GANPAT UNIVERSITY
U.V. PATEL COLLEGE OF ENGINEERING
Computer Engineering and Information Technology Department
2CEIT78PE5: Search Engine Optimization
Assignment

#	Questions
1	What is on-page vs off-page SEO? Differentiate them in detail.
2	What is link building? Why does it matter? How to do it?
3	Define Search Engine Optimization (SEO). Justify the statement: Search engine match pages to "query intent".
4	Difference between black hat and white hat SEO.
5	Which SEO tools do you regularly use? List them and briefly explain each.
6	Which meta tags matter? Explain all meta tags.
7	What is the difference between a do-follow and no-follow and how are they used?
8	What are some black hat SEO practices to avoid?
9	How do you use content marketing for SEO?
10	Which are the major Google updates that have impacted SEO?
11	Explain below terms: 1. Google autocompletes 2. Paid result 3. Organic result 4. DA vs. PA. 5. domain
12	What you can get from Google Analytics? Discuss in detail.

Deadline to submit: 10/10/ 2024 After crossing deadline 2 marks/day will be deducted)