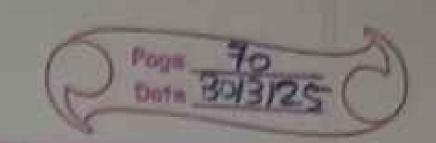SEO Prilims Paper

Q-1 (A)

1. Eye tracking

- eye tracking and click tracking, both natural and paid, offer insights into uses behavior, but eye tracking focuses on visual attention, while click tracking tracks clicks and interactions.

- Natural methods are organic and unpaid, while paid methods involve specific tools or platforms to track user actions.

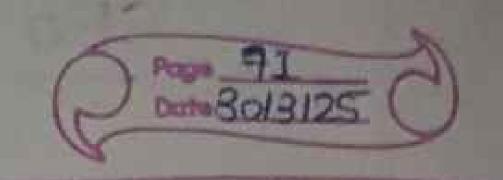- Eye tracking is a technology that measures and analyzes the movements of a person's eyes to understand their visual attention and behavior.

- It typically uses cameras or sensors to capture eye movements and determine where a user is looking on a screen or in a physical environment.

Natural vs. Paid:

Natural :- observing user behavior without specific tracking tools or software, relying on general user interaction patterns.
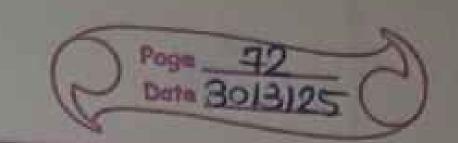
Paid :- Utilizing specialized software or hardware to record and analyze eye movements, often used for research or marketing purposes.

2. Human Goals of searching

- Human goals in searching revolve around finding information or completing a task, and understanding searches intent is crucial for effective search.

- Users want to learn about a topic, answer a question, or gain knowledge.

- Users aim to find a specific website or page.

- Users intend to make a purchase or complete a task, like booking a flight or making a payment.

- Users are looking for nearby businesses or services

→ Analyzing Keywords:

- The words used in a Search query can indicate the user's purpose.

- For example, "best Running shoes" suggests informational intent, while "buy Nike running Shoes size 10" points to transactional intent.

→ Contextual clues:

- Understanding the broader context of the search, such as the user's location, device, or previous searches, can help determine their intent.

→ Categorizing Intent:

- Informational
- Navigational
- Transactional
- Commercial

Q-A (A)

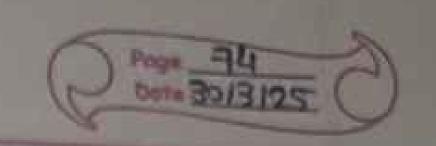1. To effectively determine SEO objectives and set goals, focus on SMART goals: Specific, Measurable, Achievable, Relevent, and Time-bound.

- Align these goals with bosdes business objectives and track progress using key performance indicators (KPIs)

⊙ Define Your Bussiness Objectives

- Are you aiming for increased brand awareness, more leads or higher Sales?

- Identify the specific SEO outcomes that will help you achieve your business objectives.

⊙ Set SMART SEO Goals

- Avoid vague goals like "get more traffic" Instead, aim specific outcomes, such as "rank top 3 for [specific keyword] in 6 months.

- Choose KPIS that allow you to track progress such as keyword rankings, organic traffic, conversion rates, and bounce rates.

- Set realistic goals based on your resources and the competive landscape.

- Ensure your SEO goals align with your overall business objectives and contribute to your company's success.
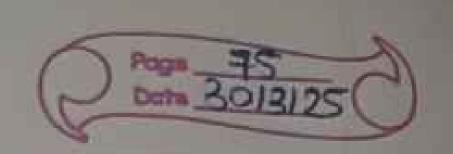
2. Search engine results are ranked using complex algorithms that consider numerous factors to determine relevance and quality, ultimetely aiming to provide users with the most useful information.

→ Here's a breakdown of how search engine Ranking works

⊙ Crawling, Indexing, and Ranking:

Crawling :— Search engines "crawlers" to discover and explore websites, following links and using sitemaps to find pages.

⊙ **Indexing**

- The content and metadata of discovered pages are analyzed and added a database allowing search engines to quickly find and retrieve relevent information.

⊙ **Ranking**

- Complex algorithms access the Relevence and quilty of indexed pages based on various factors, and them rank them to determine their position in search results.
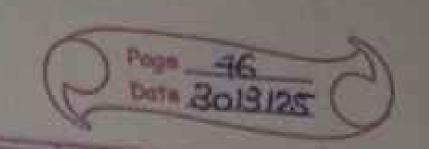
⊙ **Relevence**

- The algorithm prioritized pages that closely match the user's search query, considering keywords, phrases, and the overall content of the page.

⊙ **Quality**

- Search engines favor high-quality content, including factors like readability, accuracy, and authority.

Q-2(A)

1. Controlling Content with Coockies and Session IDs

- Coockies and session IDs work together to enable websites to track user sessions and personalize content.

- Websites use coockies to store a unique session ID on the user's browser, which is then used to identify the user and retrieve their session data from the server.

