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 ofcontinues to evolve as long as technology continues to advance.
(5)	Specifically, is similar to traditional advertising, but using digital devices.
(6)	Nowis 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.

(B) Digital Marketing

(3) ______ also include posters, commercials on TV and radio, billboards and brochures.

(B) Digital Marketing

(C) Finance

(C) Finance

(D) Human Resource

(A) Traditional Marketing

(D) Human Resource

(A) Traditional

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(4)	The world of	contin	ues to evolve as long	as techno	logy continues to advance.
	(A) Traditional Mar	keting (B) Digital Marketin	g (C)	Finance
	(D) Human Resource	Э			
(5)	Specifically,	is	similar to traditional	l advertis	ing, but using digital devices.
	(A) Traditional Mar	keting (B) Digital Marketin	g (C)	Finance
	(D) Human Resource	е			
(6)				ncrease in	n internet users, mobile phone
	users and digital con	~			
			B) Digital Marketin	g (C)	Finance
positive and a second a second and a second	(D) Human Resource	9			
Ans.	(1) Marketing	(2)	Traditional	(3)	Traditional Marketing
	(4) Digital Market	ing (5)	Digital Marketing	(6)	Digital Marketing
Q.5.	Multiple Choice Th	ree Correct	Answers		
(1)	Now digital marketing	ng is becoming	g popular due to the i	ncrease i	n,
	and				
	(A) Internet Users		(B) Traditional	l Marketi	ng
	(C) Mobile Phone Us	sers	(D) Digital Con	ntent Con	sumption
	(E) Digital Marketin	ıg			
Ans.	(1) (A) Internet Us	ers (C)	Mobile Phone Users	(D)	Digital Content Consumption
Q.6.	Match the followin	g			
	(A) Column	- 6Δ9		Coli	ımı 'R'

(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.

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84 Q.1. Fill in the Blanks (7) Full form of SEO is is the process of boosting content and technical set-up of the website so that it appears at the top of a search engine. is to attract visitors to your website when they search for products or services (9) 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. include video, blogs, e-books etc. (13) The channels that play a part in your marketing is the use of social media platforms and websites to promote a product (14)or service. marketing is the use of social media platforms to connect with your audience. (15)Search Engine Optimization Search Engine Optimization Ans. (7) (8) Search Engine Results Pages Search Engine Optimization (10)(9)(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. False **(9)** True (10) False (11) True Ans. (7) True

(14) True

(15) False

(12) True

(8)

(13) False

Q.3.	Mu	Itiple Choice Question (Single G	Choi	ice)	
(7)	Full	form of SEO is			
	(A)	Search Engine Optimization	(B)	Secured E	Ingine Operation
	(C)	Super Engine Optimization	(D)	Search Er	ngine Operation
(8)		is the process of boos	ting	content a	and technical set-up of the website so that it
	app	ears at the top of a search engine.			
	(A)	Search Engine Optimization	(B)	Search E	ngine Results Pages
	(C)	Pay Per Click	(D)	Content 1	Marketing
(9)			to yo	our websit	te when they search for products or services
		ted to your business.			
	(A)	Search Engine Optimization			ngine Results Pages
		Pay Per Click	11		Marketing
(10)	Paid	d search or pay-per-click (PPC)	adv	vertising	refers to the "sponsored result" on the
		Search Engine Optimization	(B)	Soorah E	ngine Results Pages
	` ′	Pay Per Click			Marketing
(11)	(0)				e for many different types of organizations.
(11)					Ingine Results Pages
		Search Engine Optimization Pay Por Clieb			Marketing
(19)	(0)	Pay Per Click denotes the creati			\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
(12)					Ingine Results Pages
	` '	Search Engine Optimization Pay Per Click			Marketing
(19)	` ′	channels that play a part in your _	, ,		include video, blogs, e-books etc.
(13)		Search Engine Optimization			Engine Results Pages
	` '				Marketing
(14)	(0)	Pay Per Click			edia platforms and websites to promote a
(14)	proc	duct or service.	C 01	Social in	edia piatiorinis and websites to promote a
	1	Search Engine Optimization	(B)	Search E	Ingine Results Pages
		Pay Per Click	(D)	Social M	
(15)	()				lia platforms to connect with your audience.
(- /	(A)	Search Engine Optimization	(B)		Engine Results Pages
		Pay Per Click	(D)	Social M	
A 70 G					
Ans.	` '	Search Engine Optimization		(8)	Search Engine Optimization
	(9)	Search Engine Optimization		(10)	Search Engine Results Pages Content Marketing
	(11)	·		(12)	Content Marketing
	(13)			(14)	Social Media
	(15)	Social Media			

