

UNIT-1

Search Engine Basics and Understanding SEO Objectives

[1 Marks]

1. PPC/CPC full form...
2. The main goal of search engine is....
3. Dominant Search engine is in the world.
4. In China, Popular search engine is
5. In India which search engine is popular
6. In Russia, Popular search engine is
7. Total numbers of query is ...
8. To creating Gmail account which query applied by the user....
9. Eye tracking process creates which alphabet shape pattern ...
10. Eye Tracking is useful for
11. Full form of SEM is...
12. Full Form OF CMS is...
13. Examples of CMS

[2/3 Marks]

1. What is SEO? Explain mission or requirements of search engines.
2. Explain about Human Goals of Searching in detail.
3. Explain How People Search in search engines.
4. Explain Click Tracking and How Users Click on Results, Natural versus Paid.
5. Explain Understanding Your Audience and Finding Your Niche in detail.
6. Explain about Market Share of Search Engines.

[5 Marks]

1. Explain about Determining Searcher Intent.
2. How Search Engines Drive Commerce on the Web?
3. What is Eye Tracking? How Users Scan Results Pages?
4. Explain Strategic Goals of SEO Practitioners.
5. Explain about developing an SEO Plan Prior to Site Development.
6. Explain the Major elements of planning in detail.

UNIT-2

Implementing SEO-friendly Website

[1 Marks]

1. XML STANDS FOR
2. What is sitemap?
3. What is PAGINATION?
4. Search engines navigation does not support
5. Maximum character in title tag is...
6. CSS stands for
7. What are Micro sites?
8. What's a Cookie?

[2/3 Marks]

1. State the difference between Flat and Deep Architecture.
2. Explain Frames and URL issue in detail.
3. Explain the robots.txt file in detail.
4. Explain Content Optimization in detail.
5. What is Flash? Explain it.

[5 Marks]

1. Explain about making site accessible to Search Engines.
2. Explain about Optimal Information Architecture (IA) in detail.
3. Explain Root Domains, Sub domains, and Micro sites in detail.
4. Explain Optimization of Domain Names/URLs in detail.
5. Explain keyword targeting in URLs.
6. Explain about Content Management System (CMS) Issues in detail.

UNIT-3

Keyword Research and Tracking Results

[1 Marks]

1. What is keyword research?
2. What is Keyword research tool?
3. What is keyword?
4. Keyword means.....
5. Keyword research means....
6. Keyword research is important in...
7. Long tail of keyword means...
8. Percentage of popular keywords is
9. Which tool is responsible for keyword comparison ...
10. Conversion ratio means...
11. Search engine diagnosis tools are...

[2/3 Marks]

1. Explain the Theory behind Keyword Research process.
2. Explain Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand in detail.
3. Explain Understanding the Long Tail of the Keyword Demand Curve in detail.
4. Explain Leveraging the Long Tail of Keyword Demand in detail.

[5 Marks]

1. Explain about Keyword Research Tools in detail.
2. Explain about determining Keyword Value/Potential ROI in detail.
3. Explain Why Measuring Success Is Essential to the SEO Process in detail.
4. Describe the Tying SEO to Conversion and ROI in detail.
5. Explain about Competitive and Diagnostic Search Metrics in detail.
6. Explain the Key Performance Indicators for Long-Tail SEO in detail.