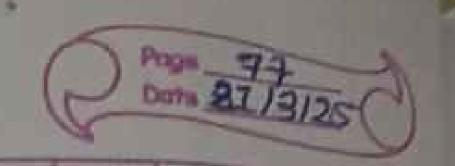- Coockies are small text files that websites can store on a user's computer or browser.

- A session ID is a unique identifier assigned to a user's session on a website.

- When a user visits a website, the server can create a session and assign it a unique session ID.

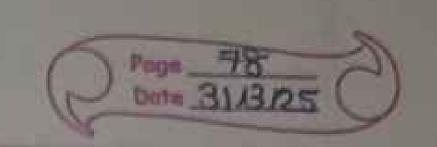- The server then sends a coockie to the user's browser, containing the session ID.

2   Q.2 Content optimization & Duplicate
        Content issues

- Content optimization focuses on making Content valueable, relevant, and engaging for users and search engines, while duplicate Content issues arise when Similar or identical content appears on multiple URLs, Potentially Confusing search engines and diluting SEO efforts.

- Content optimization involves improving the quality, relevance, and user experience of your content to attract and engage visitors, and to signal to search engines that your content is valuable.

→ Key elements:

- Keyword Reaerch :- identifiyng relevant key-words and phrases that users are searching for.

- Content creation : writing high-quality, original, and informative content that satisfies users intent.

- On page optimization : optimizing elements like title tags, meta descriptions headings, and images to improve search engine visibility.

- User Experience (UX) : Ensuring that the content is easy to read, navigate, and share.

- Promotion: Sharing your content on social media and other channels to increase visibility
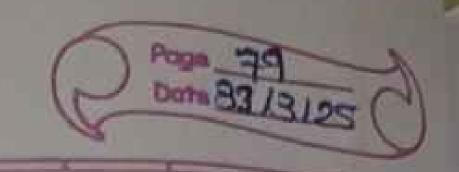
Q-2 (A)

1. Root Domains, Subdomains, and Microsites.

- In website structure, a root domain is the primary domain name while a subdomain is a section under that root domain, and a micro site is a separate, focused website hosted on a subdomains on a specific path.

Root Domain

- The main domain name you register, like example.com.

- it respresents the entire website and is the highest level in the website hierachy.

- You own and control the root domain, allowing you to create subdomains and other structures within it.

Subdomain

- A section or part of the root domain, like blog.example.com or shop.example.com.

- Subdomains are extensions of the root domain, not separate websites.

- used for organizing content, creating specific sections, or hosting different types of content.

Microsite

- A separate, smaller website that can be hosted on a subdomain or a completely different domain

- A separate website for a product launch or a specific marketing campaign.

2. optimal Information Architecture.

- optimal information Architecture (IA) is the art and science of organizing and labeling content in a way that makes it easily accessible and understandable for users, ultimately improving their experience and allowing them to find what they need efficienty

- IA is the structural design of shared information environments, focusing on how content is organized and labeled to support usability and findability.

- The goal of IA is to create a logical, hierarchical structure for content that is easy for users to navigate and understand regardless of the platform

- IA should be designed with the user in mind considering their needs, goals, and how they think about information.

- A well-designed IA can lead to improved user experience, increased user satisfaction, better SEO, and easier content management.

Q-3 (A)

1. Site Content Analysis & keyword Reasearch Tools.

- Site Content analysis and keyword Reacsearch tools help you undesstand what pepple Seasch fos and how to optimize yous website Content fos betles Seasch engine visibility.

- These tools analyse existing content, identify keywosds, and provide insights to impsove SEO and Content Stsategy.

- Site Content analysis is that psocess of evaluting existing website Content to identify aseas fos impsovement and optimization.

- it helps undessstand how effectively yous Content drives traffic, idenrifies trands, and pinpoints aseas fos impsovement.

- keyword density, readability Scose, intesnal linking stsuctuse, meta tags, backlinks, titles, and headlines.

Tools

- Moz Pro : offers keywords Research, site audit, and SERP analysis to assess website optimization and identify areas for improvement.

- Ahrefs : Provides tools for backlink analysis, keyword research, content analysis, and competitor research.

- Semrush : A comprehensive SEO tool that helps with site analysis keyword Research, competitor analysis, and content marketing.

Q-3 (A)

1. Theory Behind Keyword Research & Traditional Approaches.

- Keyword research, a core SEO practice, involves identifying and analyzing search terms used by your target audience to understand their language and optimize content for search engines.

- Traditional approaches focus on exact matches and high volume keywords, while never

approaches emphasize semanic understanding and uses intent.

→ Theory Behind keyword Research :

◉ Understanding Uses Search Behavior

- keyword Research aims to understant what people type into search engines when looking for information, products, or services related to your Business.

◉ Improving SEO Performance.

- By targeting relevant keywords, you can improve your website's ranking in search engine result pages (SERPs), leading to increased organic traffic

◉ Content optimization :

- keyword research helps you create content that aligns with uses search intent, making it more likely to attract and engage visitors.