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								ne and reconstructed analysis are reconstructed.			
Q.4.	Mul	tiple Choice	Two Cor	rect.	Answers						
(1)	SEO is the process ofsearch engine.			and		37 (1864-14) 1750 (1965-196) 1764-1764	_ so th	nat it appe	ears at t	the top of a	
	(A)	Boosting Cont	ent	(B)	Paid sear	ch	(C)	Techr	nical set-up	of the v	website
	(D)	Pay-Per-Click		(E)	Websites						
(2)	***************************************	or_			_ adverti	sing refer	s to th	ie "spo	nsored res	sult" on	the search
	engii	ne results pag	es (SERP).							
	(A)	Boosting Cont	ent	(B)	Paid sear	ch	(C)	Techr	nical set-up	of the v	website
	(D)	Pay-Per-Click		(E)	Websites						
(3)		al media mar uct or service.		the u	se of		platfo	rms ar	nd	to	promote a
	(A)	Boosting Cont	ent	(B)	Paid sear	ch	(C)	Techn	nical set-up	of the v	vebsite
	(D)	Social Media		(E)	Websites						
Ans.	(1)	(A) Boosting	Content	(C) 7	Technical	set-up of	the web	osite			
	(2)	(B) Paid sear			Pay-Per-C						rem money.
	(3)	(D) Social Me			Websites						
Q.5.	Muli	tiple Choice	Three C	orrec	t Answer	re					
(1)		ads are							_for many	differer	nt types of
	orgai	nizations.									
	(A) '	Visible	(B) Vide	eo	(C)	Blogs		(D)	Flexible	(E)	Effective
(2)	The	The channels that play a part in your content marketing include,									
	etc.										
	(A) \(^3\)	Visible	(B) Vide	eo	(C)	Blogs		(D)	E-books	(E)	Flexible
Ans.	(1)	(A) Visible	(D) Fle	xible	(E)	Effective					
	(2)	(B) Video	(C) Blo	gs	(D)	E-books					
Q.6.	Mato	ch the follow	ing								
	(A)	Co	lumn 'A'					Co	lumn 'B'		
	(1)	Search Engi	ne Optim	izatio	n (a)	It appear	at the	top of	a search e	ngine	
	(2)	(2) Search Engine Results Pages			es (b)	Paid sea refers to				(PPC) a	dvertising
	(3) Pay Per Click			(c)	Ads are v	risible,	flexible	e, and effe	ctive		

Q.7. Answer Briefly

(4)

(5)

- 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.

Creation and promotion of content assets

Use of social media platforms

(d)

(e)

Content Marketing

Social Media Marketing

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(3)	Search Engine Optimization is to attract visitors to your website when to or services related to your business.	they search for products									
(4)	Paid search or pay-per-click (PPC) advertising refers to the "sponsored Engine Results Pages .	result" on the Search									
(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 website or service.	es to promote a produc									
(9)	Social media marketing is the use of social media platforms to connect	with your audience.									
Q.1.	. Fill in the Blanks										
(16)	Asearch engine or Internet search engine is a software system carry out web search.	tem that is designed to									
(17)	The entire works on keywords.										
(18)	There are two ways to rank website one can pay and rank and other is wir rank website doing SEO process. i.e. Organic Search and	thout payment one car —·									
Ans.	s. (16) Web (17) Search Engine Optimization (18) Pa	aid Search									
Q.2.	. True or False										
•	A Web search engine or Internet search engine is a software system that	is designed to carry ou									
(1 P)	web search.										
` ,	 The entire Search Engine Optimization works on keywords. There are two ways to rank website one can pay and rank and other is wi 	thout normant one cor									
(10)	rank website doing SEO process. i.e. Organic Search and Web.	tillout payment one car									
Ans.	s. (16) True (17) True (18) False										
Q.3.	. Multiple Choice Question (Single Choice)										
(16)	Asearch engine or Internet search engine is a software system.	tem that is designed to									
()	carry out web search.	<u> </u>									
	(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 wirenk website doing SEO process. i.e. Organic Search and										
	(A) Web (B) Search Engine Optimization (C) Paid Search										
Ans	s. (16) Web (17) Search Engine Optimization (18) P	aid Search									
Q 4.	. Multiple Choice Two Correct Answers										
(1)		system that is designed									
(-)	to carry out web search.	,									
	(A) Web (B) Organic Search (C) Internet (D) Paid Searc	h (E) Free Search									

\sim	(L)

(2)				ys to rank website						ment one can
				ng SEO process i.e Organic Search						Free Search
Ans.		(A) We		(C) Internet						
Q.6.	Mat	ch the	follo	wing						
	(A))	Co	lumn 'A'				Column 'l	B '	
	(1)	Webs	search	n engine	(a)	Software search	system t	hat is desig	ned to ca	rry out web
	(2)	Searc	h Eng	rine Optimization	(b)	Works on	keywords	3		
Q.7.	Ans	wer Br	iefly							
Q.3.	Ехр	lain th	e Cor	ncept of Search 1	Engiı	ne.				
(1)	ΑW			gine or Internet se	_		software	system that	is designe	ed to carry out
(2)	The	entire S	Searc	h Engine Optim	izatio	on works o	n keywor	ds.		
(3)				ys to rank website ag SEO process. i.e					thout pay	ment one can
Q.1.	Fill	in the	Blanl	ΣS						
(19)			i1	nvolves looking for	ways	s to improv	e user ex	perience eth	ically and	genuinely.
(20)				_ ensures that web	page	content sl	hould hav	e been create	ed for the	users and not
(01)				engines.		0 1, 1	*.7	. //	'g *	
(21) (22)				relies on manipula _ reads the conten			_	7	0	nka the page
(23)				is a program used						
Ans.				Search Engine Opt						
				earch Engine Opt					igine opt.	
	(23)) Crawl	er							
Q.2.	Tru	e or Fa	lse							
(19)		k Hat S cally and		Engine Optimiza	ation	involves l	ooking for	ways to im	iprove us	er experience
(20)				Engine Optimization the sea			ıt web pag	ge content sh	ould have	been created
(21)		te Hat S ings.	Search	n Engine Optimiza	ation	relies on 1	manipulat	ting Google's	algorith	m to improve
(22)		Google	Craw	ler reads the cont	ent a	nd thinks	the websi	ite is origina	l one and	l it ranks the
(23)			progr	am used by searcl	h eng	ines to coll	ect data f	rom the web	site.	
Ans.	(19)	False	((20) True	(21)	False	(22)	True	(23) Tr	ue

