google
(2)	Urchin	(b)	Acquired by Google
(3)	Users	(c)	How many visitors came to your website
(4)	Sessions	(d)	How many interactions a visitor makes with your website in a time frame

(B)	Column 'A'		Column 'B'
(1)	Bounce Rate	(a)	How many visitors hit the back button or closed your website
(2)	Session Duration	(b)	How much average time a visitor spends on the website
(3)	Active Users right now	(c)	How many active users are currently active on your website

Q.7. Answer Briefly

Q.15. Discuss Google Analytics and its Report.

- (1) **Google Analytics** is a web analytics service offered by Google.
- (2) The Google Analytics was not the product developed by Google it was acquired by Google from a company **Urchin** in 2005.
- (3) **Users** indicates how many visitors came to your website (in the past 7 days).
- (4) **Sessions** indicates how many interactions a visitor makes with your website in a time frame (usually 30 minutes) like viewing a page, clicking a link, or purchasing a product.
- (5) **Bounce Rate** indicates how many visitors hit the back button or closed your website without performing a single interaction.
- (6) **Session Duration** indicates how much average time a visitor spends on the website.
- (7) **Active Users right now** in indicates how many active users are currently active on your website.

Textbook Exercise

Q.1. Fill in the blanks.

(1) Unpaid search is nothing but _____ search.

Ans: Organic Search

(2) Program used by search engines to collect data from the website is called as _____

Ans: Crawler

(3) Manipulating Google's algorithm to improve website rankings is _____ hat SEO.

Ans: Black Hat

(4) Web analytics service offered by Google to tracks and reports website traffic is _____

Ans: Google Analytics

Q.2. State whether the following statement is True or False

(1) Digital Marketing requires physical market.

Ans: False

(2) E commerce deals are carried out in physical market.

Ans: False

(3) Digital marketing is carried out with the help of Portal.

Ans: True

(4) In Digital marketing SEO means Special Executive Operations.

Ans: False

(5) The paid advertisement on Google can be identified with 'paid' keyword.

Ans: True

(6) To make the Traffic analysis SEO Technique is used.

Ans: True

Q.3. Choose Single correct answer from the given options.

(1) _____ SEO relies on manipulating Google's algorithm to improve rankings

- (a) Red Hat (b) White Hat (c) Green Hat (d) Black Hat

Ans: (d)

(2) To analyze the traffic coming to the Website _____ tool is used.

- (a) SEO optimizer (b) Google analytics (c) Go daddy (d) Amazon

Ans: (b)

(3) If the speed of displaying the website is slow then _____ ranking method is used

- (a) technical (b) on page (c) off page (d) load page

Ans: (a)

Q.4. Choose Two correct answers from the given options.

(1) _____ and _____ techniques and strategies used to get higher search rankings on search engine.

- (a) White Hat (b) Red Hat (c) Black Hat (d) Green Hat (e) Blue Hat

Ans: (a), (c)

- (2) The product of Google analytics was originally developed by ___ company in year ___
 (a) Urchin (b) 2005 (c) Google (d) 2008 (e) Microsoft

Ans: (a), (b)

- (3) Valid two types of keywords are ___ and ___
 (a) long tail (b) short tail (c) small tail (d) big tail (e) lengthy tail

Ans: (a), (b)

Q.5. Choose Three correct answers from the given options.

- (1) Marketing Channels in Digital Marketing are
 (a) Email marketing (b) Content marketing (c) Valid marketing
 (d) Mobile marketing (e) on page marketing (f) off page marketing

Ans: (a), (b), (d)

- (2) Valid approaches SEO to generate traffic to your website are ____, __ and ____.
 (a) on-page SEO (b) all-page SEO (c) off-page SEO
 (d) technical SEO (e) with-page SEO (f) online-page SEO

Ans: (a), (c), (d)

SOP Practical's

SOP 1 : With the help of SEO tool which is freely available optimize the website and write down the following findings. Ask the teacher/examiner to provide URL of the website to be optimized.

- (1) Name of the website you are optimizing.

Ans: <https://www.youtube.com/channel/UC644d7UGlZdsDj4lSLWqIDw>

- (2) Whether the site has Title Tag?

Ans: Yes

- (3) Whether the site has Header Tags? If yes, which tags are there?

