Section A

1. SEO stands for **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. SEM stands for**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. PPC stands for**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
4. \_\_\_\_\_\_\_\_\_\_\_\_\_ is a program that collects information from different web sites and stores the data in a database of a search engine

* Crawling
* Indexing
* Serving
* Searching

1. Which of the following maintains a list of recently visited Web Pages in the Web browser?

* DNS
* Web Server
* Web Cookie
* Cache

1. Which of the following is the process of optimizing the Web pages on its geographical location where it is operated?

* SEO
* Multilingual Search
* SEO localization
* SEO translation

1. What types of redirects are implemented by Web masters?

* Server-side 404 redirect
* Server-side 301 redirect
* Server-side 302 redirect
* Server-side 500 redirect

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ provides the information about where your traffic is coming from

* Diagnostics
* Statistics
* Links
* Sitemaps

1. \_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of obtaining links from other Web sites

* Page Rank
* Anchor Tag
* Link Building
* Off-Page Optimization

1. Which of the following components are necessary to perform search using Voice search?

* Google Chrome
* A built-in or external microphone
* Google Voice Search turned on
* Graphics card

Section B

1. Explain the difference between on page and off page SEO.
2. Why Title tag is important in SEO.
3. What points should be kept in mind while adding a picture to your website.
4. Explain the difference between white hat and black hat SEO.
5. What is site map? Explain in your own words.
6. What are KEYWORDS?
7. What is ROBOTS.txt file?
8. While developing a website (from designing to hosting) what points should be kept in mind to make it search engine optimized. Describe about each step separately.
9. What is keyword stuffing?
10. What is **Google Web Master Tool?**