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					running from the control of						
Q.3.	Mu	ltiple Choice Questic	on (Single C	hoice)							
(19)	***************************************	involves lo	oking for wa	ys to impro	ove	user	experie	ence ethi	ically a	nd genuin	ely.
	(A)	White Hat Search Eng	gine Optimiza	ation ((B)	Bla	ıck Hat	Search	Engine	Optimiza	tion
	(C)	Google Crawler		((D)	Cra	awler				
(20)	***************************************	ensures	that web pag	ge content :	sho	uld h	ave be	en create	ed for th	ne users an	nd not
	just	for the search engines	•								
	(A)	White Hat Search Eng	gine Optimiza	ation ((B)	Bla	ıck Hat	Search	Engine	Optimiza	tion
	(C)	Google Crawler			(D)	Cra	awler				
(21)	***************************************	relies on	manipulating	g Google's a	algo	orithi	m to im	prove ra	nkings	•	
	(A)	White Hat Search Eng	gine Optimiza	ation ((B)	Bla	ıck Hat	Search	Engine	Optimiza	tion
	(C)	Google Crawler		((D)	Cra	awler				
(22)	The	reads th	ne content an	d thinks th	e w	ebsit	te is ori	ginal one	e and it	ranks the	page.
	(A)	White Hat Search Eng	gine Optimiza	ation ((B)	Bla	ick Hat	Search	Engine	Optimiza	tion
	(C)	Google Crawler			(D)	Cra	awler				
(23)	**************************************	is a progr	am used by s	earch engi	nes	s to c	ollect d	ata from	the we	bsite.	
	(A)	White Hat Search Eng	gine Optimiza	ation ((B)	Bla	ick Hat	Search	Engine	Optimiza	tion
	(C)	Google Crawler			(D)	Cra	awler				
Ans.	(19)	White Hat Search En	gine Optimiz	ation (20))	Whit	te Hat S	Search E	Ingine (Optimizat	ion
	(21)	Black Hat Search En	gine Optimiz	ation (22	2)	Goog	gle Crav	wler			
	(23)	Crawler									
0.4	Th./IT	//:-1- CL : TL C-									SS 8885E
		ltiple Choice Two Co			_						
(1)		hniques and strategies	used to get h	igher sear	ch 1	ranki	ngs, an	d breaki	ing sear	ch engine	rules
		Dlack Hat CEO	(D)	The second			(0)	\ \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	TIAL O	EO.	
	, ,	Black Hat SEO		Ethically			(C)) AN ULLUE	Hat S	EO.	
(9)	, ,	Genuinely	, ,	Search	***	170070	O V 770 O 701 O	70.00	0.3	n d	
(2)		te hat SEO involves lo			ve	user	experie (C				•
	` '	Black Hat SEO	(B)	Ethically) White	nai o.	EO.	
(9)	` '	Genuinely		Search		rrah r	m a ca a a a a	ntont ab	auld ba	rro boon or	ootod
(3)		tc Hat Scarch Enginc (theand						ntent sn	ouia na	ve been ei	catea
		Black Hat SEO	•	Ethically		011	(C) White	Hat S	EΟ	
	, ,	Users		Search			(0)	, ***********	LICO D.		
A	-					(n)	(D) In	la i a a 11	(D)	Comuries -1	
Ans.	` ′	(A) Black Hat SEO	(C) White H	iat SLU		(2)	(b) Et	hically	(D)	Genuinely	
	(3)	(D) Users	(E) Search		•		***********************				

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.

1			inks

(24)	The reason it is called	_is that these cha	nges are visible t	to readers. I	t is a balance
	between giving the right information	to search engines	s without compro	mising the	information.
(OF)		1. 1 1 .1 .1		11 100	2

(25) ______is about, among other things, link building, social media, and local SEO.

(26)	If there are problems with your	_then it	is likely	y that	your SEC	efforts	will no	t
	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	
TELES. (24) I disc (20)	TTUC	(20) 11 dC	ĺ

Q.3.	Multiple Choice Question (Single Choice)	
(24)	The reason it is called is that these	e changes are visible to readers. It is a balance
	between giving the right information to search en	gines 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 bu	ilding, 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	
OF	Marking Chaire Manager	
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 SE	EO (C) Off-page SEO
	(D) Search Engine SEO (E) Technical S	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 Onpage 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.

-		-	
g.	а	6	J

Q.1.	Fill i	n the Blanks						
(27)	A	tail is a lo	ng key	word.				
(28)	Α	tail is a short	keywo:	rd.				
Ans.	(27)	long		(28)	short			
Q.2.	True	or False						
(27)	A sho	ort tail is a long keyw	ord.					
(28)	A lon	g tail is a short keyw	ord.					
Ans.	(27)	False (28) Fal	se				of the community of the	
Q.3.	Mult	iple Choice Questi	on (Si	ngle Choi	ice)			
(27)	Α	tail is a lo	ng key	word.				
			Sho		(C)	Digital	(D)	Traditional
(28)	Α	tail is a short	keywo	rd.				
	(A) I	Long (B)	Sho	ct /	(C)	Digital	(D)	Traditional
Ans.	(27)	Long (28	Sho	ort //				
Q.4.	Mult	iple Choice Two Co	orrect	Answers				
(1)	concc (A) I	Long Tail (B) Digit	al	(C) Tr		fl (D) Short Ta		keyword Web Page
Ans.	(1)	(A) Long Tail (D)	Short	Tall				
Q.6.]	Match	n the following						
	(A)	Column 'A'				Column	'B'	
	(1)	Long Tail	(a)	Long key	word			
	(2)	Short Tail	(b)	Short ke	yword			
0.5	A			Syst Consider	edereigenen			
Q.7.		ver Briefly						
Q.6.	-	ain the term Long			•		. 25 .1	
(1)		nk your website you		ollow the t	actic of .	Long Tail and Sl	nort Tail	keyword concept.
(1)		ng tail is a long keyw						
(2)		ort tail is a short key	wora.					
Q.1.		n the Blanks				(1)		
(29)	An	_				_	_	n search engines.
(30)		is a free SEO	Audit	Tool that	will perf	form a detailed S	SEO Anal	lysis.
Ans.	(29)	Search Engine Optin	nizatio	n Audit	(8	30) SEOptimer	•	