Ans: Yes

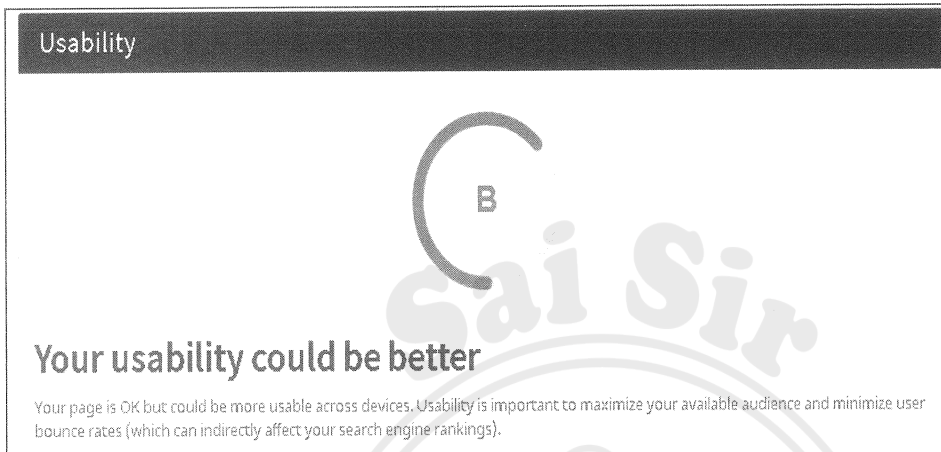
Header Tag	Frequency
H1	3
H2	6
H3	57
H4	0
H5	0
H6	0

- (4) Whether the Images used has Alt Attributes?

Ans: No

(5) What is the comment about usability?

Ans:



SOP 2: Assume that you are appointed as a Digital Marketing Expert for a company name as XYZ Marketing Private Ltd. They have a website hosted on a web server. Suggest your client changes needed in the website to improve the speed of website and also make him aware about following

(1) Total numbers of recommended improvements are?

Ans: 14

(2) Mention grades given for the following points

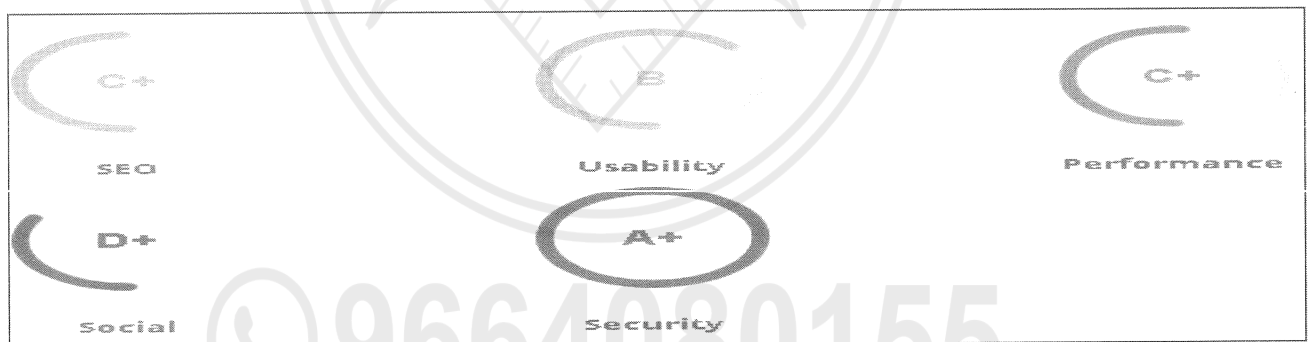
Ans:

(i) SEO: C+

(ii) Usability: B

(iii) Performance: C+

(iv) Security: A+



(3) Check for broken links and images.

Ans: Not Present

(4) Whether the website has links with the social media? If yes, Give name of the social media.

Ans: Yes. LinkedIn, Tweeter, Instagram

SOP 3: By using the Audit tool available on <https://varvy.com/> optimize the website given by the teacher/examiner and write down the following findings.

(1) What is the name of the Website

Ans: <https://www.youtube.com/channel/UC644d7UGlZdsDj4lSLWqlDw>

(2) Whether all CSS and javascript files seem visible to Googlebot?

Ans: No

(3) Whether the webpage seems to display well on mobile devices?

Ans: Yes

(4) Check whether the webpage is secured with HTTPS?

Ans: No

(5) Check whether the website has robot.txt file or not.

Ans: No

SOP 4 : With the help of SEO tool which is freely available (e.g.https://www.seooptimizer.com/) optimize that website and write down the following findings. (URL of the website is being provided by the examiner /teacher.)

(1) Write the name of the website you are optimizing.

Ans: abbaslalanichannel.com

(2) Check for broken links and images.

Ans: Not Present

(3) Check and review back links are present or not

Ans: Not Present

(4) Whether the website flagged as safe by popular malware scanners? Name any two malware scanners.

Ans: No

(5) Check the following list and say Yes or No

(i) Mobile Viewports used?

Ans: Yes

(ii) iframes used?

Ans: No

(iii) Legible Font Sizes used?

Ans: No

(iv) Tap Target Sizing on a touchscreen?

Ans: Yes