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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)	SEOptimer is a free SEO Audit Tool that will perform a detailed SEO Analysis.										
Ans.	(29)	True (30) True	***************************************								
Q.3.	Mult	iple Choice Question (Single	Choi	ce)							
(29)				lld be done to improve ranking on search engines.							
(=0)		Search Engine Optimization Aud									
	` /	System Audit		(D) Website							
(30)		is a free SEO Audit Tool	that	will perform a detailed SEO Analysis.							
	(A) S	Search Engine Optimization Aud	it	(B) SEOptimer							
	(C) S	System Audit		(D) Website							
Ans.	(29)	Search Engine Optimization Au	dit	(30) SEOptimer							
Q.5.	Mult	iple Choice Three Correct Ar	iswei								
(1)	There	There are many SEO Audit tools available on internet such as,,									
` /	***************************************	, etc.									
	(A) V	Woorank.com (B) Search Er	ngine	Optimization Audit (C) SEOptimer							
	(D) \[\sqrt{1} \]	Varvy.com (E) Seositech	eckup	.com							
Ans.	(A) \	Woorank.com (C) Varvy.com		(E) Seositecheckup.com							
Q.6.	Matcl	n the following									
	(A)	Column 'A'		Column 'B'							
	(1)	Search Engine Optimization Audit	(a)	Improve ranking on search engines							
	(2)	SEOptimer	(b)	Perform a detailed SEO Analysis							
0.7	A	way Dwieffer									
Q.7.		ver Briefly									
Q.7.	-	ain SEO Audit and how SEO									
(1)		earch Engine Optimization Ai arch engines.	uaitr	nelps to find out what could be done to improve ranking							
(2)		9	that	will perform a detailed SEO Analysis.							
(-)	There	-		le on internet such as woorank.com, varvy.com,							
Q.1.	Fill i	n the Blanks									
(31)	Webp	pages having HTML code should	start	with							
(32)	Α	tag is an HTML eleme	ent the	at specifies the title of a web page.							
(33)		tags are displayed on sea	arch e	ngine results pages (SERPs) as the clickable headline							
	for a	given result.									

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(34)	web	ta	gs are s	nippets	s of co	de that tell s	search	engin	es importa	ant infor	mation about you
Ans.	(31)	/td <td>e html></td> <td></td> <td>(32)</td> <td>title</td> <td>(6</td> <td>33) 7</td> <td>Γitle</td> <td>(34</td> <td>) Meta</td>	e html>		(32)	title	(6	33) 7	Γitle	(34) Meta
Q.2.	True	e or False									
(31)	Web	pages havi	ng HTN	IL code	shou	ld start with	n Meta				
(32)			_			t specifies tl			web page.		
(33)	Title									he clicka	able headline for a
(34)	doc</td <td></td> <td></td> <td>re snip</td> <td>pets o</td> <td>f code that</td> <td>tell sea</td> <td>arch e</td> <td>engines im</td> <td>portant</td> <td>information about</td>			re snip	pets o	f code that	tell sea	arch e	engines im	portant	information about
Ans.	(31)	False	(32)	True		(33) True		(34)	False		
Q.3.	Mult	tiple Cho	ice Que	stion ((Singl	e Choice)					
(31)	Webj	pages havi	ng HTN	IL code	shoul	d start with		2.5 4-1 6.1 (0.21 - 66 -			
]</td <td></td> <td></td> <td>Titl</td> <td></td> <td>(C)</td> <td>Meta</td> <td></td> <td>(D)</td> <td>Body</td>			Titl		(C)	Meta		(D)	Body
(32)	Α		tag is a	n HTM	L elen	nent that sp	ecifies	the ti	tle of a we	b page.	· ·
		l</td <td></td> <td></td> <td></td> <td></td> <td></td> <td>Meta</td> <td></td> <td>(D)</td> <td>Body</td>						Meta		(D)	Body
(33)	ATTENDED TO THE OWNER, AND THE OWNER	ta	gs are d	isplaye	d on s	earch engin	e resul	ts pag	ges (SERPs	s) as the	clickable headline
		given resu									
	(A) <	l</td <td>ntml></td> <td>(B)</td> <td>Title</td> <td>е</td> <td>(C)</td> <td>Meta</td> <td></td> <td>(D)</td> <td>Body</td>	ntml>	(B)	Title	е	(C)	Meta		(D)	Body
(34)			gs are s	nippets	of cod	le that tell s	earch	engin	es importa	nt infor	mation about your
	web 1		_								
		l</td <td></td> <td>(B)</td> <td>Title</td> <td>9</td> <td>(C)</td> <td>Meta</td> <td></td> <td>(D)</td> <td>Body</td>		(B)	Title	9	(C)	Meta		(D)	Body
Ans.	(31)	/td <td>html></td> <td>(32</td> <td>) Tit</td> <td>le</td> <td>(33)</td> <td>Title</td> <td></td> <td>(34)</td> <td>Meta</td>	html>	(32) Tit	le	(33)	Title		(34)	Meta
Q.6. I	Matcl	n the follo	wing								
	(A)	Colur	nn 'A'		22 22	777.300000		Co	olumn 'B'		
	(1)	/td <td>e html></td> <td>(a)</td> <td>Web</td> <td>pages havin</td> <td>g HTM</td> <td>IL cod</td> <td>le should s</td> <td>tart witl</td> <td>h</td>	e html>	(a)	Web	pages havin	g HTM	IL cod	le should s	tart witl	h
	(2)	Title tag		(b)		of a web pa					
	(3)	Metatags	3	(c)	Tell	search engir	nes im	portar	nt informat	tion abo	ut 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.

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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
(00)	context of a web page.	develop mie
(37)	The webpage should include propertags from <h1> to <h6> whereve</h6></h1>	r required.
(38)	By adding an text, you provide users of screen readers and search en	**
()	textual description of what's on that image.	iginos wini c
(39)	means having the keywords or sets of keywords those will rank	vour site ir
` ′	search engine.	your blue in
Anc	(35) Heading (36) Search engines (37) Heading	
ALLIS		
ter teet militario de la constitución de la constit	(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	davalon the
(00)	context of a web page.	develop tile
(37)	The webpage should include proper Keyword consistency tags from <h1> to <h< td=""><td>6> whorover</td></h<></h1>	6> whorover
(0.)	required.	o> wherever
(38)	By adding an Alternate text, you provide users of screen readers and search en	oinae with a
()	textual description of what's on that image.	Since with a
(39)	Keyword consistency means having the keywords or sets of keywords those will ran	k vour site in
` /	search engine.	n your bive in
Ans.	(35) False (36) True (37) False (38) True (39) True	ıe
O 0		
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 cons	istency
(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 cons	istency
(37)	The webpage should include propertags from <h1> to <h6> wherever</h6></h1>	required.
	(A) Heading (B) Search engines (C) Alternate (D) Keyword cons	istency
(38)	By adding an text, you provide users of screen readers and search en	gines with a
	textual description of what's on that image.	
	(A) Heading (B) Search engines (C) Alternate (D) Keyword cons	istency
(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 cons	istency
Ans.	(35) Heading (36) Search engines (37) Heading	
	(38) Alternate (39) Keyword consistency	

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Q.4.	Mult	iple Choice Two Cor	rect	Ansv	vers				
(1)	The requi	webpage should inclu red.	de p	roper	heading ta	igs fro	m t	0	wherever
-	(A) <	<h1> (B) <h6></h6></h1>		(C)	Content	(D)	Heading Tags	(E)	Titles
Ans.	(1)	(A) <h1> (B) <</h1>	h6>	****		A-40-000-00-00-00-00-00-00-00-00-00-00-00			
Q.5.	Mult	iple Choice Three C	orrec	t An	swers				
(1)	Searc	ch engines primarily ta	ke ke	ywor	ds from			, and _	
	to de	velop the context of a w	reb pa	ige.					
	(A) <	<h1> (B) <h6></h6></h1>		(C)	Content	(D)	Heading Tags	(E)	Titles
Ans.	(1)	(C) Content (D) F	Ieadir	ng Ta	gs (E)	Titles			
Q.6.	Matcl	n the following							
	(A)	Column 'A'					Column 'B'		
	(1)	Search Engines	(a)	Prin	narily take k	eyword	ls from content,	heading	tags, and titles
	(2) Heading (b) Tags from <h1> to <h6> wherever required.</h6></h1>								
	(3)	(3) Alternate text (c) Textual description of what's on that image							
	(4)	Keyword consistency	(d)	Sets	of keyword	s those	will rank your	site in se	earch engine
Ω.7.	Ansv	ver Briefly							
alte i¥ (est aces		uss Body Content in	SEO	yaarus X /.					
(1)		ding tags are necessar			ısability, an	d SEO	of your web pag	ge.	
(2)	Sear	ch engines primarily ext of a web page.							to develop the
(3)	The v	webpage should include	e prop	er H	e ading tags	from <	h1> to <h6> w</h6>	herever 1	required.
(4)	v	dding an alternate te al description of what's	, ,	-		of scre	en readers and	l search	engines with a
(5)	_	word consistency mea arch engine.	ans ha	aving			ts of keywords		
Q.1.	Fill i	in the Blanks							
(40)	TO CONTROL OF THE STANDARD AND AND AND AND AND AND AND AND AND AN								
(41)		are important are credit to websites that							oogle, will give
(42)		are links the			_	ts visit	tors that the w	ebpage n	o longer exists
(43)	SEO Frier	are Undly URLs	RLs	that	are designe	d to m	eet the needs	of users	and searchers
Ans.	(40)	Backlinks (41)	Back	links	(42)	Brok	en links	(43) Fr	iendly URLs

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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)	raise	(41)	True	(42)	False	(43)	True	
Q.3.	Mu	ltiple Choice	Question	n (Single (Choice)				
(40)		are	e links tha	t are direct	ed towaı	ds your	website.		
	(A)	Backlinks	(B) B	roken links		(C) Frie	endly URI	ıs ((D) Digital Marketing
(41)		are re credit to web							ecially Google, will give
	(A)	Backlinks	(B) B	roken links		(C) Frie	endly URL	s ((D) Digital Marketing
(42)	PER	aı	e links th	at send a r	nessage	to its vi	sitors that	t the we	bpage no longer exists
	trig	gering a 404 e	rror page.						
	(A)	Backlinks	(B) B	roken links		(C) Frie	endly URL	ıs ((D) Digital Marketing
(43)	SEC		are UI	RLs that are	e designe	ed to me	eet the nee	ds of us	ers and searchers.
	(A)	Backlinks	(B) B	roken links		(C) Frie	endly URL	ıs (D) Digital Marketing
Ans.	(40)	Backlinks	(41)	Backlinks	(42) Brol	ken links	(43) Friendly URLs
Q.4.	Mul	ltiple Choice	Two Cor	rect Answ	ers				
(1)	SEC	friendly URL	s are URI	s that are c	lesigned	to meet	the needs	of	and
	(A)	Backlinks	(B) Broken	links	(C)) Users		
	(D)	Searchers	(E) Digital	Market	ing			
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)			are links th		d a message	to its	vis	itors that t	the we	bpag	e no longer exists,
(4)	SEC	Friendly	URLs are U	JRLs t	hat are desig	ned t	o m	eet the nee	ds of u	sers	and searchers.
Q.1.	Fill	in the Bla	anks								
(44)		is	the process	of add	ing web page	s into	Go	ogle search	•		
					n SEO to incr					ebpag	es.
(46)			_is the Goog	le's sp	ider. i.e. the r	obot	that	pass over t	he We	eb and	d indexes pages for
			oogle's databa								
(47)			collects doc	cumen	ts from the w	eb to	buil	ld Google's	search	ı inde	PX.
Ans.	(44)	Indexing	(45)	Inde	exing	(46	5)	Googlebot		(47)	Googlebot
Q.2.	Tru	e or False	3								
				adding	g web pages i	nto G	ററളി	le search.			
, ,		_			O to increase				vebpa	ges.	
` '		_									indexes pages for
, ,			oogle's datab								
(47)	Goo	glebot colle	ects documen	its froi	m the web to	build	Goo	ogle's searcl	h inde	X.	
Ans.	(44)	False	(45)	True	(46)	Fal	se	(47)	True		
	78.75	ui-la Clas	ias Orrastia	- (G:	rgle Chaice)						
					ngle Choice)		Co	oglo goanab			
(44)					ing web page			eb search		(D)	Search Engine
(45)					ebot in SEO to inc						
(45)											Search Engine
(46)											d indexes pages for
(10)			oogle's datab								2 0
	(A)	Indexing	(B)	Googl	ebot	(C)	₩;	eb search		(D)	Search Engine
(47)	**************************************		collects do	cumen	ts from the w	eb to	bui	ld Google's	searc	h inde	ex.
	(A)	Indexing	(B)	Googl	ebot	(C)	W	eb search		(D)	Search Engine
Ans.	(44)	Indexi	ng (4	15)	Indexing	(4	46)	Googlebo	ot	(47)	Googlebot
Q.6.	Ma	tch the fo	llowing								
	(A) Col	umn 'A'	and the second		Carlo Garage		Colum	n 'B'	## () () () () () () () () () (
	(1)) Indexin	g	(a)	Adding web	page	s in	to Google se	earch.		
	(2)) Googleb	oot	(b)	Google's Spi	der					
	L.										

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.

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(3)		glebot is the sion in Goog			der. i.e. the ro	bot that p	oass over t	he Web a	nd index	es page	s fo				
(4)	Goog	glebot collec	ts docur	nents	from the web	to build G	loogle's sea	rch index.							
Q.1	. Fill	Fill in the Blanks file is what tells the search engines which pages to access and index on you													
(48)	webs	ite and which	le is wh n not.	at tell	ls the search	engines w	which pages	s to acces	s and in	dex on	you				
(49))	ch	ecks vis	ually o	demonstrates	how your	page rende	rs on diffe	erent dev	rices.					
					edia technolo										
		cai			arch rankings					lash con	ıten				
(m = 1	direc	•													
					are a bur										
(53)	Whei webs	n you use ite.		_on a	page, you cor	nfuses sea	rch engine	s which n	nay rank	down	you				
					representation										
(55)	• 7	means	that a	font s	size declared	as bigger,	, smaller, o	r the san	ne size a	s shoul	d b				
(EC)	_	y readable (le	· /	1			_ \								
(00)	A		_is any 6 	elemen	nt on a web pa	ge that a	user intera	cts with.							
Ans.	(48)			(49)	Device Rend	lering	(50)	Flash		**************************************	THE PROPERTY OF THE PARTY OF TH				
	(51)	Flash		(52)	Frames		(53)	Frames	3						
	(54)	Favicon		(55)	Legible Fon	t Sizes	(56)	Tap Ta	rget						
Q.2.	True	or False													
(48)	Device websi	e Rendering ite and which	file is v	vhat te	ells the search	engines	which page	s to acces	s and in	dex on y	you				
(49)	Devic	e Rendering	checks	visuall	ly demonstrat	es how vo	ur page rer	nders on d	ifferent (devices					
					chnology that										
					nkings becau				ash cont	ent dire	ctlv				
					a burden in te						001,				
					you confuses			may ranl	t down vo	our webs	site				
					on of your web				1 0.0 1, 11)	JUL 11 001	3100				
	Legib		means	that a	font size decl			er, or the	same siz	ze as sho	ould				
(56)					eb page that a	a user inte	eracts with								
	(48)	False	(49)	True		True		False	(59)	True	*******************************				
	(53)	True	(54)	False	` ′	True	1, 1	False	(52)	rue					
	dela e vez Zuza	one and the first terms of the second					(00)	Laise			***************************************				
Q.3.	Multi	ple Choice	Questi	on (Si	ngle Choice)									
(48)		file	e is wha	at tells	s the search e	engines w	hich pages	to access	and ind	lex on y	our				
		te and which		700	_										
	(A) R	obots.txt	(B)	Devi	ce Rendering	(C) Flash		(D) F:	rames					

100									
(49)		checks	s visually o	demoi	nstrates how you	ır page	e renders on diffe	rent d	evices.
	(A) R	obots.txt	(B) Dev	vice R	endering	(C)	Flash	(D)	Frames
(50)		is an int	eractive m	edia	technology that	makes	s sites more intere	esting.	
	(A) R	obots.txt	(B) Dev	rice R	endering	(C)	Flash	(D)	Frames
(51)		can ki	ll your sea	arch 1	rankings becaus	e sear	ch engines can't i	index	Flash content
	direct	•				(6)	T31 1	(T)\	T
					dendering			(D)	Frames
(52)					re a burden in t				77
					dendering			` '	Frames
(53)	When websi		on a	, pag€	e, you confuses s	search	engines which m	nay ra	nk down your
	(A) R	lobots.txt	(B) De	vice R	dendering	(C)	Flash	(D)	Frames
(54)	Α		_is a visua	l repr	esentation of yo	ur wel	site and business	5.	
							Tap Target		
(55)		means th	nat a font	size	declared as bigg	er, sm	naller, or the sam	ne size	e as should be
	**	readable (legib				(C)		(D)	173
							Tap Target	(D)	Frames
(56)							r interacts with.	(T)\	Everence
	(A) F						Tap Target	(D)	Frames
Ans.	(48)	Robots.txt			vice Rendering		(50) Flash		and the second
	(51)	Flash	(52)		ames		(53) Frames		
	(54)	Favicon	(55)	Leg	gible Font Sizes		(56) Tap Targ	get	i della i se ell'esperante per di all'esperante della
Q.4.	Mult	iple Choice Ty	wo Corre	ct An	swers				
(1)	A fav	icon is a visual	representa	ation	of your	8	and	*	
` /	(A) F		(B) Web				Rendering	(D)	Business
	` ′	Frames							
Ans.	(1)	(B) Website	(D)	Bu	siness				
2006000000	(-/								
Q.6.	Matc	th the following	ıg						
	(A)	Column	'A'	100 mm (m.) je (a special section of the section of	Sugara Sugara	Column 'B'	. Company	parataman sa anakanan sa
	(1)	Robots.txt		(a)	Tells the search	n engii	nes which pages t	o acce	SS
	(2)	Device Render	ring	(b)	Used to insert devices image		Iow your page reeb page.	enders	s on different
	(3)	Flash		(c)	Interactive mointeresting.	edia t	echnology that	make	s sites more
	(4)	Frames		(d)	Confuses searc	h engi	nes		

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(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. Discus 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 Blank	S								
(57)		do	es affect	SEO as it is a	direct	ranl	king factor.				
(58)	The	term	in	the SEO worl	d refer	s to 1	the download	led file size of a given web page			
(59)			deals wi	th enhancing t	he wel	bsite'	's ranking, u	sing Interactive Communities			
(60)	is important to ensure your website protects user data.										
Ans.	(57)	Page Speed	(58)	Page Size	(5	9)	SEO Social	Media Optimisation			
	(60)	Security									
e e e e e e e e e e e e e e e e e e e		e or False	A CEO								
` ,	_			as it is a direct		_					
	SEO							file size of a given web page. ite's ranking, using Interactive			
(60)	Secu	rity is importa	ant to en	sure your web	site pr	otect	s user data.				
Ans.	(57)	False	(58)	False	(59)	True	e (60)	True			
Ω 3	Mul	tinle Choice	Questic	n (Single Ch	oice)						

(A) Page Speed

(D) Security

____does affect SEO as it is a direct ranking factor.

(B) Page Size

(C) SEO Social Media Optimisation

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(58)	The t	termin the SEO w	vorld	refers to the downloaded file size of a given web page
	(A) P	age Speed		(B) Page Size
	(C) S	EO Social Media Optimisation		(D) Security
(59)	***************************************	deals with enhanci	ng the	e website's ranking, using Interactive Communities
	(A) P	age Speed		(B) Page Size
		EO Social Media Optimisation		(D) Security
(60)		is important to ensure		
		age Speed		(B) Page Size
		EO Social Media Optimisation		(D) Security
Ans.	` ′		ize	(59) SEO Social Media Optimisation
	(60)	Security		
Q.6.	Mate	ch 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
0.7	Angs	ver Briefly		
erselFesters		94100 CC, U CD COS (2000)	CEO	
		e Speed does affect SEO as it is a		Social Media Optimisation & Security Checks.
	_			ers to the downloaded file size of a given web page.
		_		ith enhancing the website's ranking, using Interactive
(9)		munities.	oulo VV.	wir officially wife woodlood ramining, aping intoractive
(4)	Secu	a rity is important to ensure your	webs	site protects user data.
Q.1.	Fill i	n the Blanks		
(61)		means creating in	terest	in the mind of customer about your product.
(62)				product. He may feel of buying or may not feel to buy
` '				n on your website he must feel he should buy.
(63)				and no other competitor gives him better offer then
	you,	he buys the product clicking buy	optio	n so now he becomes your ultimate customer.
Ans.	(61)	Acquisitiong (62) Behav	<i>i</i> or	(63) Conversion
Q.2	True	or False		
			, tha	mind of customer about your product.
(UI)	rrchn	rormon means creaming interest in	T OTTE .	mina or casiomer 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.

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(63)		avior means When uys the product cli						etter offer then you, stomer.
Ans.	(61)	True (62	2) False	(63)	Fals	e		
Q.3.	Mul	tiple Choice Que	estion (Si	ngle Choice	e)			
(61)		me	ans creatir	ng interest i	n the m	ind of custome	er about yo	ur product.
` ,		Acquisition	(B) Beh			onversion		Direct Marketing
(62)		means once	he knows a	about the pr	oduct. l	He may feel of	buying or	may not feel to buy
	the p	oroduct. You must	put such i	nformation (on your	website he m	ust feel he	should buy.
	(A)	Acquisition	(B) Beh	avior	(C) C	onversion	(D)	Direct Marketing
(63)								m better offer then
		he buys the produ						
	(A)	Acquisition				onversion	(D)	Direct Marketing
Ans.	(61)	Acquisition	(62) B	ehavior	(63)	Conversion		
Q.5.	Mul	tiple Choice Thr	ee Correc	et Answers				
(1)	The	market behaves in	3 stages				and	•
(-)		Acquisition		B) Behavio	or	(C		sion
	` ′	Direct Marketing		E) Interne				
Ans.		(A) Acquisition	(B) Beh			(C) Conversio	n	
LAHS		(1) Requisition	(B) BCI	10,101		(6) 6011 61516		
Q.6.	Mat	ch the following						
	(A)	Column 'A'				Colum	n 'B'	
	(1)	Acquisition	(a)	Creating ir	iterest	in the mind of	customer	
	(2)	Behavior	(b)	He may fee	el of buy	ing or may no	ot feel to bu	ıy
	(3)	Conversion	(c)	Becomes yo	our ulti	mate custome	r	
07	A	a D: a.d						
4.34 (7.53)		wer Briefly						
Q.14.	_	lain the process					5 .	
		market behaves ir						1
, ,	_	uisition means cr						
(2)		avior means once product. You must						may not feel to buy should buy.
(3)		version means w he buys the produ						m better offer then te customer.
Q.1.	Fill	in the Blanks						
(64)	***************************************	is a	web analy	tics service	offered	by Google.		
(65)		Google Analytics v		e product de	veloped	l by Google it	was acquir	ed by Google from a

104													
(66)		ind	licates ho	ow ma	ny visit	ors car	ne to y	our w	ebsite	(in the pa	st 7 da;	ys).	Industrial
(67)		i ne (usually 30											me
(68)		ind	licates h	ow ma									out
(69)		ind			ch aver:	age tin	ne a vi	sitor s	spends	on the we	hsite		
(70)												ır website.	
Ans.	(64) (68)	9	-	(65) (69)	Urchin Session		tion	(66) (70)		ers (0	,	essions ow	
Q.2.	Tru	ie or False											
(64)	Goo	gle Analytics	s a web a	analyt	ics serv	ice offe	ered by	7 Goog	gle.				
(65)		Google Analy pany users in		not th	e produ	ct deve	eloped	by Go	ogle it	was acqu	ired by	Google from	ı a
(66)	Urc	hin indicates l	now man	y visit	ors cam	e to yo	ur we	bsite (in the	past 7 day	/s).		
(67)		sions indicates ally 30 minut										a time fra	ne
(68)		ve Users righ					isitors	hit th	ne bacl	k button o	r closed	l your webs	ite
(69)	Sess	sion Duration	indicates	s how	much av	verage	time a	visito	or spei	nds on the	websit	e.	
(70)	Acti	ve Users right	now in i	indica	tes how	many	active	users	are cu	arrently ac	tive on	your websi	te.
Ans.	(64)	True	(65)	False	9	(66)	False		(67)	True	(68) False	
	(69)	True	(70)	True		· (
Q.3.	Mu	ltiple Choice	Questio	on (Si	ngle Cl	noice)							
(64)		i	s a web a	analvt:	ics servi	ice offe	red by	Goog	·le				
()		Google Analy) Ur		ioo oiic	roa sy		Users		(D)	Sessions	
(65)	` ′	Google Analy	`	•		ct deve	loped	` ′			` ′		ı a
		pany			36								
	(A)	Google Analy	tics (B	Ur	chin			(C)	Users		(D)	Sessions	
(66)		ind	icates ho	w mai	ny visito	rs can	ne to y	our we	ebsite	(in the pas	st 7 day	rs).	
	(A)	Google Analys	tics (B) Ur	chin			(C)	Users		(D)	Sessions	
(67)		in the contract of the c											ne
	(A)	Google Analyt	tics (B) Ur	chin			(C)	Users		(D)	Sessions	
(68)		ind	icates ho	w ma	ny visit	ors hit	the b	ack b	utton	or closed y	your we	ebsite withou	ut
	_	orming a singl											
	(A)	Bounce Rate	(B) Se	ssion D	uratior	ı	(C)	Active	e Users rig	ht now		
	(D)	Google Analyt	tics										

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(69)	indicates how much average time a visitor spends on the website.				ptichish-siarith high name menengana		
	(A)	Bounce Rate	(B)	Session Duration	(C)	Active Users right now	
	(D)	Google Analytics					
(70)	Primer and the second	in	indicat	es how many active	users aı	re currently active on your websit	te.
	(A)	Bounce Rate	(B)	Session Duration	(C)	Active Users right now	
	(D)	Google Analytics					
Ans.	(64)	Google Analytics	(65)	Urchin	(66)	Users (67) Sessions	Minoritationaninininina
	(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.						
	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:							
	E commerce deals are carried out in physical market.						
	False						
	Digital marketing is carried out with the help of Portal.						
	True In Digital marketing SEO many Special Executive Operations						
` ,	In Digital marketing SEO means Special Executive Operations. False						
	The paid advertisement on Google can be identified with 'paid' keyword.						
	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) 6 0 6 6 1 0 0 1 E E						
(2)	To analyze the traffic coming to the Website tool is used.						
	(a) SEO optimer (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)	andtechniques and strategies used to get higher search rankings on search engin	ıe.					
	(a) White Hat (b) Red Hat (c) Black Hat (d) Green Hat (e) Blue Hat						
Ans:	(a), (c)						

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(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 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/UC644d7UGlZdsDj4lSLWqlDw

(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			
H	3000	100015		
H2)b () ()	4000133		
H3	57			
H4	O			
H5	0			
H6	0			

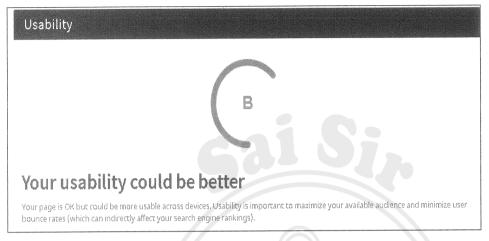
(4) Whether the Imagesused has Alt Attributes?

Ans: No

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(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.seoptimer.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

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